



UNIVERSITY WHICH MEETS
STUDENTS' NEEDS



UNDERGRADUATE STUDY PROGRAMME (BA) IN BUSINESS AND MANAGEMENT

WINTER SEMESTER

Financial institutions and markets	5 ECTS
Croatian language and culture for foreigners I	6 ECTS
Business communication	5 ECTS
Business Ethics	4 ECTS
Marketing Basics	5 ECTS
HR Management	5 ECTS
Economic and Business Policy	6 ECTS
Digital Marketing	4 ECTS
Foreign Trade Business	4 ECTS

SUMMER SEMESTER

Basics of Entrepreneurship	6 ECTS
E-channels of communication	4 ECTS
Financial institutions business policy	4 ECTS
Business English	4 ECTS
Business German	4 ECTS
Business Skills	4 ECTS
Croatian language and culture for foreigners II	6 ECTS
Cultural Tourism	4 ECTS
Creative Entrepreneurship	6 ECTS

MEET OUR ERASMUS TEAM



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WINTER SEMESTER

1 BASIC INFORMATION ON THE COURSE			
Course title:	FINANCIAL INSTITUTIONS AND MARKETS		
Type of study:	Professional study		
Major:	Business Economics and Finance		
Year and semester the course is delivered in:	2nd year, 3th semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	45 (30 lectures +15 seminars)		
ECTS credit:	5		
Course status:	obligatory		
Language of instruction:			

2
LEARNING
OUTCOMES

- Understand the functions of the financial system.
- Explain financial institutions, similarities and differences between them.
- Define and distinguish the depository, non-depository and financial institutions of the state.
- Gain knowledge about payment transactions and its instruments
- Explain the functions of financial markets, international finance, international banking and international monetary system

3
COURSE
CONTENTS

Financial system, Depository institutions, Non-depository institutions, Financial institution of the state, Primary and secondary financial markets, Money market, Capital market, Foreign exchange market, Stock exchange, Payment system, Central bank and monetary policy, Monetary transmission mechanism

4
LITERATURE

Required reading:
1. Sounders, Milton Cornett: Financial Markets and Institutions

Recommended reading:
1. Mishkin: Economics of Money, Banking, and Financial Markets
2. Mishkin: Financial Markets and Institution

5
TEACHING METHODS

Lecturers, seminars

6
MODE OF DELIVERY

Face-to-face

7
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	20
Homework	10
Seminar paper, presentations	10
Partial exam	30
Final exam	30

Passing grade: 60% realization of each of the aforementioned elements

Non-academic behaviour:	Negative percent (%)
Copying homework	10
Failing to meet the deadlines for completing assignments	20
Presenting the work and solutions of others as their own and using other inadmissible and immoral means when completing tasks, attending partial exams and the final exam	50

1 BASIC INFORMATION ON THE COURSE			
Course title:	CROATIAN LANGUAGE AND CULTURE FOR FOREIGNERS I		
Type of study:	Undergraguate professional study or specialist graduate professional study		
Major:	Business and Management (Cultural management)		
Year and semester the course is delivered in:	Winter semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	30		
ECTS credit:	6		
Course status:	elective		
Language of instruction:	English, Croatian		

2
LEARNING
OUTCOMES

After successfully completing this course the students will be able to:

1st set of learning outcomes: RECEPTION.

1. **Reception by listening.** Recognise familiar words and very basic phrases concerning themselves (presenting themselves, greetings, names of occupations and nationalities), their families (family members) and immediate concrete surroundings (description, affiliation, spatial relations) when people speak slowly and clearly.

2. **Reception by reading.** Understand familiar names, words and very simple sentences while reading newspaper headlines, posters or catalogues.

2nd set of learning outcomes: INTERACTION.

1. **Spoken interaction.** Lead a simple conversation (in the context of introducing themselves, moving in space and among objects) provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help them formulate what they're trying to say. They will be able to ask and answer simple questions in areas of distinguishing familiar objects and people.

2. **Written interaction.** Write a short, simple text, for example, write in their name, nationality and address on a hotel registration form or on a student's pass request.

3
COURSE
CONTENTS

4
LITERATURE

5
TEACHING METHODS

6
MODE OF DELIVERY

7
ASSESSMENT
METHODS AND
CRITERIA

3rd set of learning outcomes: PRODUCTION.

1. **Spoken production.** Use simple phrases and sentences to describe where they come from, where they live and people they know (nationalities, personality traits).

2. **Written production.** Write simple isolated phrases and sentences (S + P + O) using the lexemes they already know.

The course objective is to develop communication competence in Croatian language sufficient for performing communicative activities described in the framework of reference level A1 of CEFR (Common European Framework of Reference for Languages), acquired through 70 hours of learning the second language and in the line with the descriptors of the CEFR's global scale and self-assessment grid.

