



UNIVERSITY OF
APPLIED SCIENCES

COURSE GUIDE

Courses offered in English at
VERN' University of Applied Sciences

WINTER SEMESTER 2020

(OCTOBER 2020 - MID-FEBRUARY 2021)

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, 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 winter semester 2020. This course guide is only valid in the mentioned period.

Important: Due to the large number of courses, that 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 |
|-------------------------------|--|
| Entrepreneurship Economics | <ol style="list-style-type: none"> 1. Basics of Entrepreneurship 2. Dynamic Entrepreneurship 3. Management 4. Basics of Business Psychology and Communication 5. Microeconomics 6. Introduction to Marketing 7. Business Administration Software |
| Journalism/PR | <ol style="list-style-type: none"> 1. Contemporary Social Systems 1 - Croatian Contemporary History 2. English as the Language of Media 3. Photo reporting 4. Media Industry 5. Media Relations 5. Forms of communication 6. Public Relations Basics 7. Introduction into Online and Digital Media 8. Spokesman ship and Public Appearances |
| Tourism/Hospitality | <ol style="list-style-type: none"> 1. Hotel Management and Hospitality 2. Hospitality Product Technology 3. English for Tourism and Hospitality 1 4. English for Tourism and Hospitality 3 5. Tourist attractions and Special Interest Tourism 6. German Language for Toruism 1 7. Basics of Tourism 8. Tourism Economics |

Study program: ENTREPRENEURSHIP ECONOMICS

| Course Title | | Basics of Entrepreneurship |
|--------------------------------|--|----------------------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | None | |
| DESCRIPTION OF COURSE CONTENT: | <p>The course includes the following modules: Part I: Entrepreneurship: Concepts, Theory and Myths. Part II. Evolution of Entrepreneurship Theories Through Different Schools of Thought. Part III. Basic Prerequisites for Development of Entrepreneurship and its Impact on Economy. Part IV. Driving Forces of Entrepreneurship. Part V. The Entrepreneurial Process. Part VI. Types of SMEs and Why Each One Matters. Part VII. Importance of Modern Entrepreneurial Infrastructure.</p> | |
| OUTCOMES: | <ul style="list-style-type: none">- Developed personal interest in entrepreneurship based on knowledge and skills, proper assessment of business opportunities, and understanding of the entire entrepreneurial process.- Acquired knowledge and skills that enable the start-up launch and survival by using all the benefits of supporting institutions and modern entrepreneurial infrastructure.- Referring students to the specifics of different types of SMEs: family, youth, women, minority, rural, social, and corporate entrepreneurship and franchising. | |
| 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 and/or advising business startups.</p> | |

Study program: ENTREPRENEURSHIP ECONOMICS

| Course Title | Dynamic Entrepreneurship |
|--------------------------------|--|
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | As an integrative course in the final year of studying, the course will enable the synthesis of knowledge gathered through other (basic) courses of entrepreneurship, marketing, management, finances, accounting, etc. |
| DESCRIPTION OF COURSE CONTENT: | <p>Course includes the following 11 modules:</p> <ul style="list-style-type: none"> (1) Introduction to Dynamic Enterprises; (2) Characteristics of Fast Growing Companies (Gazelles), Growth and Development; (3) A Model of Growth Companies Affected by Internal and External Factors (A. Gibb's Framework for Growth); (4) Growth Strategies of Enterprises; (5) Managing Business Risk; (6) Information Sources and their Use, Business Intelligence and Benchmarking; (7) Financing Growth Companies; (8) An Entrepreneur in Trouble; (9) Valuation Methods and Harvest in Entrepreneurship; (10) Fast-Growing Company and its Environment, Corporate Social Responsibility and Social Capital; (11) Opportunities and Trends in Entrepreneurship. |
| OUTCOMES: | <p>Students will (1) develop an awareness of venture development and growth as a necessity for survival and success, (2) learn the mechanisms of sustainable growth of enterprises under the influence of internal and external factors, (3) know how to diagnose and analyze company's potential for growth, and define the best strategy for sustainable growth; (4) find out the most applicable types of formal and informal sources for financing growth companies in each phase of their life cycles; (5) learn how to evaluate and manage risks; (6) become familiar with business valuation methods and harvest strategies in entrepreneurship; (7) understand the multidimensionality of entrepreneurship, corporate social responsibility, trends, etc.</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 recognizing, running and/or advising growing businesses. will develop knowledge and skills required for launching and/or advising business startups.</p> |

