



**University of Applied Sciences
Baltazar Zaprëšić**

English Course Catalogue

**Academic year
2022 - 2023**



Contact:

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Bachelor degree study programme in **Business and Management**



Winter semester

COURSE TITLE	ECTS
Financial Institutions and Markets	5
Business Ethics	4
Organizational Behavior	6
E-Organization and Office Management	5
E-marketing	4
Business English 2	4
Business German 2	4
Croatian Language and Culture for Foreigners 1	6

Summer semester

COURSE TITLE	ECTS
Business Finance	5
Business Skills	4
E- Channels of Communication	4
Creative Entrepreneurship	6
Cultural Tourism	4
Business Ethics and Social Corporate Responsibility	4
Business English 1	4
Business German 1	4
Croatian Language and Culture for Foreigners 2	6

COURSE SYLLABUS Financial Institutions and Markets

GENERAL INFORMATION		
Course coordinator	Petra Popek Biškupec, PhD	
Course instructor	Petra Popek Biškupec, PhD	
Study programme	Business Economics and Finance	
Course status	Compulsory / Elective	
Year of study, semester	2 nd Year, 3 th Semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	5
	Number of classes (lectures+seminars+exercises)	20+10+0

COURSE DESCRIPTION
Enrolment requirements
<i>no</i>
Course objectives
Explain the functioning of the financial system and analyze the role of individual financial institution. Discuss current phenomena and problems in the financial system and assess the impact of changes in internal and external environment to the financial system. Analyze the functioning of financial institutions and make critical judgments justification of certain measures and regulatory instruments that affect the financial system. Explain the importance and role of financial markets and argue trends in financial markets.
Course content
Financial institutions: deposit, non-deposit, government financial institutions. Banking; active, passive and neutral banking. Payments. Operations of non - banking financial institutions. Financial markets; money market, capital market, foreign exchange market. The EU financial system and international financial institutions. Regulation, supervision and supervision financial system.
Expected learning outcomes at the level of the course
<ol style="list-style-type: none"> 1. Argue the effect of certain internal and external factors on the financial system 2. Assess the role and importance of financial institutions within the financial system 3. Analyze the operations of financial institutions and assess the relationship of individual operations 4. Critically assess trends in financial markets and their impact on the economy 5. Explain the analysis of a certain problem / phenomenon in the financial system in the selected case
Learning outcomes at the level of the study programme to which the course contributes
5, 6, 9
Competences that the student acquires after passing the course
<p>GENERIC COMPETENCES</p> <ul style="list-style-type: none"> - processing and analysis of information from various sources - ability to research current trends in the financial system at the appropriate level - application of critical thinking in the analysis of relationships in financial markets <p>PROFESSIONAL COMPETENCES</p> <ul style="list-style-type: none"> - monitoring and managing credit procedures and understanding credit risk - lower-level management decision-making in commercial banks and other financial institutions

<ul style="list-style-type: none">- risk identification in banks and other financial institutions- liquidity and profitability management in financial institutions- analysis of the impact of monetary policy on financial markets- analysis of current trends in the financial markets							
PART – TIME STUDY PROGRAMME							
Block	Topic			Required reading	Formo of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	<ul style="list-style-type: none">- Financial system - introduction- Functions and tasks of the financial system- Commercial banks- Banking activity (passive and active)			Mishkin, F.S., Eakins, S.G., Financial markets and institutions	L	EXAM	1,2,3
2.	Neutral banking - payment operations Other deposit (credit) institutions Non - deposit financial institutions			Mishkin, F.S., Eakins, S.G., Financial markets and institutions	L	EXAM	3
3.	State Financial Institutions – Ministry of finance Central Bank - Monetary Policy Monetary aggregates, monetary transmission nmechanism			Mishkin, F.S., Eakins, S.G., Financial markets and institutions	L / S	EXAM	3, 4, 5
4.	Financial markets; money market, capital and foreign exchange market Characteristics of the EU financial system and international financial institutions			Mishkin, F.S., Eakins, S.G., Financial markets and institutions	L	EXAM	4, 5
Comments and clarifications							
The teacher has the discretion to invite the student to the oral part of the exam and thus check the written part of the exam							
Required reading							
Mishkin, F.S., Eakins, S.G., Financial markets and institutions							
Additional reading							
Official publications and reports of other financial institutions							
Student obligations							
Students are required to actively participate in classes. Students are required to adhere to academic rules, as well as all rules, during the course behaviors prescribed by the Polytechnic, which are contained in the decisions made by the competent bodies of the University of Applied Sciences Baltazar Zaprešić. Students have to meet the following conditions: 1. The minimum attendance is set at 40%. 2. Active participation in classes							
Student workload							
Attendance	1	Case study		Seminar paper	1	Essay	
Written exam	2,5	Oral exam		Continuous assessment		Project	
Portfolio		Research		Presentation	0,5	Practical work	