Required reading:

- 1. Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika. Hrvatska sveučilišna naklada. Zagreb. (str. 1–82.)
- 2. Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L.: Hrvatski za početnike 1. Vježbenica i gramatički pregled hrvatskoga kao drugog i stranog jezika. Hrvatska sveučilišna naklada. Zagreb. (str. 1–31.)
- 3. Croatia at first sight : textbook of Croatian culture. 2016. Ur. Udier, Sanda Lucija. FF Press. Zagreb. (1–53.)

Recommended reading:

Bilingual dictionary compatible with the students' source languages or some of the available English-Croatian and Croatian-English dictionaries.

Lectures, discussions, individual presentations of students' seminar papers, phonetic exercises.

Face-to-face, supported by Baltazar.

Elements of assessment:	Percent (%)
Test of reception by listening (speech sample with the objective type questions checking the understanding)	15
Conversation on the default theme (oral exam)	15
Written work on the default theme (written exam)	15
Monologue on the default theme (oral exam)	15
Objective type questions checking written production (written exam)	15
Presentation of seminar work on the theme from Croatian culture (in English)	10
Passing grade:	50,01%

1 BASIC INFORMATION ON THE COURSE			
Course title:	BUSINESS COMMUNICATION		
Type of study:	Professional study		
Major:	Office Management		
Year and semester the course is delivered in:	3rd year, 5th semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	45 (30 lectures +15 exercises)		
ECTS credit:	5		
Course status:	obligatory		
Language of instruction:	English, Croatian		

2
LEARNING
OUTCOMES

After successfully completing this course the students will be able to:

- 1. describe and explain elements of communication process
- 2. identify factors which influence on the success of presentations of ideas and projects
- 3. recognize importance of effective listening
- 4. describe and explain basic terms of PR
- 5. recognize importance of the role of PR in business
- 6. identify different audience
- 7. to understand the way (new) media function

3
COURSE
CONTENTS

- 1. Communication as a process (forms and models of communication)
- 2. Styles of communication
- 3. Presentation of ideas, products and projects
- 4. The rules of written communication and the rules of effective listening
- 5. Intercultural communication
- 6. Basics of PR (history and the main concepts)
- 7. Managing identity, image and reputation
- 8. Models of PR
- 9. Media and construction of reality
- 10. Ethics in public communication

4
LITERATURE

Required reading:

- 1. Guffey, M.E., and Loewy, D. (2013) Essentials of Business Communication, South-Western Cengage Learning
- 2. Philips, D. and Young, P. (2009) Online Public Relations, Kogan Page Ltd

Recommended reading:

- 1. Gallo, Carmine (2009). The Presentation Skills of Steve Jobs. How to be insanely great in front of any audience. McGraw-Hill
- 2. Philips, D. and Young, P. (2009) Online Public Relations, Kogan Page Ltd

5
TEACHING METHODS

Lectures, discussions, individual presentations of students' seminar papers, video clips.

6
MODE OF DELIVERY

Face to face (80%) and distance (online) learning (20%)

7
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Activity in class	15
Homework	10
Seminar paper, presentations	10
Partial exam	30
Final exam	35
Passing grade:	60%

1 BASIC INFORMATION ON THE COURSE			
Course title:	BUSINESS ETHICS		
Type of study:	Undergraduate study programme		
Major:	Major		
Year and semester the course is delivered in:	2nd year, 3rd semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	45 (30 lectures +15 seminars)		
ECTS credit:	4		
Course status:			
Language of instruction:	English, Croatian		

2
LEARNING
OUTCOMES

- After successfully completing this course the students will be able to:
- Interpreting basic ethical notions (e. g. right – wrong, freedom, virtue, responsibility etc.) and differing them according to historical and socio-cultural sources attached to the certain philosophical school in the history of philosophy (e. g. ancient Greek school of virtue vs. Kantian utilitarianism)
 - Applying ethical theory into business practice and life in general
 - Evaluating the outcomes of certain ethical theory or teaching within everyday business challenges and practice
 - Making ethically based decisions
 - Making ethical business code applicable to certain socio-cultural and business milieu
 - Writing case-study or seminar

3
COURSE
CONTENTS

Introduction into Ethics: the concept of Ethics now and then; Basics of aretaic ethics: Socrates, Plato, Aristotle; Ethical teaching within medieval culture: theocentrism vs. science: great minds of medieval philosophy; Contemporary ethical schools: utilitarianism, ethics of responsibility, deontological ethics; Ethics and globalization; Human rights and their impact on contemporary business world; The pyramid of ethical values; Ethics and human relationships.

4
LITERATURE

- Required reading:
1. Dr. Dafne Vidanec: Business Ethics: scripta for Erasmus students: internal use only (in draft)
 2. Dr. Dafne Vidanec: Business Ethics: Selected Issues - forthcoming

Recommended reading:

Nicomachean Ethics (various trans.)

5
TEACHING METHODS

Lectures, discussions, individual presentations of students' seminar papers....

