



## COURSE GUIDE

Courses offered in English at  
VERN' University of Applied Sciences

## SUMMER SEMESTER 2019

(March 2019 - MID-July 2019)

## About the Course Guide

Dear incoming student,

We are happy to welcome you to VERN' University of Applied Sciences, Zagreb, Croatia.

Our University is offering lectures in different study programs: Entrepreneurship Economics, Communication/Journalism/PR and Tourism/Hospitality. Within each study program, you will find a list of different courses.

Please note, that you can chose and combine courses from different programs. You also need to be aware about the prerequisites of each class. Please read all the prerequisites carefully.

In this course guide you can see our course offer for the summer semester 2019. This course guide is only valid in the mentioned period.

Important: Due to the large number of courses there may be a minimum number of registered student per course in order for the course to be held. In case that there is not sufficient number of registered students the course can be cancelled. In this case you just need to contact your international office and change the following course.

List of courses:

Programe	Course offer
<p>Entrepreneurship Economics (Bachelor level)</p>	<ol style="list-style-type: none"> <li>1. Business Italian 2</li> <li>2. Business Simulation Game</li> <li>3. Croatian Cultural Heritage</li> <li>4. Design Thinking For Business Innovation</li> <li>5. Family Business and Conflict Resolution</li> <li>6. Franchising</li> <li>7. German Business Language 2</li> <li>8. Macroeconomics</li> <li>9. Organizational Psychology</li> <li>10. Public Speaking Skills</li> <li>11. Social Entrepreneurship and Social Innovations</li> <li>12. Strategic Management</li> </ol>
<p>Journalism/PR (Bachelor level)</p>	<ol style="list-style-type: none"> <li>1. Croatian Contemporary Culture</li> <li>2. English for Journalists</li> <li>3. Introduction to Croatian Cinema</li> <li>4. Politics and Propaganda in 20th century</li> <li>5. Photo Reporting 2.0</li> <li>6. Marketing Communication</li> </ol>
<p>Tourism/Hospitality (Bachelor level)</p>	<ol style="list-style-type: none"> <li>1. English for Tourism and Hospitality 2</li> <li>2. Event Management</li> <li>3. Event Marketing</li> <li>4. Hotel Management</li> <li>5. Hotel Marketing</li> <li>6. Management of Small &amp; Medium-sized Accommodation Facilities</li> </ol>

	<ul style="list-style-type: none"> <li>7. Marketing of Small &amp; Medium-sized Accommodation Facilities</li> <li>8. Sustainable Tourism</li> </ul>
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Programe	Course offer
Master level	<ul style="list-style-type: none"> <li>1. Branding Strategy</li> <li>2. Competitiveness, Innovation and Development</li> <li>3. Crisis communication and management of trends</li> <li>4. European Union Funding Policies and EU Terminology</li> <li>5. Managing Growing Companies</li> <li>6. Marketing Management</li> <li>7. Monetary Policy</li> </ul>

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title	Business Italian 2
Degree program	B.A.
Credits	4.0 ECTS
PREREQUISITES DESCRIPTION OF COURSE CONTENT:	Independent user (B1) level of knowledge, interested in doing business or finding employment in companies who do business with Italian companies
	<p>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>
OUTCOMES:	The aims of the course are acquiring basic knowledge in business correspondence in Italian, writing emails, proposals, enquiry, fax, order, complaints.
TEACHING METHODOLOGIES:	Through lectures, exercises, reading, listening and writing, students will acquire knowledge necessary for writing correspondence in Italian language.

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title		Business Simulation Game	
Degree program	B.A.		
Credits	4.0 ECTS		
PREREQUISITES	English at B1 level and basics of accounting		
DESCRIPTION OF COURSE CONTENT:	<p>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>		
OUTCOMES:	<ol style="list-style-type: none"><li>1. understand the importance of a business plan in guiding business decisions;</li><li>2. successfully operate as part of a team in planning, organising, staffing and controlling a business;</li><li>3. integrate theory with experience through the computer game simulation;</li><li>4. analyse environmental conditions impacting the operations of the firm;</li><li>5. understand and experience the steps in an effective decision-making process;</li><li>6. analyse and utilise accounting information and financial statements in assessing the performance of the business;</li><li>7. identify and assess the advantages and disadvantages of group decision making;</li><li>8. identify appropriate data and apply information from a data series in making and evaluating the effects of decisions;</li><li>9. write and present succinct business reports.</li></ol>		
TEACHING METHODOLOGIES:	Lectures, online tutorial, discussions, group work, individual research.		

