VERN' University

Zagreb, Croatia

Course catalogue
English language

Spring semester

2025/2026

Erasmus+

About the Course Guide

Dear incoming student,

We are happy to welcome you to VERN' University, Zagreb, Croatia.
VERN' University is glad to present our Erasmus+ English language course catalogue where you can find the relevant information about the lectures that will be carried out during spring semester in academic year 2025/2026.

Our University is offering lectures in different study fields:

- Entrepreneurship / Economics / Business Administration
- Journalism / Public Relations
- 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 and descriptions carefully.
This course guide is only valid in the mentioned period.

Important:
Due to the large number of courses, for course to take place a certain number of students must apply. In the event that for specific course minimum number of students did not register for the course, the course will be cancelled, and a substitute course will be offered to students. In that case student needs to contact their home University international office and discuss the change of previously selected course.

Grading System in Croatia

The Croatian national grading scale consists of five grades with numerical equivalents:

5 = excellent - izvrstan (highest grade)

4 = very good - vrlo dobar

3 = good - dobar

2 = sufficient - dovoljan (minimum passing grade)

1 = fail - nedovoljan (not written in the student transcript book)

Croatian grading system and mapping from ECTS grades

5 = excellent - izvrstan (highest grade) - **A**

4 = very good - vrlo dobar - **B**

3 = good - dobar - **C**

2 = sufficient - dovoljan (minimum passing grade) - **D**

1 = fail - nedovoljan - **F**

List of courses:

Study filed	Course offer
Entrepreneurship Economics	1. Business Administration Software 2. Business Ethics and CSR 3. Business Italian 2 4. Croatian Culture 5. Design Thinking for Business Innovation 6. Family Business and Conflict Resolution 7. German Business Language 2 8. Human Resource Management 9. Macroeconomics 10. Organizational Psychology 11. Social Entrepreneurship and Social Innovations 12. Strategic Management 13. Risk management 14. Leadership Theory in Practice
Journalism/PR	1. Celebrities, Stereotypes and Communication 2. English for Journalists 3. Marketing Communication 4. Media literacy and fact-checking 5. Politics and Propaganda in 20th century 6. Photo Reporting 2.0 7. Public Speaking Skills
Tourism/Hospitality	1. English for Tourism and Hospitality 2 2. Event Management 3. Event Marketing 4. Hotel Management 5. Hotel Marketing 6. Management of Small & Medium-sized Accommodation Facilities 7. Marketing of Small & Medium-sized Accommodation Facilities 8. Sustainable Tourism

Course Title:	**Business Administration Software 2**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 10870	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	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, teamwork, case studies, debate, individual research.
TEACHING METHODOLOGIES:	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.

Course Title:	**Business Ethics and CSR**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 10871	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	Primary objectives of the course Business Ethics and Corporate Social Responsibility is to contribute to the development of future ethical leaders along the lines of sustainable business/corporate social responsibility are: • Introducing students to the concept of business ethics in resolving moral issues in business, • Using analytical skills in the application of the concept of business ethics in business decisions, • Identifying moral issues involved in business problems' management, • Processing business cases related to current moral issues occurring in business, • Integration of Corporate Social Responsibility (CSR) concept into the core business.
OUTCOMES:	Having successfully completed the course, the students will be able to: • Recognize the fundamental theories of business ethics, describe their features, and provide the arguments for the need to study business ethics and its application in different situations. • Recognize the different influences that shape our value systems and relate them to given situations. • Identify stakeholders and explain the ethical dilemma in business at the individual, organizational and societal levels. • Analyse practical cases by using the chosen ethical decision-making methods (e.g., answers to three ethical questions, arguments in support of selected solutions). • Discuss ethical issues of the business environment, employers/employees, partners, customers, and environment, in order to design and write a code of ethics. • Recognize ethical issues in different business situations, and devise and recommend the most appropriate scenarios of corporate social responsibility. • Select the appropriate topic from business ethics, process it by integrating adequate analysis' tools, describe an ethical case, and present the conclusions of their project.
TEACHING METHODOLOGIES:	Lectures, discussions, group work, individual research.