6
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	25
Seminar paper, presentations	50
Final exam	25
Passing grade:	51%

1 BASIC INFORMATION ON THE COURSE			
Course title:	MARKETING BASICS		
Type of study:			
Major:			
Year and semester the course is delivered in:			
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	45 (30 lectures +15 exercices)		
ECTS credit:	5		
Course status:			
Language of instruction:	English, Croatian		

2
LEARNING
OUTCOMES

Identify the theoretical postulates and foundations of marketing and marketing processes.
Choose and conduct the most appropriate marketing analysis for the assessment of an organization.
Critically evaluate a marketing mix on a case study.
Validate and propose promotional tools on a case study.

3
COURSE
CONTENTS

- Marketing introduction - history of marketing, leading thoughts, market, the influence of the technology, consumer behavior
- Marketing planning and analysis (SWOT, PEST, GAP analysis, Ansoff matrix, BCG matrix); Marketing research and sources of data; Market segmentation and competition
- 7P of marketing and planning for success; marketing and branding plan; KPIs and goals
- Digital Marketing and future trends

4
LITERATURE

Required reading:
Presentations and materials provided

Recommended reading:
Presentations and materials provided

5
TEACHING METHODS

Lectures, discussions, individual presentations of students' marketing plan

6
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	10
Homework (marketing plan)	40
Final exam	50
Passing grade:	51%

1 BASIC INFORMATION ON THE COURSE			
Course title:	HUMAN RESOURCE MANAGEMENT		
Type of study:	Undergraduate study		
Major:	Cultural management		
Year and semester the course is delivered in:	2nd year, 3rd semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	45 (30 lectures +15 seminars)		
ECTS credit:		5	
Course status:	obligatory		
Language of instruction:	English		

2
LEARNING
OUTCOMES

- Knowlegde:
- 1. Learning about theoretical approaches to the development and use of human resources
 - 2. Explanation of human resources from the operational and managerial standpoints
 - 3. Explanation of managing processes of development and use of organization’s human resources

- Skills:
- 1. Drafting planning documents on human resources
 - 2. Resolving the situation and problems in human resources management

3
COURSE
CONTENTS

- Lectures:
- About the program and syllabus, Human resources and human capital of the organization - economic and sociological approaches, Human resources as a third managerial function, Deciding on the people in the organization, Selection, recruitment and choice of staff and managers, Motivating people for work, Professional career development, Benchmarking human resources
- Exercises:
- When benefits fade away, Selection of employees in Alpha enterprise, AG “Zeus”, Starbucks

4
LITERATURE

- Required reading:
- 1. Cascio, W. F: Managing Human Resources, MC Grow Hill, New York, 1998.
 - 2. Power Point presentations
- Recommended reading:
- 1. Jurina, M.: O upravljanju ljudskim potencijalima (2. dio), VŠPU, Zaprešić, 2011. (only transleted parts)

5
TEACHING METHODS

Lectures are predominantly performed in a form of professor’s oral presentation. Purpose and tasks are determined for each topic. The lecture is accompanied by summaries in Power Point with an interactive approach to students. Clarification of questions will be performed using the teaching sheets and additional materials. Students are expected to develop a theoretical understanding of the issues and devise a practical way of solving them. In addition to lectures, lessons are conducted through exercises and seminars, under professors supervision.

6
MODE OF DELIVERY

Via “Baltazar” system, e-mail: sendi.dezelic@bak.hr and during scheduled consultations

7
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	10
Homework	20
Seminar paper, presentations	10
Partial exam	20
Final exam	30

Passing grade:	
Non-academic behaviour:	Negative percent (%)
Copying homework	10
Failing to meet the deadlines for completing assignments	10
Presenting the work and solutions of others as their own and using other inadmissible and immoral means when completing tasks, attending partial exams and the final exam	30

8
PREREQUISITES
AND/OR
CO-REQUISITES

- Requirements for obtaining signature and taking the exam:
- 4 exercises
 - writing and presenting two seminars
 - 70% attendance

1 BASIC INFORMATION ON THE COURSE			
Course title:	ECONOMIC AND BUSINESS POLICY		
Type of study:			
Major:	Business Economics and Finance		
Year and semester the course is delivered in:	3 rd year, 6 th semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	45 (30 lectures +15 seminars)		
ECTS credit:		6	
Course status:			
Language of instruction:	Croatian, English		

1. Nandan,H. (2013). Fundamentals of Entrepreneurship, PHI Learning Private Limited, Delhi (selected chapters)

2. Korkut, D., Kopal, R. (2018). Kreativnost 4.0: evolucija i revolucija, Kerschoffset, Zagreb (translated and selected chapters)

3. Kolb, M. B. (2015). Entrepreneurship for the Creative and Cultural Industries. Routledge, New York (selected chapters)

Recommended reading:

1. Kwegyir,V. (2014). Pitch Your Business Like a Pro. VicCor Wealth Publishing, USA

2. Burke, B. (2014). Gamify: How Gamification Motivates People to Do Extraordinary Things. Bibliomotion, New York

3. Sutton, R.I. (2007). Weird Ideas That Work: How to Build a Creative Company. Free Press, New York.

4 LITERATURE

Required reading:
ECONOMIC POLICY THEORY AND PRACTICE, Agnès Bénassy-Quéré , Benoît Coeuré , Pierre Jacquet, Jean Pisani-Ferry, Oxford University Press, 2018.