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title	Croatian Cultural Heritage
Degree program	B.A.
Credits	4.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	<p>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>
OUTCOMES:	<p>Students become familiar with the Croatian Cultural Heritage so they can recognize cultural differences and similarities and embrace them.</p>
TEACHING METHODOLOGIES:	<p>Lectures, discussions, individual research, workshops; Fieldwork includes visiting museums, monuments and other cultural institutions.</p>

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title	Design Thinking For Business Innovation
Degree program	B.A.
Credits	4.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	<p>Innovation and Entrepreneurship - from idea and innovation to project. Business Models for strengthening innovation capacity,</p> <p>Development of an organization's strategy for innovation management, its commercialization, acquisition of necessary resources for enterprise development, communication with stakeholders and partners,</p> <p>Finalize the innovation enterprise development proposal, develop recommendations for long-term improvement of company-level innovation capabilities, presenting solutions to different stakeholders,</p> <p>Introduction to Design Thinking for Business Innovations (tools, processes, application step-by-step). Integrating Design Thinking into a company's strategy. Examples of the development of new services, products, approaches....,</p> <p>Developing an appropriate business model for innovation management, testing and checking, drafting different scenarios,</p> <p>Environment, modes of thinking and techniques aimed to encourage creative thinking and creative problem solving, obstacles and resistances during the creative process, learning from mistakes.</p>
OUTCOMES:	<p>Describe conditions and business environment that encourage and support creativity, creative thinking and innovation. To present an innovative idea, identify a business opportunity. Develop own innovation model that will enrich the existing project or venture Design recommendations to the management of the company how to improve company-wide innovation capacities, implement innovations and identify sources of financing innovation and development projects. Assist in organizing Design Thinking projects using innovative tools for analyzing, synthesizing and creating concrete solutions in a business environment, and making a design application plan for solving complex business and / or social problems. Introduce a project proposal for managing an innovative company (including commercializing potential</p>

## Study program: ENTREPRENEURSHIP ECONOMICS

	innovations). Apply different creative methods to awaken own creativity and creative expression of the team
TEACHING METHODOLOGIES:	<p>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.</p> <p>During the course, students will use templates, forms, documents, research, materials, and equipment for all stages of the design thinking.</p>

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title		Family Business and Conflict Resolution
Degree program	B.A.	
Credits	5.0 ECTS	
PREREQUISITES	none	
DESCRIPTION OF COURSE CONTENT:	<p>The course includes the following modules:</p> <p>The Theoretical Framework of Family Business.            Characteristics and Problems of Family Business.            Comparison of Croatian and International Practices of Family Business.            Communication and Conflict Management in Family Business.            Conflict Resolution Models for Family Business.            Institutional Support for Family Business.            Trends and Future of Family Business.</p>	
OUTCOMES:	<p>Understand a framework for learning and understanding the nature, importance, and uniqueness of family business that can result in unique competitive advantage as well as special challenges that threaten their continuity.</p> <p>Use appropriate tools to exploit the specific competitive advantages of family business and resolve challenges inherent in family firms by using help of supporting institutions.</p> <p>Improve communication, conflict resolution and lead family members towards positive changes for the family and business.</p>	
TEACHING METHODOLOGIES:	<p>Through lectures, discussions, case studies, research, consultations, individual and team-designed assignments and presentations, students will develop knowledge and skills required for launching, working for and/or advising family business. This course is intended for: (a) students whose family owns a family business, whether or not the student intends to work in the business or will be a shareholder of it; and (b) student who may work with a family business as a non-family manager, consultant, investor, or in other roles.</p>	

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title		Franchising
Degree program	B.A.	
Credits	5.0 ECTS	
PREREQUISITES	Accounting, Finance, Marketing, English language	
DESCRIPTION OF COURSE CONTENT:	<p>The main purpose of this course is to give students a specific knowledge of all aspects of franchise business that will enable them to compete on the market. These aspects are related to the creation, development and management of the franchise business venture, but also to the recognition of intellectual capital and soft innovation as the basis for creating a franchise business model.</p> <p>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 a growth strategy for existing business. During the course, students will go through certified pre-entry franchise online education program.</p>	
OUTCOMES:	<p>Define franchise business model, its legal framework, main documents and its strength and representation. Compare the data from global franchise sector, theories of franchising and key success factors.</p> <p>Recognise potential for development franchise business model and establish necessary steps in applying that process. Identify the entire franchise ecosystem and its components, and detect the benefits of each one for the sector;</p> <p>Define and apply the criteria for selecting a quality franchise offers for starting the business for themselves or someone else;</p> <p>Recognise and recommend the benefits of franchising for social enterprises</p>	
TEACHING METHODOLOGIES:	<p>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</p>	

## Study program: ENTREPRENEURSHIP ECONOMICS

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.

