

SPRING SEMESTER 2017					
STUDY	COURSE	ECTS	LEVEL	PREREQUISITES	COURSE OUTLINE
<b>ENTREPRENEURSHIP ECONOMICS</b>	1. Business Italian 2	4	B.A.	Independent user (B1) level of knowledge, interested in doing business or finding employment in companies who do business with Italian	<p><b>DESCRIPTION OF COURSE CONTENT:</b> The course can be useful for students who are professionally interested in the language of tourism or commerce, wish to set up tourist agencies, who work in information offices, travel agencies or for tour operators. The program focuses on the Italian language of business, aiming at providing students with the basic vocabulary and commonly used professional expressions. Main topics: layout of a business letter, date, address, headings, beginning phrases, body of the letter, closing phrases, signature, abbreviations, style, writing an e-mail, fax, organizing travel programs, types of offers, travel contracts, making and receiving reservations or complaints.</p> <p><b>OUTCOMES:</b> The aims of the course are acquiring basic knowledge in business correspondence in Italian, writing emails, proposals, enquiry, fax, order, complaints.</p> <p><b>TEACHING METHODOLOGIES:</b> Through lectures, exercises, reading, listening and writing, students will acquire knowledge necessary for writing correspondence in Italian language.</p>
	2. Croatian Cultural Heritage	4	B.A.	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> the aim of the course is getting students acquainted with the creators, events and achievements of Croatian cultural past. These should help them in placing the achievements into the European context, especially monuments protected by UNESCO, in understanding of continuity and changeability of Croatian cultural identity. The fields of study have been: Croatian history, Croatian visual arts – painting, sculpture, architecture, town planning, Croatian traditional culture, Croatian music, cultural, monuments of nature, the Croatian language and literature, Croatian cuisine.</p> <p><b>OUTCOMES:</b> students become familiar with the Croatian Cultural Heritage so they can recognize cultural differences and similarities and embrace them.</p> <p><b>TEACHING METHODOLOGIES:</b> lectures, discussions, individual research, workshops; Fieldwork includes visiting museums, monuments and other cultural institutions.</p>
	3. Franchising	5	B.A.	none	<p><b>Course content includes following 7 modules:</b></p> <p>1. Entrepreneurial venture through franchising; 2. Characteristics of franchise business model; 3. Development and management of franchise systems; 4. Basic documents for franchise offers; 5. Services of business consultants and intermediaries in franchising; 6. Launching of franchise concepts; 7. The route of franchise business selection</p> <p><b>OUTCOMES:</b> This dynamic and interactive course will help students to (1) get systematic and complete knowledge of franchising; (2) recognize the potential of studied companies to expand through franchising; (3) gain specific skills as their basic competitive advantage in the labour market for employment in the franchise companies; (4) chose a safer way of entering into entrepreneurship; and (5) have a complete insight into all aspects of franchise business to be able to choose a quality franchise offers for themselves or for someone else.</p> <p><b>TEACHING METHODOLOGIES:</b> Through lectures, discussions, case studies, individual and team-designed assignments and presentations, students will develop necessary knowledge and skills' base to feel comfortable in both franchising as a start-up choice, and franchising as growth strategy for existing business. During the course students will go through The pre entry franchise on line education program and obtain the Certificate in collaboration with Franchise association of New Zealand and Massey University of New Zealand</p>
	4. German Business Language 2	4	B.A.	The basic use (B1 level) of knowledge German	<p><b>DESCRIPTION OF COURSE CONTENT:</b> The aim of the course German Business Language and Culture 2 is to get knowledge about German business language and German culture. It is recommended to students who wish to improve their business communication skills in business German, learn specific vocabulary of the tourism and commerce sector and who want to learn more about German culture. The fields of study are: German in the Office: Business Etiquette in Germany/Austria/Switzerland; Successful job interviews in Germany/Austria/Switzerland; Intercultural training– welcome to Germany/Austria/Switzerland.</p> <p><b>OUTCOMES:</b> Students will become familiar with German business culture and business language in general, so they can apply for job and work in Germany/Austria/Switzerland, they can recognize cultural differences and similarities.</p> <p><b>TEACHING METHODOLOGIES:</b> Lectures, discussions, individual research, reading and listening.</p>