Recommended reading:
MACROECONOMICS, Blanchard Olivier, Pearson Education Inc. Prentice hall, 2009.

Lectures, discussions, team work tasks and presentations, case study, individual seminar paper.

5 TEACHING METHODS

6 ASSESSMENT METHODS AND CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	20
Homework	20
Seminar paper, presentations	30
Final exam	30
Passing grade:	60%

1 BASIC INFORMATION ON THE COURSE			
Course title:	DIGITAL MARKETING		
Type of study:			
Major:	Business Economics and Finance		
Year and semester the course is delivered in:	3 rd year, 6 th semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	45 (30 lectures +15 exercises)	15	
ECTS credit:			
Course status:			
Language of instruction:	Croatian, English		

2
LEARNING
OUTCOMES

- After successfully completing this course the students will be able to:
- Identify the main channels and tools for digital marketing.
 - Evaluate various examples of marketing communication in an online environment.
 - Compare and select online channels for their own product or service solution.
 - Determine the key aspects of online communication strategy in a particular case study.

3
COURSE
CONTENTS

- The introduction to digital marketing; Statistics related to digital presence with case studies; Consumer behaviour and market research online
- 4P online; Useful online content for marketing specialists (blog, newsletter, web magazine, tablet publishing, video, eBooks, podcasts, research); Mobile marketing and its tools; Types of online advertising;
- Creating website; Social networks and other web 2.0 tools - analysis of their specifics, types of advertising and communication methods;
- Strategic plans for digital; Crisis communication, frequent mistakes and solutions; Privacy settings.

4
LITERATURE

Required reading:
Presentations and materials provided

Recommended reading:
Presentations and materials provided

5
TEACHING METHODS

Lectures, discussions, individual presentations of students' web pages.

6
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	10
Homework (web site)	40
Final exam	50
Passing grade: 60%	

1 BASIC INFORMATION ON THE COURSE			
Course title:	FOREIGN TRADE BUSINESS		
Type of study:			
Major:			
Year and semester the course is delivered in:	2 year, 4 semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:	45 (30 lectures +15 exercices)		
ECTS credit:	4		
Course status:			
Language of instruction:	Croatian, English		

2 LEARNING OUTCOMES

- After successfully completing this course the students will be able to:
- 1.Interpret the role of foreign trade in the economy of a branch, grouping and country, basic terms, entities, trading patterns and rules related to foreign trade and international business.
 - 2.Interpret the essential elements of foreign trade, foreign exchange and customs systems, foreign trade entrepreneurship, and foreign trade contracts and pricing.
 - 3.Interpret the use of documentation, foreign trade calculations, payment instruments, and payment assurance in foreign trade.
 - 4.To interpret business risks in foreign trade and ways of hedging against risks, and the types and techniques of basic foreign trade activities and jobs.
- 1.Getting to know the subject and Syllabus.Introduction to Foreign Trade, Foreign Trade Economics and Foreign Trade.
- 2.International customs, terms and rules in international trade.
3. Forms of trading abroad -Forms of appearing on the foreign market.
- 4.Foreign trade Entities.
- 5.Fundamentals of foreign trade, foreign exchange and customs system.
- 6.Foreign trade Entrepreneurship.
- 7.Sales contracts and prices in international trade.
- 8.Business documentation in foreign trade.
- 9.Foreign trade calculations.
- 10.Foreign payment Instruments.
- 11.Business risks and risk insurance in foreign trade.
12. Types of foreign trade jobs and activities -basic and specific jobs in foreign trade.

3 COURSE CONTENTS

4 LITERATURE

- Required reading:
- 1.Cook, T. i Raia, K,(2017). Mastering Importand Export Management. New York: Amacom.
 - 2. Bade, D.L., (2015). Export/Import Procedures and Documentation, New York: Amacom.
 - 2. Materials given by lecturer

5 TEACHING METHODS

Lectures, discussions, individual presentations of students' seminar papers....