Study program: ENTREPRENEURSHIP ECONOMICS

| Course Title | Business Plan for Entrepreneurship |
|--------------------------------|--|
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | Accounting, Finance, Marketing, English language |
| DESCRIPTION OF COURSE CONTENT: | <p>The main goal of the module is to develop understanding of the skills needed and the issues raised in setting up own business. It concentrates on business start-ups rather than developing and existing business. The module should be linked close with most of the economics modules through interdisciplinary study, connecting the theoretical knowledge with one business idea. Students will be expected to develop a real business concept and take it through to a business plan.</p> |
| OUTCOMES: | <p>Upon completion of the module, students will:</p> <ul style="list-style-type: none"> - Understand how to develop their vision about own business. - Learn how to present data which will help them raise start up finance. - Understand the resource requirements and resources use implications of business development. Students should be able to appreciate the factors that affect embarking on new ventures. - Understand how to use the business plan as document that will help them guide business growth and development in the future. |
| 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 and/or advising business startups.</p> |

Study program: ENTREPRENEURSHIP ECONOMICS

| Course Title | Management |
|--------------------------------|---|
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | None |
| DESCRIPTION OF COURSE CONTENT: | <p>Management is a course that deals with the basic characteristics of business organization and its interaction with the business environment (organization, management, business decision making, corporate social responsibility, human resource management, change and innovation management, organizational behaviour, operational management). The course elaborates environmental management and core management functions (planning, organizing, leading and controlling) at all levels of management in all organizations.</p> |
| OUTCOMES: | <p>The objective of this course is to develop an understanding of the concept of management, its theory and research. Also, the goal is to answer the relevant questions of management, which would enable students to identify and overcome existing and potential problems that management faces. In order for the students to develop their creative thinking and teamwork, it is very important to understand global trends and challenges in the environment management.</p> |
| TEACHING METHODOLOGIES: | <p>Students learn about management through interactive lessons, lectures and discussions on various topics, group exercises and simulations. The work will be focused on many case studies so that students get access to current events in the area of management.</p> |

Study program: ENTREPRENEURSHIP ECONOMICS

| Course Title Basics of Business Psychology and Communication | |
|---|--|
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | None |
| DESCRIPTION OF COURSE CONTENT: | This course provides an overview of the basic scientific study of human behaviour. The topics in the course include: research methodology in psychology, problem solving and decision making, perception and social perception, learning and memory, emotion, self-concept, positive psychology, communication skills, presentation skills, stress, conflict management, cultural diversity, etc. |
| OUTCOMES: | After completing course, students should be able to: <ul style="list-style-type: none">• Critically analyze and interpret scientific research findings in psychology• Describe and explain selected topics in psychology• Compare and contrast different approaches in psychology• Demonstrate communication skills in different situations• Prepare and conduct oral presentation |
| TEACHING METHODOLOGIES: | Lectures, team work, case studies, role play, debate, individual research |

Study program: ENTREPRENEURSHIP ECONOMICS

| Course Title | Microeconomics |
|--------------------------------|---|
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | None |
| DESCRIPTION OF COURSE CONTENT: | <p>This course introduces students to the terminology and analytic principles used in microeconomics, which is broadly defined as the study of markets, and to the application of these conceptual tools to several policy issues. We will analyse the decisions of buyers and sellers and their interaction in market transactions. We will also explore how different market structures can shape economic results, and how markets can sometimes (but not always) help society achieve desirable outcomes.</p> |
| OUTCOMES: | <p>Upon completion of the module each student should be able to accurately:</p> <ul style="list-style-type: none"> - Use microeconomic terminology. - Apply basic microeconomic principles of analysis to explain how markets function. - Explain fundamental issues underlying the wide range of topics addressed by microeconomics. - Identify and offer initial assessments of policy options available to governments who want to influence economic outcomes. |
| TEACHING METHODOLOGIES: | <p>The course includes pre-lecture activities conducted on-line, classroom lectures, on-line homework, market simulations conducted on-line and in class, and in-class exams.</p> |