Course Title:	**Business Italian 2**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 10245	
PREREQUISITES	Independent user (B1) level of knowledge, interested in doing business or finding employment in companies who do business with Italian companies
DESCRIPTION OF COURSE CONTENT:	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.
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.

Course Title:	**Croatian Culture**
Degree program:	Entrepreneurship / Economics / Business Administration Tourism / Hospitality Journalism / Public Relations
Study level:	Bachelor's degree
ECTS:	4
Code: 10878	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	The aim of the course is getting students acquainted with the creators, events and achievements of Croatian cultural heritage and contemporary culture. 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 history, visual arts (painting, sculpture, architecture, design and photography), town planning, traditional culture, contemporary youth culture, music, cultural monuments, natural heritage, language and literature, film, theatre, dance and cuisine.
OUTCOMES:	Students become familiar with the Croatian Culture, its major tendencies and aesthetics so they can recognize the most important Croatian artists and their works as well as cultural differences and similarities and embrace them.
TEACHING METHODOLOGIES:	Lectures, discussions, individual research; fieldwork includes visiting museums, monuments and other cultural institutions and events: concerts, musical theatre and dance productions, festivals, exhibitions

Course Title:	**Design Thinking For Business Innovation**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	4
Code: 9560	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	Innovation and Entrepreneurship - from idea and innovation to project. Business Models for strengthening innovation capacity, Development of an organization's strategy for innovation management, its commercialization, acquisition of necessary resources for enterprise development, communication with stakeholders and partners, Finalize the innovation enterprise development proposal, develop recommendations for long-term improvement of company-level innovation capabilities, presenting solutions to different stakeholders, 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…., Developing an appropriate business model for innovation management, testing and checking, drafting different scenarios, 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.
OUTCOMES:	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 analysing, 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 innovations). Apply different creative methods to awaken own creativity and creative expression of the team
TEACHING METHODOLOGIES:	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. During the course, students will use templates, forms, documents, research, materials, and equipment for all stages of the design thinking.

Course Title:	**Family Business and Conflict Resolution**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	4
Code: 9958	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	The course includes the following modules: 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.
OUTCOMES:	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. 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. Improve communication, conflict resolution and lead family members towards positive changes for the family and business
TEACHING METHODOLOGIES:	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.

Course Title:	**German Business Language 2**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 10605	
PREREQUISITES	The basic use (B1 level) of knowledge German
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	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.
TEACHING METHODOLOGIES:	Lectures, discussions, individual research, reading and listening.

Course Title:	**Human Resource Management**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	4
Code: 10742	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	Development and understanding of the concept of human resource management. Identifying key processes in the management of human resources, and getting to know their specificities. Focusing attention on understanding the importance of the process of professional selection of candidates, reward system, and systematic and continuous education during working life. Development of the correct value system in the process of judgment and assessment of achievements and work results. Understanding the applicability of theoretical models to concrete cases from practice.
OUTCOMES:	Upon successful completion of the course, students will be able to: plan human resources in accordance with the company's strategic directions create a job and job analysis assess which methods and techniques to use in the selection process and during selection create an education plan according to the needs of the company and know how to validate them create an employee performance assessment plan create a fair employee reward system create a mini HRM project for a specific company
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations.

Course Title:	**Macroeconomics**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 9934	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	Define and measure national income and rates of unemployment and inflation. Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy. 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. Define money and the money supply; describe the process of money creation by the banking system and the role of the central bank. Understand fiscal policy as well as revenue and expenditure items of the state budget Explain the mechanics and institutions of international trade and their impact on the economy. Define economic growth and identify sources of (sustainable) economic growth.
TEACHING METHODOLOGIES:	Lectures, case studies, team work, individual research, discussions, assignments and presentations.