6 ASSESSMENT METHODS AND CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	
Homework	10
Seminar paper, presentations	10
Partial exam	40
Final exam	40
Passing grade:	60%



SUMMER SEMESTER

1 BASIC INFORMATION ON THE COURSE			
Course title:	BASICS OF ENTREPRENEURSHIP		
Type of study:	Undergraduate study		
Major:	Office Management, Cultural Menagement, Business Economy and Finance		
Year and semester the course is delivered in:	2nd year, 3rd semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		60	
ECTS credit:		5	
Course status:	obligatory		
Language of instruction:	English		

2
LEARNING
OUTCOMES

Knowlegde:

1. Introduction to theoretical approaches to entrepreneur and entrepreneurship

2. Comparing managerial functions in small entrepreneurship

3. Explanation of entrepreneurial alternatives, small enterprises’ business operations and evaluation of their performance

Skills:

1. Judging on the specifics and dimensions, and managerial procedures in managing small enterprise

2. Resolving situations and problems in the management functions of a small enterprise

Lecturers:

About the program and syllabus, Entrepreneurship and entrepreneurs - concepts, features, business activity, The concept, characteristics and classification of small enterprises, The entrepreneurial process and forms of organization of small enterprises, Entrepreneurial alternatives, Business plan, Innovation in entrepreneurship, Small enterprises’ business conduct.

Exercises:

Before you start your business, How to develop business ideas?, Student’s start up project (duration: 5 weeks)

3
COURSE
CONTENTS

4
LITERATURE

Required reading:

1. Kuratko, F. D., Hodges, M.R.: Effective Small Business Management, Horcat Brace College Publisher, Fort Wort

2. Power Point presentations

Recommended reading:

1. Funda, D.: Menadžment malog poduzeća, VŠPU, Zaprešić, 2011. (only translated parts)

5
TEACHING METHODS

Lectures are predominantly performed in a form of professor’s oral presentation. Purpose and tasks are determined for each topic. The lecture is accompanied by summaries in Power Point with an interactive approach to students. Clarification of questions will be performed using the teaching sheets and additional materials. Students are expected to develop a theoretical understanding of the issues and devise a practical way of solving them. In addition to lectures, lessons are conducted through exercises and seminars, under professors supervision.

6
MODE OF DELIVERY

Via “Baltazar” system, e-mail: sendi.dezelic@bak.hr and during scheduled consultations

7
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	10
Homework	20
Seminar paper, presentations	10
Partial exam	20
Final exam	30
Passing grade:	
Non-academic behaviour:	Negative percent (%)
Copying homework	10
Failing to meet the deadlines for completing assignments	10
Presenting the work and solutions of others as their own and using other inadmissible and immoral means when completing tasks, attending partial exams and the final exam	30

8
PREREQUISITES
AND/OR
CO-REQUISITES

Requirements for obtaining signature and taking the exam:

- exercises
- writing and presenting two seminars
- 70% attendance

1 BASIC INFORMATION ON THE COURSE			
Course title:	E-CHANNELS OF COMMUNICATION		
Type of study:	Professional study		
Major:	Office management		
Year and semester the course is delivered in:			
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		45 (30 lectures +15 exercises)	
ECTS credit:		4	
Course status:			
Language of instruction:	English, Croatian		

2
LEARNING
OUTCOMES

- After successfully completing this course the students will be able to:
- to determine the basic principles of e-communication
 - to explain the way ICT changes contemporary business
 - to explain basic principles and advantages of platform as a business model
 - to explain all the opportunities offered by web 2.0 in marketing

3
COURSE
CONTENTS

1. Basics of e-communication. Difference between traditional and new media.
2. Information and data. Business information system.
3. E-business.
4. Business intelligence. Customer intelligence.
5. Basics of CRM.
6. Introduction to e-marketing.
7. Content marketing.
8. Platform as a business model.
9. Digital transformation.

4
LITERATURE

- Required reading:
1. Ryan, D. and Jones, C. (2009) Understanding digital marketing, Kogan Page
 2. Choudary S., Van Alstyne M., Parker G. Platform Revolution: How Networked Markets Are Transforming the Economy - And How to Make Them Work for You.
- Recommended reading:
1. Schwab, Klaus (2016). The Fourth Industrial Revolution. World Economic Forum.
 2. Ryan, D. and Jones, C. (2011) The best digital marketing campaigns in the world, Kogan Page

5
TEACHING METHODS

Lectures, discussions, individual presentations, group projects.

6
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Activity in class	15
Group project	15
Presentation	10
Partial exam	30
Final exam	30
Passing grade:	60%

1 BASIC INFORMATION ON THE COURSE

Course title:	FINANCIAL INSTITUTIONS BUSINESS POLICY		
Type of study:	Professional study		
Major:	Business economics and finance		
Year and semester the course is delivered in:	2 nd year, 4 th semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		45 (30 lectures +15 seminars)	
ECTS credit:		4	
Course status:	obligatory	<u>elective</u>	
Language of instruction:			

2 LEARNING OUTCOMES

- Become familiar with the goals and objectives of finance.
- Acquire knowledge of the principles and rules of financing.
- Acquire knowledge of the rules of banking business.
- Understand the time value of money.
- Understand the role and importance of financial management, cash flows and financial planning.
- Become familiar with the adoption and implementation of business policies; banks and other financial institutions.
- Understand the regulation system of financial institutions, monetary and credit policy, fiscal policy and international coordination of financial and monetary policies

3 COURSE CONTENTS

Objectives of a company, financial goals, time value of money, financial risks, financial ratios, financial planning, liquidity and working capital management, principles of financing, rules of financing.