Study program: ENTREPRENEURSHIP ECONOMICS

| Course Title | Introduction to Marketing |
|--------------------------------|---|
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | Basic knowledge of English |
| DESCRIPTION OF COURSE CONTENT: | <p>This course introduces students to the basic marketing principles in theory and practice. The topics in the course include: What is marketing today? How to develop marketing plan? Strategic marketing and marketing environment. Marketing in B2B and B2C models. Consumer behavior and marketing research. STP approach; Segmentation, Targeting, Positioning, Marketing of services, Marketing mix; product, price, place and promotion.</p> |
| OUTCOMES: | <p>Upon completion of the module each student should be able to:</p> <ul style="list-style-type: none"> - Use basic marketing terminology and explain the role and importance of marketing in today business - Identify key factors in marketing environment and marketing research, identify differences in marketing for services - Explain the process of creation and development of marketing plan in real business situation - Apply basic marketing strategies and tools in simple business cases - Present solutions in tailor-made marketing program. |
| TEACHING METHODOLOGIES: | Lectures, team work, case studies, debate, individual research. |

Study program: ENTREPRENEURSHIP ECONOMICS

| Course Title | | Business Administration Software |
|--------------------------------|---|----------------------------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | Basic knowledge of English | |
| DESCRIPTION OF COURSE CONTENT: | <p>This course focuses on the Microsoft Office suite aiming at developing students' high level computer literacy. In this part students are introduced to the concepts and techniques of electronic data processing using MS Excel tool. The topics include: (1) entering, editing and formatting data; (2) understanding formulas with relative, absolute and mixed referencing; (3) creating and formatting charts; (4) creating named ranges; (5) using built-in functions (6) Goal Seek; (7) Conditional Formatting; (8) Data Validation; (9) Pivot Tables.</p> | |
| OUTCOMES: | <p>Identify the areas of application of spreadsheet programs Use a spreadsheet program for arithmetical and financial calculations Use built-in functions for various purposes (summarizing data, conditioning, referencing, etc.) Use spreadsheets to present financial and business results (formatting tables and data types, charts, pivot tables) Enhance data processing effectiveness (conditional formatting, data validation) Lectures, team work, case studies, debate, individual research.</p> | |
| TEACHING METHODOLOGIES: | <p>All classes are held in computer classroom where every student works on a computer all the time going through given exercises and assignments. The lectures are all practical in nature meaning that the inductive approach is applied through learning-by-doing.</p> | |

Study program: JOURNALISM / PR

| | |
|-----------------------------------|---|
| Course Title | Contemporary Social Systems 1 - Croatian Contemporary History |
| 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 world and times they live in. The first topic of this course is contemporary history of Croatia with the goal to develop students' critical thinking and understanding of the fundamental processes that occurred in Croatia, Yugoslavia and rest of the world during the 20th century. |
| OUTCOMES: | Students become familiar with the Croatian cultural heritage and Croatian history. They become capable to recognize cultural differences and similarities and embrace them. Students will be easier to understand process of disintegration of Yugoslavia, the Homeland War and beginnings of Croatian independency. |
| TEACHING METHODOLOGIES: | Lectures, discussions, individual research, workshops; fieldwork - visiting museums, monuments and other cultural institutions. |