Course Title:	**Organizational Psychology**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 9565	
PREREQUISITES	Basics of psychology (recommended)
DESCRIPTION OF COURSE CONTENT:	This course provides an overview of the basic scientific study of organizational behaviour. The topics include individual differences in work performance, creativity, leadership, motivation, team work and time management.
OUTCOMES:	Upon successful completion of the course, students will be able to: - identify individual differences that affect work performance - describe theories of work motivation and analyse their applicability in organization - analyse the principles and characteristics of teamwork - explain creative ways of thinking and apply creative techniques - apply the basic principles of successful time management - compare the basic styles of leadership
TEACHING METHODOLOGIES:	Lectures, group discussions, self-appraisal through different questionnaires and tests, field exercise.

Course Title:	**Social Entrepreneurship and Social innovations**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	4
Code: 9569	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	After completing course assignments (mapping of social innovations, suggestions for improvement of selected social entrepreneurship initiatives), students will be able to: 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, 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, Apply learned methodology and integrate innovative solutions as well as create shared value through impact-focussed business model and entrepreneurial activities, 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.
TEACHING METHODOLOGIES:	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.

CourseTitle:	**Leadership Theory in Practice**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 11008	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	This course examines past and current theories of leadership; traces the history of leadership definitions over the past century; provides a distinction of leadership and management, and explores leadership in various contexts, especially organizational leadership. Surveys contemporary theories of leadership. Students analyze and critically compare leadership theories for the purpose of identifying their relative strengths and weaknesses as practical leadership models and approaches. Course emphasizes connecting leadership theories and practices to leadership situations related to student experiences. The course special emphasize place to the emotional skills necessary for leadership as well to the dialogical skills. Also, the course explores traits, behaviors and skills that are necessary for leadership.
OUTCOMES:	At the completion of this course, students will be able to: • Define leadership. • Understand that leadership can be practiced with or without authority. • Distinguish leadership from management and other forms of influence. • Describe major leadership theories. • Explain how those theories fit into our current understanding of leadership. • Demonstrate basic research and writing skills as a foundation for developing Masters-level writing.
TEACHING METHODOLOGIES	Module 1: Introduction Module 2: The Task and Relationship of Leadership and Management Module 3: Ethics of Leadership Module 4: Historic Leadership Theories Module 5: Traits, Behaviors and Skills for Leadership Module 6: Emotional Skills for Leadership Module 7: Dialogical Skills for Leadership Module 8: Conflict and Strategic Skills for Leadership

Course Title:	**Strategic Management**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 9570	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	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).
OUTCOMES:	The course is designed to help students complete various assessments and analysis necessary to lead an organization strategically.
TEACHING METHODOLOGIES:	Lectures, discussions, group work, individual research.

Course Title:	**Risk management - risk management on projects**
Degree program:	Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 10587	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	The course introduces students to the basic methodological approach to risk management and risk management on projects. The aim is for students to gain knowledge about the importance of risk in the organization (risk classification; quantitative and qualitative, identification and presentation of modern risk theories, risk management in the organization through the application of modern methods and techniques of recognition, risk measurement and regulation, crisis management with clear goals and impact on time and cost share) and new techniques specific to the real sector through project work. The ultimate goal is to learn to apply risk management skills and tools to projects and to effectively use the acquired knowledge in practice. Special attention will be paid to the methodology of presenting papers through practical tasks.
OUTCOMES:	1. Describe the concept and basic functions of risk. 2. Define and analyse risks by categories. 3. Classify risks on the observed impact of project management and all features of risk mitigation in individual project phases. 4. Distinguish between types of risks and principles of systematic risk management on projects during the execution of the entire project. Risk analysis and all its phases, through the support of supporting documents used to manage and execute the project (their structure and content). 5. Compare the process of risk assessment of project management and ensuring the completion of the project and the production of all supporting documents, diagrams, graphs, etc., and in accordance with the selected model of management (risk control and correction) costs in the project (RWBS - risk work break down structure). 7. Know how to work with one of the tools of information and communication support for competent management, risk transfer on projects and risk analysis (operational and financial). 8. Critically evaluate the success of risk treatment on a project with the presentation of conclusions.
TEACHING METHODOLOGIES:	Lectures, discussions, group work, individual research.