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## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title	German Business Language 2
Degree program	B.A.
Credits	4.0 ECTS
PREREQUISITES	The basic use (B1 level) of knowledge German
DESCRIPTION OF COURSE CONTENT:	<p>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>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	<p>Lectures, discussions, individual research, reading and listening.</p>

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title	
<b>Macroeconomics</b>	
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	<p>This course aims to help students understand recent developments in macroeconomics. It is designed to mix basic economics theory with useful knowledge regarding how the actual economy operates. The course provides an overview of the most important macroeconomic issues: the determination of output, employment, interest rates and inflation. Monetary and fiscal policies are discussed, as are public debt and international economic issues. Basic models and principles of macroeconomics are introduced and illustrated with the experience of Croatia and other economies.</p>
OUTCOMES:	<ul style="list-style-type: none"> <li>- Define and measure national income and rates of unemployment and inflation.</li> <li>- Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.</li> <li>- Construct the aggregate demand and aggregate supply model of the macro economy and use it to illustrate macroeconomic problems and potential monetary and fiscal policy solutions.</li> <li>- Define money and the money supply; describe the process of money creation by the banking system and the role of the central bank.</li> <li>- Understand fiscal policy as well as revenue and expenditure items of the state budget</li> <li>- Explain the mechanics and institutions of international trade and their impact on the economy.</li> <li>- Define economic growth and identify sources of (sustainable) economic growth.</li> </ul>
TEACHING METHODOLOGIES:	Lectures, case studies, team work, individual research, discussions, assignments and presentations.

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title	Organizational Psychology
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	Basics of psychology (recommended)
DESCRIPTION OF COURSE CONTENT:	<p>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>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	<p>Lectures, group discussions, self-appraisal through different questionnaires and tests, field exercise.</p>

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title		Public Speaking Skills
Degree program	B.A.	
Credits	4.0 ECTS	
PREREQUISITES	None	
DESCRIPTION OF COURSE CONTENT:	<p>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>	
OUTCOMES:	<p>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>	
TEACHING METHODOLOGIES:	<p>Through lectures, discussions, debates, and presentations, students will be invited step into the world of public speaking.</p>	

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title	Social Entrepreneurship and Social innovations
Degree program	B.A.
Credits	4.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	<p>Social innovations are the new strategies, concepts, ideas, processes, services, business models, tools, methodologies and policies, or the combination of these factors that contribute to addressing social needs. Social entrepreneurship is an innovative business model that combines economic and social objectives, and new ways of thinking about values, based on redistribution of power and sustainable development. Students will develop knowledge and skills required for mapping social innovations and advising social businesses on how to expand their impact. They will be empowered to contribute to social inclusion and economic development.</p>
OUTCOMES:	<p>After completing course assignments (mapping of social innovations, suggestions for improvement of selected social entrepreneurship initiatives), students will be able to:</p> <ul style="list-style-type: none"> <li>• identify social innovations and opportunities for social entrepreneurship ventures and factors of their implementation, demonstrate understanding of the resources needed to convert opportunities into an entrepreneurial venture and empower less developed communities, services and activities,</li> <li>• recognize the strengths and weaknesses of their projects, and modify them according to the received feedbacks, 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 through impact-focussed business model and entrepreneurial activities,</li> <li>• produce quality analysis of assigned cases/projects and offer innovative solutions to addressed social issues by developing new projects or integration of social component to the existing projects.</li> </ul>
TEACHING METHODOLOGIES:	<p>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>

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title		Strategic Management	
Degree program	B.A.		
Credits	5.0 ECTS		
PREREQUISITES	None		
DESCRIPTION OF COURSE CONTENT:	<p>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).</p>		
OUTCOMES:	<p>The course is designed to help students complete various assessments and analysis necessary to lead an organization strategically.</p>		
TEACHING METHODOLOGIES:	<p>Lectures, discussions, group work, individual research.</p>		