	5. Organizational Psychology	5	B.A.	Basics of psychology (recommended)	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course provides an overview of the basic scientific study of organizational behavior. The topics include individual differences in work performance, creativity, leadership, motivation, team work and time management.</p> <p><b>OUTCOMES:</b> Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- identify individual differences that affect work performance</li> <li>- describe theories of work motivation and analyze their applicability in organization</li> <li>- analyze the principles and characteristics of teamwork</li> <li>- explain creative ways of thinking and apply creative techniques</li> <li>- apply the basic principles of successful time management</li> <li>- compare the basic styles of leadership</li> </ul> <p><b>TEACHING METHODOLOGIES:</b> Lectures, group discussions, self-appraisal through different questionnaires and tests, field exercise.</p>
	6. Public Speaking Skills	4	B.A.	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> The course is designed to enable the development of basic oratory skills. The course will also involve work on formulating and articulating clear, stimulating and creative thinking as a prerequisite for any powerful oratory situation. It will deal with raising the awareness of active listening and it will introduce students to the methods of evaluating listeners.</p> <p><b>OUTCOMES:</b> Students will develop basic oratory skills; they will become more skilled in expressing their ideas, as well as more persuasive and more successful in accomplishing their goals.</p> <p><b>TEACHING METHODOLOGIES:</b> Through lectures, discussions, debates, and presentations, students will be invited step into the world of public speaking.</p>

ENTREPRENEURSHIP ECONOMICS	7. Social Entrepreneurship and Social innovations	4	B.A	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> Social innovations are the new strategies, concepts, ideas, processes, services, business models, tools, methodologies and policies, or a combination of these factors that contribute to addressing social needs. Social entrepreneurship is an innovative business model that combines economic and social objectives, and a new ways of thinking about values, based on redistribution of power and sustainable development. It contributes to social inclusion and economic development. Course includes the following 7 modules: (1) Social Innovation, (2) The process of social innovation, (3) Socially innovative solutions and socialization of existing projects, (4) Introduction to Social Entrepreneurship, (5) Examples of good practices, (6) Assistance to existing examples of social entrepreneurship, (7) Effects/impacts of social innovation and social entrepreneurship.</p> <p><b>OUTCOMES:</b> After completing the course and the assignments (mapping social innovation, suggestions for improvement of selected social-entrepreneurial initiatives), students will be able to:</p> <ul style="list-style-type: none"> <li>• identify social innovations and opportunities for social entrepreneurial ventures and factors of their implementation</li> <li>• demonstrate understanding of the resources needed to convert opportunities into an entrepreneurial venture and enrich less developed communities, services and activities</li> <li>• recognize the strengths and weaknesses of their projects, and modify them according to the received feedbacks</li> <li>• develop and implement their own model of social innovation that will enrich selected projects, and contribute to the development of the (local) community</li> <li>• apply learned methodology and integrate innovative solutions as well as create shared value within the business plans and entrepreneurial activities</li> <li>• produce quality analysis of assigned cases/projects and offer innovative solutions to addressed social issues by developing new projects of “socialization” of existing projects.</li> </ul> <p><b>TEACHING METHODOLOGIES:</b> experiential learning through lectures, field trips, site visits, discussions, case studies, research, consultations, individual and team-designed assignments and presentations. Students will develop knowledge and skills required for mapping social innovations and advising social businesses on how to expand their impact.</p>