Course Title:	**Celebrities, Stereotypes and Communication**
Degree program:	Journalism / PR
Study level:	Bachelor's degree
ECTS:	5
Code: 10743	
PREREQUISITES	Basic knowledge of communication concepts and theories
DESCRIPTION OF COURSE CONTENT:	The course aims to acquaint students with the basic guidelines related to celebrity and fame, the criteria according to which people are considered famous and famous (actors, musicians, athletes, politicians, TV personalities, models, designers, artists, entrepreneurs). The focus is on analysing the interrelationship between media and storytelling, in which stories about famous and famous people are framed. The interrelation between roles in society, the influence of the media, popular culture, and parts of identity such as gender, nationality, race, religion, sexual orientation will be analysed. The intention is to see how the communication trends related to celebrities are changing in relation to their roles in society.
OUTCOMES:	1. Distinguish and describe the characteristics of different categories of celebrities; 2. Describe how the image of celebrities is created and identify different ways of managing the image of stars; 3. Understand theoretical ideas related to celebrity culture and spectacle society, especially Guy Debord's; 4. Successfully analyze the image of selected celebrities / fictional figures within popular culture and the ways of creating and maintaining their images; 5. Understand how different elements of identity, especially sex/gender connected with constructing the image of celebrities; 6. Compare and analyze the forms, types and tools of communication concerning chosen media;
TEACHING METHODOLOGIES:	Through case studies and essays, students will evaluate the role of different media in creating and managing the image of celebrities and their impact on the public. The course aims to familiarise students with the basic theory related to iaginary tools such as metaphors, symbols, and narratives within storytelling to evoke chosen images.

Course Title:	**English for Journalists**
Degree program:	Journalism / PR
Study level:	Bachelor's degree
ECTS:	5
Code: 9561	
PREREQUISITES	B1 knowledge in English
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	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.
TEACHING METHODOLOGIES:	Lectures, workshops, discussions, pair work, group work, individual research.

Course Title:	**Marketing Communication**
Degree program:	Journalism / PR / Entrepreneurship / Economics / Business Administration
Study level:	Bachelor's degree
ECTS:	5
Code: 9935	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	Explain the basic terms of marketing communication and different tools and elements of marketing communication mix. Discuss the importance of marketing communication and their role in company social responsibility. Analyse various brand and product marketing communication examples. Evaluate elements of marketing communication mix appropriate for different business situations. Create marketing communication plan and integrate different elements of marketing communication.
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations.

Course Title:	**Media literacy and fact-checking**
Degree program:	Journalism / PR
Study level:	Bachelor's degree
ECTS:	5
Code: 10869	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	The goal of the Media Literacy and Fact-Checking course is to provide students with an insight into the practice of fact-checkers and into the settings of media literacy as a propulsive area in the study of the information environment. Through the acquisition of basic theoretical knowledge, as well as practical exercises, the practical skills of checking sources and information in the media environment are mastered. Students are required to think critically about the media environment and sources of information.
OUTCOMES:	After successfully mastering the course, students will be able to: 1. Explain the basic terms and purpose of media literacy. 2. To interpret the development and importance of fact-checkers in the global and local environment. 3. Describe the fact-checker's work process 4. Analyze issues related to the operation of fact-checkers 5. Demonstrate tools and techniques used in the areas of media literacy and fact-checking.
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations.

Course Title:	**Politics and Propaganda in 20th century**
Degree program:	Journalism / PR
Study level:	Bachelor's degree
ECTS:	5
Code: 9567	
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.