4 LITERATURE

Required reading:
Van Horne: Financial management policy

5 TEACHING METHODS

Lecturers, seminars

6 MODE OF DELIVERY

Face-to-face

7 ASSESSMENT METHODS AND CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	30
Homework	
Seminar paper, presentations	10
Partial exam	50+50
Final exam	60
Passing grade: 60% realization of each of the aforementioned elements	
Non-academic behaviour:	Negative percent (%)
Copying homework	50
Failing to meet the deadlines for completing assignments	25
Presenting the work and solutions of others as their own and using other inadmissible and immoral means when completing tasks, attending partial exams and the final exam	100

1 BASIC INFORMATION ON THE COURSE			
Course title:	BUSINESS ENGLISH I & II		
Type of study:	Undergraduate Proferssional Study		
Major:	Business and Management		
Year and semester the course is delivered in:	2nd year, winter semester, summer semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		45 (30 lectures +15 exercices)	20
ECTS credit:	4	4	
Course status:	obligatory	<u>elective</u>	
Language of instruction:	English		

2
LEARNING
OUTCOMES

Upon successful completion of this course the students will be able to:
define and explain topic related to the business setting in English: Companies and company structure, Management, Strategy, Finace, Pay (speaking skills) / independently read professional texts in English and interpret, analyse, paraphrase and summarize them (reading skills) / decribe graphs and use apporprate expressions (speaking skills) / give a short presentation in English and use appropriate expressions (speaking skills) / implement Englihs grammar rules at CEF B2 level / define and explain topic related to the business setting in English: Recruitment, Outsourcing, Markets, Counterfeiting, Logistics, Marketing, Development (speaking skills) / independently read professional texts in English and interpret / analyse, paraphrase and summarize them (reading skills) / write a cover letter and a CV and use appropriate expression (writing skills) / implement Englihs grammar rules at CEF B2 level.

3
COURSE
CONTENTS

Companies and company structure, Present simple and continuous, Leadership and Management, Strategy, Revision, Finance; Adjectives and adverbs, Describing graphs, Presentations Basics, Dilemma; Presenting a project (case study), Pay, Revision; Student presentations

Recruitment; Writing a CV and cover letter, Outsourcing; Conditionals, Counterfeiting, Counterfeiting; Markets; Reported questions, Revision, Marketing; Comparison of adjectives and adverbs, Logistics; Passive, Development; Modals, Revision

4
LITERATURE

- Required reading:
1. Trappe, T., Tullis, G.: Intelligent Business – Intermediate, Pearson
- Recommended reading:
1. Murphy, R.: New English Grammar in Use – Intermediate, Cambridge University Press
2. Mascull B.: Business Vocabulary in Use, Cambridge University Press
3. MacKenzie, Ian: English for Business Studies, Cambridge
4. Kiss Kulenović, B., Lekaj-Lubina, B., Linčir-Lumezi, M., Planinšek Čikara, I: English for Business Coursebook, Ekonomski fakultet Zagreb
5. Duckworth, Michael: Business grammar & Practice, Oxford

5
TEACHING METHODS

A primarily communicative approach, based on constructivist learning theory, with elements of both direct and functional methods are used.

6
MODE OF DELIVERY

Face-to-face supported by a Moodle-based online learning platform.

7
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	20
Homework	-
Presentation	20
Partial exam	60
Final exam	-

Passing grade: 60% realization of each of the aforementioned elements

Non-academic behaviour:	Negative percent (%)
Copying homework	50
Failing to meet the deadlines for completing assignments	25
Presenting the work and solutions of others as their own and using other inadmissible and immoral means when completing tasks, attending partial exams and the final exam	100

8
PREREQUISITES
AND/OR
CO-REQUISITES

CEF B1/B2

1 BASIC INFORMATION ON THE COURSE			
Course title:	BUSINESS GERMAN		
Type of study:	Professional study		
Major:	All three majors		
Year and semester the course is delivered in:	2nd year, summer semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		45 (30 lectures +15 exercises)	20
ECTS credit:	4		
Course status:	obligatory	<u>elective</u>	
Language of instruction:	German		

2
LEARNING
OUTCOMES

Knowlegde:

After successfully completing this course the student will be able to:

1 Explain the tasks and organization of financial institutions by using specific terminology

2 Correctly use grammatical structures at the B1-B2 level (speaking and writing)

Skills:

1 Listen to and understand a native speaker in everyday business situations

2 Make telephone calls and write formal letters related to the above mentioned area of business

3
COURSE
CONTENTS

The aim of this course is to develop the four basic language skills (speaking, listening, writing and comprehension) in order to communicate successfully during personal and/or business contacts with German speakers. Also, developing discussion skills on topics from the area of economy and business: tourism, marketing, trade, fairs, money and banking.