Study program: JOURNALISM / PR

| Course Title | |
|----------------------------------|---|
| English as the Language of Media | |
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | None |
| DESCRIPTION OF COURSE CONTENT: | The aim of the course is to develop relevant linguistic skills that future journalists need to be able to work in the English speaking media. The emphasis is on radio, TV and new media, e.g. the language of radio and television production and the technical vocabulary of new media. Special attention is paid to presentation and interviewing skills. The course is designed to improve the communication skills and specialist language knowledge that the media studies students need. |
| OUTCOMES: | Students become familiar with the language of the media so they can use it more effectively. They can use the specific vocabulary of electronic media and new media, conduct an interview in English and give a presentation on a media-related subject. |
| TEACHING METHODOLOGIES: | Workshops, discussions, pair work, group work, individual research. |

Study program: JOURNALISM / PR

| Course Title | | Photo reporting |
|--------------------------------|--|-----------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | Photo camers of any kind (for the class) | |
| 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>At Photo reporting lectures you will learn about Photo journalism 2.0, how to be modern 21.th century photo journalist - using advantages (and know to handle disadvantages) of smart phone cameras, how to use digital SLR and point and shot cameras, what are main differences of photos for daily newspapers and weekly magazines. Also, you will learn how to recognise and use good photography for you professional needs.</p> | |
| TEACHING METHODOLOGIES: | <p>Concept of Photo reporting classes is based on learning theory via PowerPoint presentations, short movies with practical advices and examples of real on a field photo situation, practice work in classroom and practice on a field photographing in exterior.</p> | |

Study program: JOURNALISM / PR

| Course Title | | Media Industry |
|--------------------------------|---|----------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | None | |
| DESCRIPTION OF COURSE CONTENT: | <p>This course introduces students to the business of media. Global, regional and local media industry and its specifics are presented theoretically as well as with numerous case studies. Students will be acquainted with the framework of how things work beyond content production in media and related markets.</p> | |
| OUTCOMES: | <p>Students will be introduced to the media industry ecosystem. They will be able to recognize and understand current trends, become familiar with the history of the media industry and grasp the organizational structures and procedures of media organizations.</p> | |
| TEACHING METHODOLOGIES: | <p>Lectures, discussions, guest lectures, team work on a seminar assignment, films.</p> | |

Study program: JOURNALISM / PR

| Course Title | | Media Relations |
|--------------------------------|--|-----------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | None | |
| DESCRIPTION OF COURSE CONTENT: | <p>The aim of the course is to bring students closer to the media market and the relationship between journalism, public relations and marketing. Special emphasis is placed on tools and techniques of media relations and training for their application. The course aims to introduce students to legal and ethical standards in journalism and PR, strategic media relations and crisis media relations. The aim is to bring students closer to the functioning of the media industry, production processes, media relations in different sectors, enabling them to design media statements and designing and preparing a media event.</p> | |
| OUTCOMES: | <p>Describe the media market and production processes in the media Critically interpret the relations of journalism, PR and marketing Discuss legal and ethical norms in OSJ and in journalism Interpret strategic media relations, crisis relations with the media, and PR evaluation Demonstrate the ability to design and prepare a media event To independently prepare a media call, press release, and media statement Demonstrate stand-alone preparation and performance of electronic media statements</p> | |
| TEACHING METHODOLOGIES: | <p>Lectures, discussions, guest lectures, team work on a seminar assignment, films.</p> | |

Study program: JOURNALISM / PR

| Course Title | Forms of communication |
|--------------------------------|---|
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | None |
| DESCRIPTION OF COURSE CONTENT: | <p>Forms of communication is a class in which you can learn about communication in general, communicating as essential life skill, types and forms of communication and how to use them.</p> <p>Effective communication is essential for the success in any type of business. Informally too, nothing can be achieved without proper communication. Therefore, developing communicative skills is a must. One must know and understand all types of communication because they are equally important in everyday life.</p> <p>It's also important to develop communicative skills in all the mediums.</p> <p>Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior.</p> <p>In communication process, a sender(encoder) encodes a message and then using a medium/channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/reply using a medium/channel.</p> <p>People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent.</p> <p>Choice of communication form, channel and your style of communicating also affects communication.</p> |
| OUTCOMES: | |
| TEACHING METHODOLOGIES: | Workshops, discussions, pair work, group work, individual research. |