EVALUATION OF STUDENTS' WORK	
<i>Subject of evaluation</i>	<i>Amount (%)</i>
Seminar paper	10%
Presentation	10%
Written exam	80%
<i>Evaluation criteria</i>	
According to the current Ordinance on studies at the University of Applied Sciences Baltazar Zaprešić	
<i>Comments and clarifications</i>	
The oral part is obligatory. The teacher has the discretion to invite the student to the oral part of the exam and thus check the written part of the exam.	
<i>Notification of exam results</i>	
Through Infoeduka (digital office system) and distance learning system "Baltazar",	
<i>Method of communication between students and teachers / assistants</i>	
<ul style="list-style-type: none"> - before the start of the teaching classes - at consultations: according to a timetable published on the Baltazar system - through the distance learning system "Baltazar" - e-mail: pbiskupec@bak.hr 	
<i>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</i>	
Student survey, self-evaluation of the performance of the course and evaluation of teaching at the level of the department	

COURSE SYLLABUS Organizational behavior

GENERAL INFORMATION		
Course coordinator	Sendi Deželić, PhD	
Course instructor	Sendi Deželić, PhD	
Study programme	Business Economics and Finance	
Course status	Compulsory / Elective	
Year of study, semester	2 nd Year, 3 th Semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (lectures+seminars+exercises)	20+0+5

COURSE DESCRIPTION
Enrolment requirements
<i>no</i>
Course objectives
The aim of the course is to point out to students through a theoretical and practical approach to organizational behavior solutions to problems from the point of view of management. After the course, students will be able to recognize different types of social influences in the business context and explain and predict the phenomena associated with behavior in the social environment. During the course, students will be aware of different social processes in their own direct and immediate environment and will be able to apply basic psychological knowledge in business process management.
Course content
The course includes models and skills of organizational behavior, basics of social psychology, work organization and time management, the impact of communication in negotiations and meetings, delegation and use of organizational power and the impact of organizational structures on organizational behavior.
Expected learning outcomes at the level of the course
<ol style="list-style-type: none"> 1. Identify the underlying symptoms of dissatisfaction and overwork of people in the workplace in order to achieve work-life balance 2. Choose types of jobs and tasks according to different individual characteristics 3. Predict fundamental attribution errors and fundamental features of persuasion. 4. Develop team cohesion and synergy based on the selection of adequate team members.
Learning outcomes at the level of the study programme to which the course contributes
2, 6, 10, 11
Competences that the student acquires after passing the course
<p>generic competencies: independent and team work; criticality; ability to search, process and analyze information from various sources; abstract thinking, analysis and synthesis; oral and written communication in the mother tongue</p> <p>area-specific competencies: the student will be able to determine individual differences and abilities of people based on basic psychological concepts, use communication techniques for the purpose of motivating people / employees. understand the psychological starting point of stereotypes, prejudice and discrimination. The student will be able to apply conflict management strategies. The student will apply the basic principles of team management in order to create team cohesion.</p>
Comments and clarifications

The teacher has the discretion to invite the student to the oral part of the exam and thus check the written part of the exam

Required reading

3. King, D., Lawley, S. (2019). Organizational Behaviour, OUP Oxford

Additional reading

TBD

Student obligations

Students are required to actively participate in classes.

Students are required to adhere to academic rules, as well as all rules, during the course behaviors prescribed by the Polytechnic, which are contained in the decisions made by the competent bodies of the University of Applied Sciences Baltazar Zaprešić.

Students have to meet the following conditions:

1. The minimum attendance is set at 40%.
2. Active participation in classes

Student workload

Attendance	1	Case study		Seminar paper	1	Essay	
Written exam	2	Oral exam		Continuous assessment		Project	
Portfolio		Research		Presentation	1	Practical work	

EVALUATION OF STUDENTS' WORK

<i>Subject of evaluation</i>	<i>Amount (%)</i>
Seminar paper	10%
Presentation	10%
Written exam	80%

Evaluation criteria

According to the current Ordinance on studies at the University of Applied Sciences Baltazar Zaprešić

Comments and clarifications

The oral part is obligatory. The teacher has the discretion to invite the student to the oral part of the exam and thus check the written part of the exam.