4
LITERATURE

Required reading:

1. „Poslovni njemački jezik 1 i 2“,Mikrorad, Ekonomski fakultet, Zagreb, Čičin-Šain, Kosanović, Buljan

Recommended reading:

1. Deutsch mit uns 2 i 3, Centar za strane jezike, Kovač, Maurman

2. “Aktuell“ magazine

5
TEACHING METHODS

Full-time students: debates, pair work, group work, individual work

Part-time students: pair work, group work and individual work

6
MODE OF DELIVERY

Face-to-face, supported by Baltazar

7
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	10
Homework	5
Seminar paper, presentations	10
Partial exam	45
Final exam	35
Passing grade:	60%
Non-academic behaviour:	Negative percent (%)
Copying homework	10
Failing to meet the deadlines for completing assignments	10
Presenting the work and solutions of others as their own and using other inadmissible and immoral means when completing tasks, attending partial exams and the final exam	100

1 BASIC INFORMATION ON THE COURSE			
Course title:	BUSINESS SKILLS		
Type of study:	Professional study		
Major:	Office management		
Year and semester the course is delivered in:	3 rd year, 6 th semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		45 (15 lectures + 30 exercises)	
ECTS credit:	4		
Course status:	obligatory	<u>elective</u>	
Language of instruction:	Croatian, English		

2
LEARNING
OUTCOMES

After successfully completing this course the students will be able to:

- Interpret economic policy, principles and strategic determination as a precondition of economy’s competitiveness;
- Interpret holders’ economic policy (tools and means) activities influencing state of companies’ business policies in one economy;
- Interpret company’s model of growth and development in context of economic policies and economic restructuring.

3
COURSE
CONTENTS

1. Economic policy – elements, goals, instruments;
2. Economic policy – principles and EU economic policy in new economy and restructuring;
3. Business policy – elements, goals, tools, growth strategies;
4. SME’s growth and development planning, business intelligence and risk management.

4
LITERATURE

1. Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Hardcover: 730 pages, Publisher: Prentice Hall
2. A Guide to the Project Management Body of Knowledge: PMBOK® Guide (Sixth Edition)
3. Materials given by lecturer

Recommended reading:

1. Materials given by lecturer

5
TEACHING METHODS

Lectures, discussions, individual presentations of students' tasks

6
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Attendance, activity and creativity in class	20
Homework	30
Case studies and tasks, presentations	10
Final exam	30
Passing grade:	60%

1 BASIC INFORMATION ON THE COURSE			
Course title:	CROATIAN LANGUAGE AND CULTURE FOR FOREIGNERS II		
Type of study:	Undergraduate professional study or specialist graduate professional study		
Major:	Business and Management (Cultural Managment)		
Year and semester the course is delivered in:	Summer semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		30	
ECTS credit:		6	
Course status:			
Language of instruction:	English, Croatian		

2
LEARNING
OUTCOMES

After successfully completing this course the students will be able to:

- 1st set of learning outcomes: RECEPTION.**
- 1. Reception by listening.** Recognise familiar words and very basic phrases concerning themselves (housing, nutrition, interests) and immediate concrete surroundings (in the context of an airport, currency exchange office, hotel, restaurant, coffee shop) when people speak slowly and clearly.
- 2. Reception by reading.** Understand familiar names, words and very simple sentences while reading notifications, food menus and newspaper or online advertisements.
- 2nd set of learning outcomes: INTERACTION.**
- 1. Spoken interaction.** Lead a simple conversation (in the context of traveling, going out, housing, clothing, nutrition) provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help them formulate what they're trying to say. They will be able to ask and answer simple questions regarding aforementioned themes.
- 2. Written interaction.** Write a monthly or weekly reminder for private and business activities, a food recipe, an advertisement in which they look for accomodation.

4
LITERATURE

- 3rd set of learning outcomes: PRODUCTION.**
- 1. Spoken production.** Use simple phrases and sentences to describe their weekly, monthly or yearly schedule, personal preferencies, eating habits, clothing style, place of residence.
- 2. Written production.** Write simple isolated phrases and sentences using modal verbs, nominative, accusative and locative of nouns and pronouns, and present tense of the types of verbs that have been thought in class.

Required reading:

1. Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika. Hrvatska sveučilišna naklada. Zagreb. (str. 83–146.)

2. Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L.: Hrvatski za početnike 1. Vježbenica i gramatički pregled hrvatskoga kao drugog i stranog jezika. Hrvatska sveučilišna naklada. Zagreb. (str. 32–55.)

3. Croatia at first sight : textbook of Croatian culture. 2016. Ur. Udier, Sanda Lucija. FF Press. Zagreb. (str. 59–131.)

Recommended reading:

Bilingual dictionary compatible with the students’ source languages or some of the available English-Croatian and Croatian-English dictionaries.