## Study program: ENTREPRENEURSHIP ECONOMICS

Course Title	Croatian Contemporary Culture
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	<p>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>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	<p>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>

## Study program: JOURNALISM / PR

Course Title		English for Journalists
Degree program	B.A.	
Credits	5.0 ECTS	
PREREQUISITES	Basic knowledge in English	
DESCRIPTION OF COURSE CONTENT:	<p>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>	
OUTCOMES:	<p>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>	
TEACHING METHODOLOGIES:	<p>lectures, workshops, discussions, pair work, group work, individual research.</p>	

Study program: JOURNALISM / PR

<b>Course Title</b>		<b>Introduction to Croatian Cinema</b>
<b>Degree program</b>		B.A.
<b>Credits</b>	5.0 ECTS	
<b>PREREQUISITES</b>	None	
<b>DESCRIPTION OF COURSE CONTENT:</b>	<p>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 award Croatian features and animation films and to international co-productions filmed in Croatia.</p>	
<b>OUTCOMES:</b>	<p>Students will become familiar with Croatian cinema, its past and present, its most important films, directors and actors.</p>	
<b>TEACHING METHODOLOGIES:</b>	<p>Lectures, film screenings, discussions, guest lectures by the most important Croatian film directors and actors, visits to art-cinemas, festivals and film institutions.</p>	

## Study program: JOURNALISM / PR

Course Title	
Politics and Propaganda in 20th century	
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	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.
TEACHING METHODOLOGIES:	Lectures, discussions, individual research, workshops; fieldwork - visiting museums, monuments and cinemas.

Study program: JOURNALISM / PR

Course Title		Photo Reporting 2.0
Degree program	B.A.	
Credits	5.0 ECTS	
PREREQUISITES	None	
DESCRIPTION OF COURSE CONTENT:	<p>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>	
OUTCOMES:	<p>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>	
TEACHING METHODOLOGIES:	<p>Theoretical lectures and workshops in classroom, practical workshops on a field, visiting recent photographic exhibitions.</p>	

Study program: JOURNALISM / PR

Course Title		Marketing Communication
Degree program	B.A.	
Credits	4.0 ECTS	
PREREQUISITES	None	
DESCRIPTION OF COURSE CONTENT:	<p>Introduce students to the field of marketing communication; current different medium and tools used in business practice, Discuss issues relevant to the marketing communication which will enable students to identify and suggest solutions for the challenges that marketing managers encounter when trying to convey messages about the products and the brands to the target audience. Provide the understanding of relationships between the brand, products and different marketing communication mix.</p>	
OUTCOMES:	<p>Explain the basic terms of marketing communication and different tools and elements of marketing communication mix.</p> <p>Discuss the importance of marketing communication and their role in company social responsibility.</p> <p>Analyse various brand and product marketing communication examples. Evaluate elements of marketing communication mix appropriate for different business situations.</p> <p>Create marketing communication plan and integrate different elements of marketing communication.</p>	
TEACHING METHODOLOGIES:	<p>Lectures, discussions, case studies, assignments and presentations.</p>	

## Study program: Tourism/Hospitality

Course Title	
English for Tourism and Hospitality 2	
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	Basic knowledge in English
DESCRIPTION OF COURSE CONTENT:	<p>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>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations.

## Study program: Tourism/Hospitality

Course Title	Event Management
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	Basic knowledge of marketing and management is advisable
DESCRIPTION OF COURSE CONTENT:	<p>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).</p> <p>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.</p> <p>Events and happenings as the product: anatomy of events and manifestations, the process of conceptualization and development of programs, feasibility assessment.</p> <p>Planning elements of events and manifestations.</p> <p>The resources for the implementation of events and manifestations: logistics and location, support services, human resources; finance.</p> <p>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.</p> <p>Controlling and evaluation of events and manifestations.</p>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

## Study program: Tourism/Hospitality

Course Title	Event Marketing
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	Basic knowledge of marketing and management is advisable.
DESCRIPTION OF COURSE CONTENT:	<p>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.</p>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

## Study program: Tourism/Hospitality

Course Title	Hotel Management
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	Fluency in English
DESCRIPTION OF COURSE CONTENT:	<p>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.</p>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

## Study program: Tourism/Hospitality

Course Title	Hotel Marketing
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	Fluency in English
DESCRIPTION OF COURSE CONTENT:	<p>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>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

## Study program: Tourism/Hospitality

<b>Course Title</b>		<b>Management of Small &amp; Medium-sized Accommodation Facilities</b>
Degree program	B.A.	
Credits	5.0 ECTS	
PREREQUISITES	Fluency in English	
DESCRIPTION OF COURSE CONTENT:	<p>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>	
OUTCOMES/	<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>	
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.	