Notification of exam results

Through Infoeduka (digital office system) and distance learning system "Baltazar",

Method of communication between students and teachers / assistants

- before the start of the teaching classes
- at consultations: according to a timetable published on the Baltazar system
- through the distance learning system "Baltazar" - e-mail: pbiskupec@bak.hr

Quality assurance methods that ensure acquisition of output knowledge, skills and competencies

Student survey, self-evaluation of the performance of the course and evaluation of teaching at the level of the department

COURSE SYLLABUS Business Ethics

1 BASIC INFORMATION ON THE COURSE						
Course title:	BUSINESS ETHICS					
Study program:	Business and Management Undergraduate Study Program					
Major:	Business Economy and Finance					
Year of study the course is delivered in:	3rd					
Semester	Summer semester (6 th)					
Hours per semester	Lectures	30	Seminars	15	Exercises	0
ECTS credit	4					
Language of instruction:	Croatian, English					
Lecturer(s)	Daphne Vidanec, Ph. D. in Philo.; College full prof. and RA in IDP.					
2 COURSE OBJECTIVES						
<p>To develop critical thinking and to enroll principles of argumentation among the students; to teach them how to take a stand and decision-making conduct related to a business situation.</p> <p>The course also provides insights into relevant ethical notions, theories, teachings and schools which arose within historical and philosophical milieu since the ancient times onwards.</p> <p>To teach students how to act according to social or/and corporate responsibility principles within certain business milieu by appealing to the cultural diversity phenomenon.</p>						
3 LEARNING OUTCOMES						
<p>After successfully completing this course the students will be able to:</p> <ul style="list-style-type: none"> - define/interpret basic ethical notions such as the concept of the good and evil; freedom; virtue, responsibility and alike; - to implement the basics of ethics into business practice and life in general; - to compare different decisions and opportunities which arose from certain ethical insight or a life situation - to enroll for ethical codes or to make one - to judge and to compare own opinion among the opinions of others - enrolling interdisciplinary approach to different life or business challenges 						
4 COURSE CONTENTS						
<p>Introduction in Business Ethics. The right and wrong concept within the history of ethical thought. Synopsis of the most important ethical schools from ancient time onwards. The ethics of dignity and the concept of authority. Freedom and responsibility. The virtue ethics. Ethics and public</p>						

administration. Ethics of globalization. The concept of value between formative and comprehensive deeds. Seminar presentation and final exam.

5 LITERATURE

Required reading:

ARISTOTLE, *Nicomachean Ethics* (various editions); K. BLANCHARD – N. V. PEALE, *The Power of Ethical Management* (New York: William Morrow, 1988.) ; D. VIDANEC, Selected Issues in Business Ethics (for internal use only, unreviewed scripta in English language – for Erasmus students only).

Recommended reading:

Steve Jobs Commencement Speech at Stanford University 2005. (available on the Internet)

6 TEACHING METHODS

Lectures, discussions, individual presentations of students' seminar papers; text work.

7 ASSESSMENT METHODS AND CRITERIA

Elements of assessment:	Percent (%)
<i>Seminar paper, presentations</i>	<i>80</i>
<i>Final exam</i>	<i>20</i>
Passing grade:	51%

COURSE SYLLABUS E-organisation and office management

GENERAL INFORMATION		
Course coordinator	Stjepan Lacković, PhD, senior lecturer	
Course instructor	Stjepan Lacković, PhD, senior lecturer	
Study programme	Business and Management	
Course status	Compulsory	
Year of study, semester	2. Year, IV. Semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	5
	Number of classes (lectures+seminars+exercises)	30 (20L + 5S + 5E)