	8. DESIGN THINKING FOR BUSINESS INNOVATION	4	B.A.	none	<p><b>Description of course content:</b></p> <ol style="list-style-type: none"> <li>(1) Introduction to Design Thinking for Business Innovations(what, how, why)</li> <li>(2) Process and tools for Design Thinking and creative techniques</li> <li>(3) Application of Design Thinking (step-by-step, through practical examples)</li> <li>(4) Workshop 1: Example of innovation</li> <li>(5) Workshop 2: Integration of Design Thinking in the company's strategy</li> <li>(6) Workshop 3: Example of the development of new services</li> </ol> <p><b>Learning outcomes:</b> Upon completion of the course, students will be able to apply creative techniques and Design Thinking process to solve complex business and/or social problems. Students will be able to assist in organizing Design Thinking projects into practice through the application of innovative tools for analysis, synthesis and creating real solutions - either in a corporate environment or for start-up companies.</p> <p><b>Methodology of teaching:</b> The course consists of two parts: theoretical and practical. In the theoretical part, the students will learn about Design Thinking through presentations, lectures and discussions. They will become familiar with Design Thinking concept and application of Design Thinking tools. They will be guided through all the stages of Design Thinking processes and case studies. In the practical part of the course, students will be divided into working groups that will work on the practical application of design thinking to specific challenges from the real business world and other areas. <i>During the course, students will use templates, forms, documents, research, materials, and equipment for all stages of the design thinking.</i></p>
	10. Strategic Management	5	B.A.	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> Strategic Management, as a set of managerial decisions and actions that determine the long-run performance of a corporations, is a critical part of manager’s activities. It includes environmental scanning, strategy formulation, strategy implementation, and evaluation and control. The study of strategic management emphasizes an organization and its interaction with other stakeholders. Therefore, strategic managers look at long-term needs of an organization and the implementation necessary to address those needs. Strategic Management can be applied to any organizations (i.e., organizations of any size or in any industry and are appropriate to international and non-profit endeavours, as well as ordinary businesses, public and private). The course is designed to help students complete various assessments and analysis necessary to lead an organization strategically.</p>
	11. Business Simulations	4	B.A.	English at B1 level Basics of accounting	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course is designed to integrate relevant management knowledge and skills using online business simulation software ( Capstone® business simulation). Working in teams, students take an active role in running a virtual company through a business simulation, and contribute to decision-making as the game unfolds.</p> <p><b>LEARNING OUTCOMES:</b> 1. understand the importance of a business plan in guiding business decisions; 2. successfully operate as part of a team in planning, organising, staffing and controlling a business; 3. integrate theory with experience through the computer game simulation; 4. analyse environmental conditions impacting the operations of the firm; 5. understand and experience the steps in an effective decision-making process; 6. analyse and utilise accounting information and financial statements in assessing the performance of the business; 7. identify and assess the advantages and disadvantages of group decision making; 8. identify appropriate data and apply information from a data series in making and evaluating the effects of decisions; 9. write and present succinct business reports.</p> <p><b>TEACHING METHODOLOGIES:</b> lectures, online tutorial, discussions, group work, individual research</p>
<b>STUDY</b>	<b>COURSE</b>	<b>ECTS</b>	<b>LEVEL</b>	<b>PREREQUISITES</b>	<b>COURSE OUTLINE</b>
COMMUNICATION DEPARTMENT	1. English for Journalists	5	B.A.	Basic knowledge in English	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course includes the consolidation of relevant language skills, tailored to the needs of future journalists. The emphasis is on the features of journalistic jargon, style and syntax typical of journalistic style, e.g. structural and stylistic features of headlines. The aim of the course is to improve students’ English skills as well as to make them aware of the particularities of journalistic style of using the English language in the press. Special attention is paid to presentation skills.</p> <p><b>LEARNING OUTCOMES:</b> Students become familiar with the journalistic style and can apply it in their own writing; they can read and discuss newspaper and magazine articles, report on current issues, give a presentation and use the specific vocabulary of the print media.</p> <p><b>TEACHING METHODOLOGIES:</b> lectures, workshops, discussions, pair work, group work, individual research</p>