Study program: JOURNALISM / PR

| Course Title | | Public Relations Basics |
|--------------------------------|--|-------------------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | None | |
| DESCRIPTION OF COURSE CONTENT: | <p>The course will introduce students to the basic settings and activities of public relations with emphasis on media relations. Students will develop understanding of this important function of governmental and corporate institutions and NGOs and be able to effectively cooperate with spoke persons, offices of corporate communications, PR agencies etc.</p> | |
| OUTCOMES: | <p>Students become familiar with the public relations industry. They will develop understanding and skills on how to best work with PR professionals. Through working on a PR project they will be able to understand the complexities of the industry they as journalists have to work closely with.</p> | |
| TEACHING METHODOLOGIES: | <p>Lectures, discussions, guest lectures, team work on a project, films.</p> | |

Study program: JOURNALISM / PR

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|---------------------------------------|--|
| Course Title | Introduction into Online and Digital Media |
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | None |
| DESCRIPTION OF COURSE CONTENT: | <p>The course explores the basics of digital media and explains both hardware and software. Students will be introduced to a broad sampling of digital media throughout the semester. The goal is to consider the ways in which digital technology can be used to create meaningful and sophisticated work. Thus it considers devices, delivery methods, digital producers, financing, content providers, distribution as well as audiences and their needs.</p> |
| OUTCOMES: | <p>Students will be closely with the history of each electronic medium and trace the evolution to how contemporary media industries use them. They will learn technical and conceptual tools to understand the basics of digital media as well as the language of the visual imagery. We will focus on how technology and business aspects of the electronic media shape their content.</p> |
| TEACHING METHODOLOGIES: | <p>Our main task is to develop the basic skill set necessary to create a variety of different types of digital content. The class will consist of lectures, discussions, videos, workshops and further academic exploration. During the course, the assignments will engage students in both the technical and conceptual aspects of digital media.</p> |

Study program: JOURNALISM / PR

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|---|--|
| Course Title Spokesman ship and Public Appearances | |
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | None |
| DESCRIPTION OF COURSE CONTENT: | <p>The aim of the course is to introduce students to the basics spokesperson skills, basic tools to work with the media, the basics of presentation and communication techniques and give them an insight into the possibilities of persuasive public speaking. The course is focused on preparation and training skills essential for communication with the media and the public. Students will be familiar with the basic verbal and non-verbal elements of public communication. Each student will be determined by the initial 'voice status', and after the practical part of the course which will, among other things, include the preparation and execution of speech / presentation, will be defined and individual progress in speaking status.</p> |
| OUTCOMES: | <p>Define core elements and skills that spokesperson needs. Explain the role and function of spokesperson in the organization. Explain the difference between spokesperson, journalists and employees in public relations. Analyze and interpret codes (verbal and nonverbal) needed for communication. Plan the specific activity of the spokesperson. Distinguish examples of good and bad practice spokesperson. Demonstrate knowledge of spokesman in public appearance.</p> |
| TEACHING METHODOLOGIES: | <p>Lectures, case studies, assignments, exercises and presentations.</p> |

Study program: TOURISM AND HOTEL MANAGEMENT

| Course Title | | Hotel Management and Hospitality |
|--------------------------------|---|----------------------------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | General language competence level B1 of the Common European Framework of Reference for Languages (CEF) | |
| DESCRIPTION OF COURSE CONTENT: | <p>The course objective is to provide a focused coverage of development, structure and organization of hotel business and various types of international hospitality operations. The course will explain the social and economic role, responsibilities and opportunities of the hotel industry. Special emphasize will be given to added values, the quality of service and guest expectations.</p> | |
| OUTCOMES: | <p>Students will become familiar with the subject of hotel management and specific characteristics of hotel industry by explaining its main functions and terms. Upon the completion of the course, students will be able to understand the historic role of outstanding hoteliers, the reasons for travelling and travel motivators which helps to create the appropriate product for specific guests, to determine the organizational structure of a hotel, to organize hotel departments and its operations, to evaluate the importance of corporate culture and standards, to analyse critically the advantages and disadvantages of hotel affiliations, to analyse the social, economic and environmental role of hotel industry, to understand the philosophy of hotel business and the new trends in the hotel industry.</p> | |
| TEACHING METHODOLOGIES: | <p>Through lectures, discussions, case studies, assignments and presentations, students will get the required knowledge about the hotel management.</p> | |