COURSE DESCRIPTION
Enrolment requirements
None
Course objectives
The aim of this course is to introduce students to the basic concepts of office operations and file management in the organization. Students will be introduced to the legal framework of office operations and electronic documents with an emphasis on elements important for correspondence between public bodies and parties. Equally, the goal is to become independent in planning work, time and accompanying activities in office operations, to find their way in searching, systematizing and managing business information, and to learn about the application of business communication. Finally, students will gain professional knowledge and skills in the field of office management and learn flexibility with regard to changes in global business and the application of information and communication technology in office operations.
Course content
Legal sources. Basic concepts of office business. Office and archives. Conducting office business. Determining the class and registration number. Administrative fees. Electronic documents. Office organization. Organization of office elements. Information and data. Information flow channels. Business information. Business information systems. Digitization of business. E-commerce. Trends in e-business. E-devices. E-government. Information management. Knowledge Management 2.0
Expected learning outcomes at the level of the course
<ol style="list-style-type: none"> 1. Design the implementation of office operations and correspondence between public bodies and private entities in accordance with the rules of office operations 2. Present an analysis of relevant legal norms on office operations, administrative fees and electronic documents 3. Manage office environment, personal work organization, associates. 4. Identify the basic characteristics of information and communication channels for the flow of information while assessing the appropriateness of the use of each communication channel in a particular situation. 5. Manage business information and communications in the office business 6. Predict changes and trends in global business and the ICT industry.

Learning outcomes at the level of the study programme to which the course contributes					
Competences that the student acquires after passing the course					
Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> • Apply relevant legal rules and measures in written management. • Independently perform office work in the offices of public bodies ,. • Conduct office operations in public bodies and the economy. • Search, systematize and manage business information. • Apply information and communication technologies in office operations. 					
PART – TIME STUDY PROGRAMME					
Block	Topic	Required reading	Formo of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Introduction to the subject. Legal sources and basic concepts of office business. Office and archives. Receipt, opening and inspection of shipments.	Office Management: Developing Skills for Smooth Functioning	5L	Exam	1,2
2.	Writing letters: registers, classification mark and registration number. Delivery of documents for work and administrative and technical processing of the act.	Office Management: Developing Skills for Smooth Functioning	5L	Exam	3
3.	Uploading documents. Putting items in the archives and safekeeping. Electronic documents. Administrative fees.	Office Management: Developing Skills for Smooth Functioning	5L	Exam	3
4.	Office organization - aspects of physical and virtual office. Organization of office elements - space, human resources, communication, equipment,	Office Management: Developing Skills for Smooth Functioning	5L	Eham	4
5.	Defining information, meaning and role of information in society. Communication channels for information flow. Business information. Business information systems.	Successful Business Intelligence	5E	Project	5

6	Digitization and preservation. Digitization of business. Trends in e-business. E-devices. E-government. Information management. Knowledge Management 2.0.	Digital public services:	5S	Seminar	6		
Comments and clarifications							
Required reading							
1. Dubey, N. B. 2009. Office Management: Developing Skills for Smooth Functioning 2. Upamanyu Madhow. 2008. Fundamentals of digital communication. Cambridge University Press 3. Howson, Cindi. Successful Business Intelligence. 2008. McGraw-Hill Osborne Media							
Additional reading							
1. Digital public services: How to achieve fast transformation at scale. https://www.mckinsey.com/industries/public-and-social-sector/our-insights/digital-public-services-how-to-achieve-fast-transformation-at-scale							
Student obligations							
Students are required to actively participate in classes. Students are also obliged to adhere to the academic rules, as well as all rules of conduct prescribed by the Polytechnic, which are contained in the decisions made by the competent bodies of the Polytechnic. Students, in order to acquire the right to sign from the course, must meet the following conditions: 1. The minimum attendance is set at 40%. 2. Active participation in classes							
Student workload							
Attendance	1	Case study		Seminar paper	1.5	Essay	
Written exam	2	Oral exam		Continuous assessment		Project	1.5
Portfolio		Research		Presentation		Practical work	
EVALUATION OF STUDENTS' WORK							
Subject of evaluation						Amount (%)	
Exam						60%	
Project						20%	
Seminar						20%	

Evaluation criteria	
According to the valid Ordinance on studies and studying at the Baltazar Zaprešić Polytechnic	
Comments and clarifications	
Notification of exam results	
Through Infoeduka (digital office system) and distance learning system "Baltazar",	
Method of communication between students and teachers / assistants	
before the start of the teaching process during the teaching process at the end of the teaching process at consultations: according to a timetable published on the Baltazar system via the distance learning system "Baltazar" - e-mail: slackovic1@bak.hr	
Quality assurance methods that ensure acquisition of output knowledge, skills and competencies: Student survey, survey at the level of the course, self-evaluation of the performance of the course and evaluation of teaching at the level of the department.	