## Study program: Tourism/Hospitality

<b>Course Title</b>	<b>Marketing of Small &amp; Medium-sized Accommodation Facilities</b>
Degree program	B.A.
Credits	5.0 ECTS
PREREQUISITES	Fluency in English
DESCRIPTION OF COURSE CONTENT:	<p>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>
OUTCOMES:	<p>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>
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

## Study program: Tourism/Hospitality

Course Title		Sustainable Tourism
Degree program	B.A.	
Credits	5.0 ECTS	
PREREQUISITES	Fluency in English	
DESCRIPTION OF COURSE CONTENT:	<p>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>	
OUTCOMES:	<p>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>	
TEACHING METHODOLOGIES:	<p>Lectures, discussions, case studies, assignments and presentations.</p>	

Study program: MASTER LEVEL

Course Title	Branding Strategy
Degree program	MASTER
Credits	4.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	
OUTCOMES:	
TEACHING METHODOLOGIES:	

## Study program: MASTER LEVEL

<b>Course Title</b>	<b>Competitiveness, Innovation and Development</b>
Degree program	MASTER
Credits	4.0 ECTS
<b>PREREQUISITES</b>	Basics in Economy and fluency in English
<b>DESCRIPTION OF COURSE CONTENT:</b>	<p>This course is recommended to students who are seeking to get insights into the experiential use of contemporary models of competitiveness and innovation management as well as knowledge and skills needed for personal and organizational growth and development. The course is divided into the main topics: competitiveness, innovation and development at personal, organizational and national levels. Specific topics include: globalization and global trends (causality of factors); personal competitiveness, strengths and career options (MBTI); doctrines and concepts of competitiveness (M.Porter); organizational strategy ('five forces'); knowledge economy and innovation (innovation capacity building); national competitiveness management ('diamond'); national competitiveness measurement and benchmarking ('WEF, IMD); competitive strategies and development models (EU); case study: national competitiveness Croatia.</p>
<b>OUTCOMES:</b>	<p>After finishing the course students will be able to explain concepts of competitiveness, innovation and development, understand and interpret key indicators, benchmarks and scorecards and make use of different competitive and innovative business tools, methods and models for improvement of individual, organizational and national growth and development.</p>
<b>TEACHING METHODOLOGIES:</b>	<p>Lectures, individual and group exercises and presentations, articles and case study reading, writing and assessment, field visits and research.</p>

Study program: MASTER LEVEL

Course Title	Crisis communication and management of trends
Degree program	MASTER
Credits	4.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	
OUTCOMES:	
TEACHING METHODOLOGIES:	

## Study program: MASTER LEVEL

<b>Course Title</b>	<b>European Union Funding Policies and EU Terminology</b>
Degree program	MASTER
Credits	4.0 ECTS
PREREQUISITES	This course is designed for the students who have the independent user (B1) level of knowledge and who are interested in following subsequent courses on EU project management
DESCRIPTION OF COURSE CONTENT:	The course serves as an introduction into subsequent courses on EU project management. Through this course the students will get familiar with EU topics in general – development, institutions, decision-making, budget and policies and special attention will be given to EU funding policies and the basis of Projects cycle management in order to familiarize the students with EU terminology and prepare them for the subsequent courses which will be more skill-oriented.
OUTCOMES:	After the course the students will be familiar EU matters and more particular with EU jargon regarding EU funding and Project Cycle Management
TEACHING METHODOLOGIES:	Interactive lectures, exercises, group work, individual reading and discussions.
Notes:	THIS LECTURE COULDE TAKE PLACE OUTSIDE ZAGREB ON ISLAND OF VIS IN OUR INTERNATIONAL CENTER. All students are provided with transportation (ZAGREB-VIS-ZAGREB), but not with accommodation and meals. The price for last year was 10-12 EUR for accommodation per day in apartment. Length period of classes on island VIS about 10 days