Course Title:	**Photo Reporting 2.0**
Degree program:	Journalism / PR
Study level:	Bachelor's degree
ECTS:	5
Code: 9566	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	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.
TEACHING METHODOLOGIES:	Theoretical lectures and workshops in classroom, practical workshops on a field, visiting recent photographical exhibitions.

Course Title:	**Public Speaking Skills**
Degree program:	Journalism / PR
Study level:	Bachelor's degree
ECTS:	4
Code: 9568	
PREREQUISITES	None
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	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.
TEACHING METHODOLOGIES:	Through lectures, discussions, debates, and presentations, students will be invited step into the world of public speaking.

Course Title:	**English for Tourism and Hospitality 2**
Degree program:	Tourism/Hospitality
Study level:	Bachelor's degree
ECTS:	5
Code: 9562	
PREREQUISITES	Basic knowledge in English
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	Upon successful completion of the course, students will be able to: • Describe facilities, departments and typical duties and tasks in large and small hotels; • Interpret the skills necessary to perform a particular job in the tourism and forms of payment of salaries and other benefits to workers; • Handle simple bookings and guest complaints, take and hand over messages from tourists by telephone and in writing; • Explain the specific requirements for tourist travel abroad and contracting insurance policies for tourists; • Present basic features of air travel, local transportation and conditions of renting vehicles; • Apply basic concepts of the profession, and order food and drinks in the context of national and international cuisine; • Present specificities of organising special interest travel; • Use general language proficiency at a minimum level B2 of the Common European Framework of Reference for Languages (CEF) in English language.
TEACHING METHODOLOGIES:	Lectures, discussions, assignments, case studies, assignments and presentations.

Course Title:	**Event Management**
Degree program:	Tourism/Hospitality
Study level:	Bachelor's degree
ECTS:	5
Code: 9572	
PREREQUISITES	Basic knowledge of marketing and management is advisable
DESCRIPTION OF COURSE CONTENT:	Events and manifestations: the concept, forms and types of events, tourist potential, the importance for tourism destination, development perspective, managers and companies for the management of events and manifestations (EMC). Animation: the concept and objective, fundamentals and principles of animation, animation history and socio-cultural basis of animation, animation as a means of creating and managing experience, animators, animation, communications, planning and creating animations. Events and happenings as the product: anatomy of events and manifestations, the process of conceptualization and development of programs, feasibility assessment. Planning elements of events and manifestations. The resources for the implementation of events and manifestations: logistics and location, support services, human resources; finance. Operational implementation of events and manifestations: the legal framework, the management of temporal sequence and schedule, protocol and VIP participants, risk management, budget management, setting up of events, management of human resources, management of operations, management experience, security management and security, governance and mass evacuations. Controlling and evaluation of events and manifestations.
OUTCOMES:	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.
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

Course Title:	**Event Marketing**
Degree program:	Tourism/Hospitality
Study level:	Bachelor's degree
ECTS:	5
Code: 9581	
PREREQUISITES	Basic knowledge of marketing and management is advisable
DESCRIPTION OF COURSE CONTENT:	Provide an understanding of market characteristics, consumer behaviour, the importance of market research and segmentation, and the creation of a theme and image appropriate to the target consumer group of events and manifestations. Instruct students on the peculiarities of event and manifestation marketing. Provide students with the knowledge and skills they need to manage marketing operations, and to design and manage marketing plans for events and manifestations.
OUTCOMES:	1. Describe market characteristics and consumer behaviour of events and manifestations. 2. Explain the importance of market research and segmentation, as well as creating an event theme and image appropriate for the target audience, or niche 3. Interpret the specifics of event and manifestations marketing 4. Demonstrate the process of defining the goals, strategies and tactics of marketing events and manifestations 5. Apply different tools for financing events and events 6. Conduct promotion, sales and other marketing operations in the organization of events and manifestations 7. Design a marketing plan for an event or manifestation 8. Manage the implementation of a single event/manifestation marketing plan
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