Study program: TOURISM AND HOTEL MANAGEMENT

| Course Title | | Hospitality Product Technology | |
|--------------------------------|---|--------------------------------|--|
| Degree program | | B.A. | |
| Credits | 5.0 ECTS | | |
| PREREQUISITES | General language competence level B1 of the Common European Framework of Reference for Languages (CEF) | | |
| DESCRIPTION OF COURSE CONTENT: | To enable students to understand types and classes of hospitality products, industry trends, methods of work, as well as methods of market positioning and market research. To teach students about the location selection process, concept development and product design. To introduce students to development framework, content programming, pre-investment, studies, cost analyses and new hospitality product development planning. | | |
| OUTCOMES: | <p>Following a successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain types and classes of hospitality products, industry trends, ownership relations and methods of work; 2. Identify appropriate methods of market positioning and market research; 3. Demonstrate location selection process, concept development and product design with market features; 4. Interpret planning process, definition of development strategy, product development and brand management; 5. Compare results of pre-investment studies, content programming options and preliminary cost analyses; 6. Present all hotel technology elements; 7. Evaluate impact of technological, financial and legal framework on hospitality product development; 8. Propose new hospitality product development plan. | | |
| TEACHING METHODOLOGIES: | Lectures, practical classes, seminar and workshops. | | |

Study program: TOURISM AND HOTEL MANAGEMENT

| Course Title | | English for Tourism and Hospitality 1 |
|--------------------------------|--|---------------------------------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | General language competence level B1 of the Common European Framework of Reference for Languages (CEF) | |
| DESCRIPTION OF COURSE CONTENT: | <p>The course objective is to provide basic knowledge, vocabulary and structures necessary to understand basic concepts encountered by employees and managers in tourism industry who use the English language. The course should enable students to perform basic communication with foreign guests and business partners, independently finding, selecting, evaluating, summarizing and presenting information. Furthermore, it will refer students to basic topics and terminology they will encounter in other subjects during their course of study in order to be able to follow literature in English.</p> | |
| OUTCOMES: | <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Describe activities in hospitality industry and tourism-related professional opportunities/jobs; • Produce a CV in Europass or similar format and apply for a job, based on information from an advertisement • Explain the organisation, historical development of tourism and basic reasons for travel; • Present main features of a tourist destination; • Display specific travel arrangements through travel agents and different types of travel; • Use concepts related to organization of tourism and fundamentals of finance in tourism; • Use concepts of direct and indirect questions, expressing agreement and disagreement, short answers and grammatical constructions such as "tag questions"; all in appropriate context • Use part of the general language competence at level B1, and some at level B2 of the Common European Framework of Reference for Languages (CEF) in English language. | |
| TEACHING METHODOLOGIES: | Lectures, discussions, case studies, assignments and presentations. | |

Study program: TOURISM AND HOTEL MANAGEMENT

| Course Title | | English for Tourism and Hospitality 3 |
|--------------------------------|--|---------------------------------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | General language competence level B2 of the Common European Framework of Reference for Languages (CEF) | |
| DESCRIPTION OF COURSE CONTENT: | <p>The course objective is to provide knowledge, vocabulary and structures necessary to understand concepts encountered by employees and managers in tourism industry who use the English language. The course should enable students to perform communication with foreign guests and business partners, independently finding, selecting, evaluating, summarizing and presenting information. Furthermore, it will refer students to topics and terminology they will encounter in other subjects during their course of study in order to be able to follow literature in English.</p> | |
| OUTCOMES: | <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Describe activities in hospitality industry and tourism-related professional opportunities/jobs; • Produce a CV in Europass or similar format and apply for a job, based on information from an advertisement • Explain the organisation, historical development of tourism and basic reasons for travel; • Present main features of a tourist destination; • Display specific travel arrangements through travel agents and different types of travel; • Use concepts related to organization of tourism and fundamentals of finance in tourism; • Use concepts of direct and indirect questions, expressing agreement and disagreement, short answers and grammatical constructions such as "tag questions"; all in appropriate context • Use part of the general language competence at level B2 of the Common European Framework of Reference for Languages (CEF) in English language. | |
| TEACHING METHODOLOGIES: | Lectures, discussions, case studies, assignments and presentations. | |