COMMUNICATION DEPARTMENT	2. Introduction to Croatian Cinema	5	B.A.	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course will introduce students to Croatian cinema, with the emphasis on fiction features, animation and documentary films. Students will be introduced both to historically important film productions and new mainstream and art films. Special attention will be given to internationally reward Croatian features and animation films and to international co-productions filmed in Croatia.</p> <p><b>LEARNING OUTCOMES:</b> Students will become familiar with Croatian cinema, its past and present, its most important films, directors and actors.</p> <p><b>TEACHING METHODOLOGIES:</b> Lectures, film screenings, discussions, guest lectures by the most important Croatian film directors and actors, visits to art-cinemas, festivals and film institutions</p>
	3. Politics and Propaganda in 20th century	5	B.A.	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> The aim of this course is to educate students about the 20th century through different ways of using music, film, sport, architecture, art etc. for political purposes. Some of the lecture topics are: Nazi propaganda and art, Vietnam War and Hollywood, Sport as political weapon, Cult of Personality, Yugoslav partisan movies as propaganda tool, Cold War posters etc.</p> <p><b>LEARNING OUTCOMES:</b> Students become familiar with the 20th century world history, important events, persons and phenomena. They become capable to recognize abuse of music, sport, art, film in political reasons. Students will be easier to understand world they are living in and to compare mentioned abuses in the past and today.</p> <p><b>TEACHING METHODOLOGIES:</b> Lectures, discussions, individual research, workshops; fieldwork - visiting museums, monuments and cinemas.</p>
	4. Photo Reporting	3	B.A.	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course will introduce students to basic theoretical and practical knowledge of photo reporting, and enable them to engage in the practice of basic photo tasks as well as recording in a studio and on the work field. Through the practical part of course, students will be introduced to modern photographic equipment and technology, how to make photo report and how it is processed by computers.</p> <p><b>OUTCOMES:</b> Focus will be on learning to see, recognize and shoot good photography. Students will be trained to make and deliver message to viewers using photographic techniques.</p> <p><b>TEACHING METHODOLOGIES:</b> Theoretical lectures and workshops in classroom, practical workshops on a field, visiting recent photographic exhibitions.</p>
	5. Croatian Contemporary Culture	5	B.A.	none	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course will introduce students to the Croatian contemporary culture, with the emphasis on contemporary arts (painting, sculpture, design, photography and video), architecture, music, musical theatre, performance and contemporary dance. Students will be introduced to the most important works and artists in Croatian contemporary culture. Special attention will be given to the internationally awarded and renowned Croatian contemporary artists and works</p> <p><b>LEARNING OUTCOMES:</b> Students will become familiar with the Croatian contemporary culture, its major tendencies and aesthetics. They will be able to recognize the most important Croatian artists and their works.</p> <p><b>TEACHING METHODOLOGIES:</b> Lectures, screenings, discussions, one-to-one work, group work, individual research and writing, interviews, guest lectures of Croatia artists; visits to concerts, musical theatre and dance productions, festivals, museums and exhibitions</p>
<b>STUDY</b>	<b>COURSE</b>	<b>ECTS</b>	<b>LEVEL</b>	<b>PREREQUISITES</b>	<b>COURSE OUTLINE</b>
TOURISM AND HOTEL MANAGEMENT	1. English for Tourism and Hospitality 2	5	B.A.	Basic knowledge in English	<p><b>DESCRIPTION OF THE COURSE CONTENT:</b> Provide basic knowledge, vocabulary and structures necessary for the understanding of technical terms and situations faced by managers in the hotel and catering industries and mediation in tourism business using the English language. Students will be trained to communicate with foreign guests and business partners in various situations (when ordering food and drinks, doing simple reservations, dealing with complaints, taking and handing over messages from tourists). They will develop learning strategies and get familiar with modern language teaching aids and ways of using more complex literature.