Course Title:	**Hotel Management**
Degree program:	Tourism/Hospitality
Study level:	Bachelor's degree
ECTS:	5
Code: 9582	
PREREQUISITES	Fluency in English
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	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: • Understand the historic role of outstanding hoteliers • Understand the reasons for travelling and travel motivators which help to create the appropriate product for specific guests • Determine the organizational structure of a hotel • Determine the importance of service • Evaluate main characteristics of each hotel department and its operations • Evaluate the importance of corporate culture in hotel • Evaluate the importance of standards • Critically analyse the advantages and disadvantages of hotel affiliations • Critically analyse the social, economic and environmental role of hotel industry • Understand the philosophy of hotel business.
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

Course Title:	**Hotel Marketing**
Degree program:	Tourism/Hospitality
Study level:	Bachelor's degree
ECTS:	5
Code: 9581	
PREREQUISITES	Fluency in English
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	Following a successful completion of the course, students will be able to: 1. Describe the role of marketing in hotel operations; 2. Explain buyer and consumer needs, special features and structure of hotel service market; 3. Interpret the role of marketing in strategic planning of hotel operations; 4. Demonstrate activities related to market research, market segmentation, hotel product targeting and positioning; 5. Use basic marketing tools in hotel product design and management; hotel product pricing and marketing; 6. Run promotion campaigns, PR and advertising, and market hotel services using traditional and new hotel marketing technologies; 7. Develop simpler hotel marketing plans; and 8. Manage implementation of simpler hotel marketing plans
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

Course Title:	**Management of Small & Medium-sized Accommodation Facilities**
Degree program:	Tourism/Hospitality
Study level:	Bachelor's degree
ECTS:	5
Code: 9596	
PREREQUISITES	Fluency in English
DESCRIPTION OF COURSE CONTENT:	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 & 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 introduce 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.
OUTCOMES:	• Explain forms of organization and differences in management of small, medium and large accommodation facilities • Describe specific types of small and medium-sized accommodation facilities in Croatia and abroad • Identify specific types of management of small and medium-sized accommodation facilities • Explain the features of the administrative and operational segments of small and medium-sized accommodation facilities • Use basic tools for financial management, procurement, sales, operations and performance measurements in small and medium-sized accommodation facilities • Manage motivation and training of personnel and implementation of health and safety procedures in small and medium-sized accommodation facilities • Apply the process of planning and development of small and medium-sized accommodation facilities • Create start-up business plan for opening of small or medium-sized accommodation facility
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

Course Title:	**Marketing of Small & Medium-sized Accommodation Facilities**
Degree program:	Tourism/Hospitality
Study level:	Bachelor's degree
ECTS:	5
Code: 9597	
PREREQUISITES	Fluency in English
DESCRIPTION OF COURSE CONTENT:	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 & 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.
OUTCOMES:	Upon successful completion of the course, students will be able to: • Describe the role of marketing in a small and medium-sized accommodation facility • Explain different market segments for small and medium-sized accommodation facilities • Interpret the elements of marketing mix related to small and medium-sized accommodation facilities • Define specific types of marketing of small and medium-sized accommodation facilities • Use basic marketing tools in operations of small and medium-sized accommodation facility • Conduct promotional campaigns, PR and advertising, networking and CRM for small and medium-sized accommodation facilities • Develop marketing strategy for small and medium sized accommodation facility • Manage the implementation of marketing plan for small medium sized accommodation facility
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations, individual work.

Course Title:	**Sustainable Tourism**
Degree program:	Tourism/Hospitality
Study level:	Bachelor's degree
ECTS:	5
Code: 9580	
PREREQUISITES	Fluency in English
DESCRIPTION OF COURSE CONTENT:	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.
OUTCOMES:	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.
TEACHING METHODOLOGIES:	Lectures, discussions, case studies, assignments and presentations.