5
TEACHING METHODS

6
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Test of reception by listening (speech sample with the objective type questions checking the understanding)	15
Test of reception by reading (written text sample with the objective type questions checking the understanding)	15
Conversation on the default theme (oral exam)	15
Written work on the default theme (written exam)	15
Monologue on the default theme (oral exam)	15
Objective type questions checking written production (written exam)	15
Presentation of seminar work on the theme from Croatian culture (in English)	10
Passing grade: 50,01%	

1 BASIC INFORMATION ON THE COURSE			
Course title:	CULTURAL TOURISM		
Type of study:	Undergraduate professional study programme		
Major:	Cultural management		
Year and semester the course is delivered in:	3 rd year, 6 th semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		45 (30 lectures +15 seminars)	
ECTS credit:		3	
Course status:			
Language of instruction:	Croatian, English		

2
LEARNING
OUTCOMES

- After successfully completing this course the students will be able to:
1. Describe and explain basic concepts, definitions and forms of cultural tourism.
 2. Identify and describe cultural tourism as one of the selective forms of tourism and list and describe its specific forms.
 3. Explain the concept of cultural tourist and the main characteristics and typology of cultural-tourist motivation.
 4. Describe the role of international and national organizations and bodies in shaping cultural-tourist policies and strategies and the contemporary context of the cultural-tourism industry.
 5. Explain and differentiate the concepts of cultural-tourism resources and cultural-tourism products and the concepts of destination and attractions. List and describe different forms and modalities of cultural-tourism products.
 6. Explain steps and procedures in the research, planning and development of cultural-tourist products.
 7. Valorize and critically evaluate different existing cultural-tourism products.
 8. Create and plan innovative proposals for their own cultural-tourism products.

3
COURSE
CONTENTS

Basic definitions, concepts and forms of cultural tourism. Selective forms of tourism. The concept of cultural tourists and the main characteristics and typology of cultural-tourist motivation. The role of international and national organizations and bodies in shaping cultural-tourism policies and strategies and the contemporary context of the cultural-tourism industry. Cultural-tourism resources and cultural-tourism products. Destinations and attractions. Different forms and modalities of cultural-tourism products. Steps and procedures in the research, planning and development of cultural-tourism products.

4
LITERATURE

- Required reading:
1. McKercher, Bob i Du Cros, Hillary (2002). Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management. The Haworth Hospitality Press.
 2. Richards, G. (2001, ed.) Cultural Attractions and European Tourism. CAB International, Wallingford. 259pp

- Recommended reading:
1. Ivanovic, Milena (2008) Cultural tourism: Cape Town, South Africa : Juta.
 2. Cultural Tourism in a Changing World: Politics, Participation and (Re) presentation (2006)(ed. Melanie Kay Smith, Mike Robinson), Channel View Publications.

5
TEACHING METHODS

Lectures, discussions, team work, individual seminar paper writting, individual presentations of students' seminar papers.

6
MODE OF DELIVERY

Face-to-face, supported by Baltazar on-line teaching system.

7
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Team work	20
Seminar paper	30
Presentation	10
Final exam	40
Passing grade:	60%

1 BASIC INFORMATION ON THE COURSE			
Course title:	CREATIVE ENTREPRENEURSHIP		
Type of study:	Professional study		
Major:	Business and management		
Year and semester the course is delivered in:	1 year, 2 semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		60	
ECTS credit:		6	
Course status:			
Language of instruction:	Croatian, English		

2
LEARNING
OUTCOMES

The aim of the course is to analyze entrepreneurship as a complex process involving an entrepreneurial idea and opportunity, an entrepreneur and other necessary resources for the purposes of creating new values. Special emphasis is placed on creative entrepreneurship and on the development of the idea itself through the application of creative thinking techniques that will enable the creation of a creative product and service.

3
COURSE
CONTENTS

The course covers the development of entrepreneurship through its roles and components and includes a creative approach in the entrepreneurial way of thinking from the creation of an idea, recognizing opportunities to realization through an entrepreneurial project.

4
LITERATURE

Required reading:

1. Nandan,H. (2013). Fundamentals of Entrepreneurship, PHI Learning Private Limited, Delhi (selected chapters)
2. Korkut, D., Kopal, R. (2018). Kreativnost 4.0: evolucija i revolucija, Kerschoffset, Zagreb (translated and selected chapters)
3. Kolb, M. B. (2015). Entrepreneurship for the Creative and Cultural Industries. Routledge, New York (selected chapters)

Recommended reading:

1. Materials given by lecturer
1. Kwegyir, V. (2014). Pitch Your Business Like a Pro. VicCor Wealth Publishing, USA
2. Burke, B. (2014). Gamify: How Gamification Motivates People to Do Extraordinary Things. Bibliomotion, New York
3. Sutton, R.I. (2007). Weird Ideas That Work: How to Build a Creative Company. Free Press, New York.

5
TEACHING METHODS

Lectures, project
Student workload Face to face

6
ASSESSMENT
METHODS AND
CRITERIA

Elements of assessment:	Percent (%)
Entrepreneurial project	40
Presentation	10
Final exam	50
Passing grade:	100 %