</p> <p><b>OUTCOMES:</b> Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe facilities, departments and typical duties and tasks in large and small hotels;</li> <li>• Interpret the skills necessary to perform a particular job in the tourism and forms of payment of salaries and other benefits to workers;</li> <li>• Handle simple bookings and guest complaints, take and hand over messages from tourists by telephone and in writing;</li> <li>• Explain the specific requirements for tourist travel abroad and contracting insurance policies for tourists;</li> <li>• Present basic features of air travel, local transportation and conditions of renting vehicles;</li> <li>• Apply basic concepts of the profession, and order food and drinks in the context of national and international cuisine;</li> <li>• Present specificities of organising special interest travel;</li> <li>• Use general language proficiency at a minimum level B2 of the Common European Framework of Reference for Languages (CEF) in English language.</li> </ul> <p><b>TEACHING METHODOLOGIES:</b> Lectures, discussions, case studies, assignments and presentations.</p>
	2. Sustainable Tourism	5	B.A.	Fluency in English	<p><b>DESCRIPTION OF THE COURSE CONTENT:</b> The course objective is to introduce most important elements of the context of sustainable tourism and the impact and consequences of using natural and human resources in the tourism industry. Some of the topics include business ethics and morality, Corporate Social Responsibility, sustainable development concept, trans-modern tourism and main dimensions of sustainability in this context, technological environment, key stakeholders, spatial conditioning and demand characteristics. Responsible business in tourism and natural resources: the impact of tourism development, use of resources, conflict management. Marketing of sustainable tourism products: innovative and creative development, form values, communicating experiences, exchange impact.</p> <p><b>OUTCOMES:</b> Upon successful completion of the course, students will be able to understand the basic terms, concepts and codes relating to responsible business in tourism industry.</p> <p><b>TEACHING METHODOLOGIES:</b> Lectures, discussions, case studies, assignments and presentations.</p>

<b>TOURISM AND HOTEL MANAGEMENT</b>	<b>3. Event Management</b>	<b>5</b>	<b>B.A.</b>	<p>Basic knowledge of marketing and management is advisable</p> <p><b>Aims of class:</b> To provide an understanding of the concept, shape, type and importance of events and manifestation for the tourist destination. Instruct students to the role of animation and enterprises for the management of events and manifestations and in all elements of the process of creation, development, planning, securing resources and operational implementation of events and manifestations. To provide students with the knowledge and skills necessary to manage the preparation and implementation of smaller of events or segments of the preparation and implementation manifestations.</p> <p><b>Content:</b> Events and manifestations: the concept, forms and types of events, tourist potential, the importance for tourism destination, development perspective, managers and companies for the management of events and manifestations (EMC). Animation: the concept and objective, fundamentals and principles of animation, animation history and socio-cultural basis of animation, animation as a means of creating and managing experience, animators, animation, communications, planning and creating animations. Events and happenings as the product: anatomy of events and manifestations, the process of conceptualization and development of programs, feasibility assessment. Planning elements of events and manifestations. The resources for the implementation of events and manifestations: logistics and location, support services, human resources; finance. Operational implementation of events and manifestations: the legal framework, the management of temporal sequence and schedule, protocol and VIP participants, risk management, budget management, setting up of events, management of human resources, management of operations, management experience, security management and security, governance and mass evacuations. Controlling and evaluation of events and manifestations.</p>
	<b>4. Event Marketing</b>	<b>5</b>	<b>B.A.</b>	<p>Basic knowledge of marketing and management is advisable</p> <p><b>DESCRIPTION OF COURSE CONTENT:</b> This course will provide focused coverage of development, structure and organization of hotel business and various types of international hospitality operations. It will help to understand how it has transformed in itself and in respect to the evolution of the tourism industry. It will also explain the social and economic role, responsibilities and opportunities of the hotel industry. The course will cover condominium, time share, and various forms of affiliations like franchise, management and lease. The students will be introduced to specific skills needed for convention and incentive sales business. An orientation to all hotel operations will be given. The course will be supported by case studies from the hotel industry, both from independent hotels and members of the international hotel corporations. Special emphasize will be given to added values, the quality of service and guest expectations in hotel industry, the corporate culture and the hotel philosophy, the importance of standards and the role of management in achieving the best results. <b>OUTCOMES:</b> This course aims to make the students familiar with the subject of hotel management and specific characteristics of hotel industry by explaining its main functions and terms. Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the historic role of outstanding hoteliers</li> <li>• Understand the reasons for travelling and travel motivators which help to create the appropriate product for specific guests</li> <li>• Determine the organizational structure of a hotel</li> <li>• Determine the importance of service</li> <li>• Evaluate main characteristics of each hotel department and its operations</li> <li>• Evaluate the importance of corporate culture in hotel</li> <li>• Evaluate the importance of standards</li> <li>• Critically analyze the advantages and disadvantages of hotel affiliations</li> <li>• Critically analyze the social, economic and environmental role of hotel industry</li> <li>• Understand the philosophy of hotel business</li> </ul>

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<p>5. Hotel Management</p>	<p>5</p>	<p>B.A.</p>	<p>Fluency in English</p>	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course will provide focused coverage of development, structure and organization of hotel business and various types of international hospitality operations. It will help to understand how it has transformed in itself and in respect to the evolution of the tourism industry. It will also explain the social and economic role, responsibilities and opportunities of the hotel industry. The course will cover condominium, time share, and various forms of affiliations like franchise, management and lease.</p> <p>The students will be introduced to specific skills needed for convention and incentive sales business. An orientation to all hotel operations will be given. The course will be supported by case studies from the hotel industry, both from independent hotels and members of the international hotel corporations. Special emphasis will be given to added values, the quality of service and guest expectations in hotel industry, the corporate culture and the hotel philosophy, the importance of standards and the role of management in achieving the best results.</p> <p><b>OUTCOMES:</b> This course aims to make the students familiar with the subject of hotel management and specific characteristics of hotel industry by explaining its main functions and terms. Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the historic role of outstanding hoteliers</li> <li>• Understand the reasons for travelling and travel motivators which help to create the appropriate product for specific guests</li> <li>• Determine the organizational structure of a hotel</li> <li>• Determine the importance of service</li> <li>• Evaluate main characteristics of each hotel department and its operations</li> <li>• Evaluate the importance of corporate culture in hotel</li> <li>• Evaluate the importance of standards</li> <li>• Critically analyze the advantages and disadvantages of hotel affiliations</li> <li>• Critically analyze the social, economic and environmental role of hotel industry</li> <li>• Understand the philosophy of hotel business</li> </ul>
<p>6. Hotel Marketing</p>	<p>5</p>	<p>B.A.</p>	<p>Fluency in English</p>	<p><b>DESCRIPTION OF COURSE CONTENT:</b> To enable students to understand the role of marketing, buyer and consumer needs, and special features and structure of the hotel service market. To teach students about the basic activities related to market research; market segmentation; targeting and positioning; hotel product design and management; pricing and hotel product marketing. To provide students with knowledge and skills necessary to develop marketing plans and manage implementation of hotel marketing plans.</p> <p><b>OUTCOMES:</b> Following a successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe the role of marketing in hotel operations;</li> <li>2. Explain buyer and consumer needs, special features and structure of hotel service market;</li> <li>3. Interpret the role of marketing in strategic planning of hotel operations;</li> <li>4. Demonstrate activities related to market research, market segmentation, hotel product targeting and positioning;</li> <li>5. Use basic marketing tools in hotel product design and management; hotel product pricing and marketing;</li> <li>6. Run promotion campaigns, PR and advertising, and market hotel services using traditional and new hotel marketing technologies;</li> <li>7. Develop simpler hotel marketing plans; and</li> <li>8. Manage implementation of simpler hotel marketing plans.</li> </ol> <p><b>TEACHING METHODOLOGIES:</b> Lectures, practical classes, seminar and workshops, individual work.</p>