Study program: TOURISM AND HOTEL MANAGEMENT

| Course Title | |
|--|--|
| Tourist Attractions and Special Interest Tourism | |
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | Basic knowledge of marketing and management in tourism is advisable |
| DESCRIPTION OF COURSE CONTENT: | The course objective is to provide a clear picture of what is methodology of tourist attraction and why it is becoming critical factor of tourist destination success. Course explains how to integrate methodology into sustainable business practices in a tourist destination and tourist product and who should be responsible for managing this attractions in tourist destination. |
| OUTCOMES: | Students will become familiar with the new forms of tourism, arguments against mass tourism and different approaches toward contemporary phenomenology of special forms of tourism. Students should be able to develop tourist product; identify key areas and stakeholders, create new tourist programs and initiatives, and propose monitoring system of tourist attractions. |
| TEACHING METHODOLOGIES: | Through lectures, discussions, case studies, assignments and presentations, students will be invited to think out of the box of mass tourism and to respond creatively to the new dimensions and offers of sustainable and creative tourism. |

Study program: TOURISM AND HOTEL MANAGEMENT

| | |
|--------------------------------|---|
| Course Title | German Language for Tourism 1 |
| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | Basic knowledge of English |
| DESCRIPTION OF COURSE CONTENT: | General language competence level B1 of the Common European Framework of Reference for Languages (CEF) |
| OUTCOMES: | The course objective is to provide knowledge, vocabulary and structures necessary to understand concepts encountered by employees and managers for business |
| TEACHING METHODOLOGIES: | Lectures, discussions, case studies, assignments and presentations |

| Course Title | | Basics of Tourism |
|--------------------------------|--|-------------------|
| Degree program | B.A. | |
| Credits | 5.0 ECTS | |
| PREREQUISITES | Basic knowledge of English | |
| DESCRIPTION OF COURSE CONTENT: | <p>Provide understanding of basic terminology, requirements, development factors, relations and concepts of tourism as complex contemporary phenomena. Provide insight into the most common travel motives and motivation processes, as well as the forms and types of tourism. Draw attention to the importance of active participation in tourism policies creation and implementation, especially in planning the process of sustainable tourism development in order to increase positive and decrease negative impacts of tourism.</p> | |
| OUTCOMES: | <ol style="list-style-type: none"> 1. Explain basic concepts of tourism 2. Interpret the scope of requirements, the importance and nature of tourism 3. Describe the process of tourism development and growth 4. Identify the development factors, forms and types of tourism 5. Connect travel motives and tourist activities 6. Interpret the contribution and impacts of tourism 7. Present cases of tourism organization and policies in Croatia 8. Describe the sustainable tourism development planning process | |
| TEACHING METHODOLOGIES: | Lectures, discussions, case studies, assignments and presentations. | |

| Course Title | Tourism Economics |
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| Degree program | B.A. |
| Credits | 5.0 ECTS |
| PREREQUISITES | Basic knowledge of English |
| DESCRIPTION OF COURSE CONTENT: | <p>The course objective is to upgrade the knowledge on tourism, to learn about the importance of tourism for the global, national and regional economy, and to learn about the functioning of tourism market and the economic function of tourism. This course presents the basic economic principles as they apply to the tourism industry and describes major impacts of tourism on the economy in terms of income, employment and inflation, including the key topic of the sustainable competitiveness of tourism destinations</p> |
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| TEACHING METHODOLOGIES: | Lectures, discussions, case studies, assignments and presentations. |
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