## Study program: MASTER LEVEL

Course Title	Marketing Management
Degree program	MASTER
Credits	5.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	<p>The course is designed to serve as an introduction to the theory and practice of marketing. Topics which are covered within the course are the marketing environment, strategic planning, market segmentation, targeting and positioning, product development, pricing, distribution and promotion, but several interesting topics are analysed in-depth (such as market research, branding, strategic marketing). Provides an understanding of the roles of marketing in the economy and the firm, and develops a rationale for a marketing perspective as a guide to organizational and individual actions.</p> <p>The course is recommended to students who are about to seek employment or are already employed, but not necessarily in marketing field of business.</p>
OUTCOMES:	<p>Students will improve their ability to develop effective marketing strategies and assess market opportunities, as well as design strategy implementation programs. In addition, students will have the opportunity to communicate and defend their recommendations for specific marketing problem situations.</p>
TEACHING METHODOLOGIES:	<p>The students will explore the theory and applications of marketing concepts through a mix of cases, discussions, lectures, guest speakers, individual and group assignment.</p>

Course Title		Managing Growing Companies
Degree program	MASTER	
Credits	4.0 ECTS	
PREREQUISITES	None	
DESCRIPTION OF COURSE CONTENT:	<p>Students will learn about the variety of goals of a growing company, respective internal and external conditions that affect the growth and development of the company, and use a number of research, analysis and strategy tools to be equipped with necessary skills and knowledge for making decisions and managing growth companies where they work or will work in the future.</p>	
OUTCOMES:	<p>After completing the course and the assignment (analysis of available information on the studied entrepreneurial company and recommendation for its further growth), students will be able to identify potential for growth, identify key factors to realize growth, demonstrate an understanding of the resources needed for growth, and ultimately make recommendations on how to manage growth.</p>	
TEACHING METHODOLOGIES:	<p>Experiential learning through lectures, case studies of guests' entrepreneurs, discussions, case studies, research, individual and team-designed assignments and presentations. Students will develop knowledge and skills required for managing growing companies and using appropriate tools to support their operative and strategic decisions related to growth.</p>	

Course Title	Monetary Policy
Degree program	MASTER
Credits	5.0 ECTS
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	<p>The course is recommended to students who are about to seek employment or are already employed in financial industry (banking institutions, savings banks, insurance companies, leasing firms, investment funds, brokerage companies, etc.), corporate sector (large companies and SMEs, global companies operating in Croatia or abroad), public administration, in international institutions as Croatia's staff (EU, EBRD, EIB, IMF, World bank, IFC, etc.), journalism, PR/media organizations and wish to understand monetary policy framework and central banking and are keen improve their management skills, from the "strategic management" and/or macroeconomic/monetary point of view. But, journalism lacks experts in financial issues, specifically in banking and central banking, why this course is recommended for students of journalism.</p> <p>The course is divided into three main topics: (a) Theoretical Fundamentals of Monetary policy, (b) Domestic Aspects of Monetary Policy, (c) Monetary Policy in an Open Economy. Specific topics include: defining money and Modern Money Theory (MMT), the demand for money, the money supply process and transmission mechanism, monetary policy transmission, monetary policy goals, rules versus discretion and monetary strategies (IT - inflation targeting and nominal GDP targeting), design of central bank legislation, introduction to central banking operations in modern market economy, the instruments of monetary policy, profit/seignorage of the central banks, monetary policy implementation, the central bank balance sheet, standing facilities, open market operations, reserve requirements, modern post-crisis central banking, open economy macroeconomics, monetary policy strategies in an open economy, overview of the central banking in Croatia during (a) 1990 – 1999 and (b) 2000 - 2013, monetary policy of the Croatian central bank and nominal/real convergence to European monetary union, how central banking operations affect corporate sector of national economy.</p>

OUTCOMES:	<p>After finishing the course students will be able to fully understand how monetary policy and central banking in Europe and Croatia works, how are conducted monetary policy operations that will determine main business conditions for companies (SMEs and large, private and public) and commercial banks (inflation/deflation, asset prices, interest rate, exchange rate, domestic and foreign liquidity), that has the most important influence on Croatia's macroeconomic policies, which could also help them, as managers/entrepreneurs and journalists, to design the optimal business strategy, to manage people and organizations for high performance on the single European and domestic market, and, finally, to work in journalism as economic experts</p>
TEACHING METHODOLOGIES:	<p>Through lectures, exercises, reading, listening and writing students, will acquire specific new knowledge necessary for understanding monetary policy in Croatia and EU.</p>