<p>7. Organizational Psychology</p>	<p>5</p>	<p>B.A.</p>	<p>Fluency in English</p>	<p><b>DESCRIPTION OF COURSE CONTENT:</b> This course provides an overview of the basic scientific study of organizational behaviour. The topics in the course include: leadership, emotional intelligence, motivation, team work, time management etc.</p> <p><b>OUTCOMES:</b> After completing course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Critically analyze and interpret scientific research findings in organizational psychology</li> <li>• Describe and explain selected topics in organizational psychology</li> <li>• Compare and contrast different psychological theories applied to organization</li> <li>• Demonstrate so-called “soft” skills in different situations</li> </ul> <p><b>TEACHING METHODOLOGIES:</b> Lectures, team work, case studies, role play, debate, individual research</p>

<b>TOURISM AND HOTEL MANAGEMENT</b>	<b>8. Management of Small &amp; Medium-sized Accommodation Facilities</b>	<b>5</b>	<b>B.A.</b>	Fluency in English	<p><b>DESCRIPTION OF THE COURSE CONTENT:</b> This course will provide an understanding of forms of organization, special types and differences in the management of small, medium and large tourism accommodation facilities: from Heritage Hotel, Wellness &amp; spa hotel, Gourmet hotel, Boutique hotel, Apart hotel, Hostel, Guest house, accommodation in households and rural households. It will introduce students to the features of administrative and operational business segments, but also it will introduced them with the tools for financial management, procurement, sales, operations and performance measurement of small and medium-sized accommodation facilities. This course provides students with the knowledge and skills needed to run a business and manage their own small and medium sized accommodation facilities.</p> <p><b>OUTCOMES:</b> Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Explain forms of organization and differences in management of small, medium and large accommodation facilities</li> <li>• Describe specific types of small and medium-sized accommodation facilities in Croatia and abroad</li> <li>• Identify specific types of management of small and medium-sized accommodation facilities</li> <li>• Explain the features of the administrative and operational segments of small and medium-sized accommodation facilities</li> <li>• Use basic tools for financial management, procurement, sales, operations and performance measurements in small and medium-sized accommodation facilities</li> <li>• Manage motivation and training of personnel and implementation of health and safety procedures in small and medium-sized accommodation facilities</li> <li>• Apply the process of planning and development of small and medium-sized accommodation facilities</li> <li>• Create start-up business plan for opening of small or medium-sized accommodation facility</li> </ul>
	<b>9. Marketing of Small &amp; Medium-sized Accommodation Facilities</b>	<b>5</b>	<b>B.A.</b>	Fluency in English	<p><b>DESCRIPTION OF THE COURSE CONTENT:</b> This course will provide an understanding of the market definitions, purposes and uses of specific marketing policies for small and medium-sized accommodation facilities. It will introduce students to the basic marketing tools, and the conduct of promotional campaigns of small and medium-sized accommodation facilities: Heritage Hotel, Wellness &amp; spa hotel, Gourmet hotel, Boutique hotel, Apart-hotel, Hostel, private accommodation and rural households. The course will also provide students with the knowledge and skills necessary to create marketing plans and manage the implementation of marketing plans in small and medium-sized accommodation facilities.</p> <p><b>OUTCOMES:</b> Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the role of marketing in a small and medium-sized accommodation facility</li> <li>• Explain different market segments for small and medium-sized accommodation facilities</li> <li>• Interpret the elements of marketing mix related to small and medium-sized accommodation facilities</li> <li>• Define specific types of marketing of small and medium-sized accommodation facilities</li> <li>• Use basic marketing tools in operations of small and medium-sized accommodation facility</li> <li>• Conduct promotional campaigns, PR and advertising, networking and CRM for small and medium-sized accommodation facilities</li> <li>• Develop marketing strategy for small and medium sized accommodation facility</li> <li>• Manage the implementation of marketing plan for small medium sized accommodation facility</li> </ul>