COURSE SYLLABUS E- Marketing

1 BASIC INFORMATION ON THE COURSE						
Course title:	E-marketing					
Study program:	Undergraduate study programme in Business and Management					
Major:	Business Economy and Finance					
Year of study the course is delivered in:	2nd					
Semester	Summer semester					
Hours per semester	Lectures	30	Seminars		Exercises	15
ECTS credit	4					
Language of instruction:	Croatian, English					
Lecturer(s)	Sanela Ravlić, PhD					
2 COURSE OBJECTIVES						
The aim of this course is to provide the students with the knowledge about digital marketing. Students will acquire knowledge that will enable them to independently decide how and when to optimally use the tools and capabilities of digital marketing for their ideas, products and services including best practices of online communication, promotion and other tools in order to successfully market any type of product, service, or idea.						
3 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.						
4 COURSE CONTENTS						
<ul style="list-style-type: none">• 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.						
5 LITERATURE						
Required reading:						
Presentations and materials provided						
Recommended reading:						
Presentations and materials provided						
6 TEACHING METHODS						
Lectures, discussions, individual presentations of students' web pages.						
7 ASSESSMENT METHODS AND CRITERIA						
Elements of assessment:					Percent (%)	
Homework					10	
Seminar paper, presentations					30	
Final exam					60	
Passing grade:					60%	

COURSE SYLLABUS of BUSINESS ENGLISH 2

GENERAL INFORMATION		
Course coordinator	Natalija Jurina Babović, MA, senior lecturer	
Course instructor	Natalija Jurina Babović, MA, senior lecturer Nediljka Marić, BA, lecturer	
Study programme	Business and Management	
Course status	<u>compulsory</u>	
Year	2 nd year, 3 rd semester	
Evaluation in ECTS credits and forms of instruction	ECTS coefficient of student workload	3
	Number of classes - lectures (L) + exercises (E) + seminars (S)	25 (20L + 5E)

COURSE DESCRIPTION

1.1. Enrolment requirements
Completion of Business English 1 course
1.2. Course objectives
The aim of the Business English 2 course is to develop students' written and oral communication skills in English in a business environment. In addition to revising the basics of English morphology and grammar, the course focuses on the four basic language skills – listening, reading, writing and speaking. It also develops skills for independent reading of professional literature in English. The course enables students to master some generic skills (communication; creative and systems thinking), as well as lifelong learning competencies (communicating in a foreign language).
1.3. Course content
Vocabulary: Types of businesses and company structure; Management; Strategy; Types of remuneration; Sustainable development; Outsourcing and offshoring; Types of markets; Counterfeiting; Logistics; Entrepreneurship; Advertising and marketing Grammar: tenses and structures typical of the covered business-related topics Skills: Presentations
1.4. Expected learning outcomes
<ol style="list-style-type: none"> 1. Use the acquired vocabulary in writing 2. Use the acquired knowledge of grammar structures and tenses in writing 3. Analyse texts written in English (reading comprehension) 4. Present an entrepreneurial idea (a product or a service) using the acquired vocabulary and grammar (speaking skills)
1.5. Learning outcomes on the programme level

Use terminology related to economics when communicating in a foreign language Present ideas and marketing solutions for business development and improvement					
1.6. Competencies that students acquire upon successful completion of the course					
Communicating in a foreign language; use of communication functions and language competencies necessary for everyday written and oral communication in a business environment					
PART-TIME STUDY					
	Topics	Required reading	Forms of instruction L + E + S	Assessment type	Learning outcome no.
1.	Companies and company structure	Business English 2 nd year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
2.	Management; Strategy	Business English 2 nd year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
3.	Remuneration; Sustainable development	Business English 2 nd year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
4.	Outsourcing and Offshoring; Counterfeiting	Business English 2 nd year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
5.	Finance	Business English 2 nd year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
6.	Logistics; Entrepreneurship	Business English 2 nd year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam; Presentation	1, 2, 3, 4
7.	Markets; Marketing and Advertising	Business English 2 nd year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
1.7. Comments and clarifications					
Presentation topics depend on students' study modules					

1.8. Required reading							
1. Natalija Jurina Babović: Business English Language course materials for the second year 2. teaching materials prepared by the teacher and uploaded to the online learning platform Baltazar							
1.9. Additional reading							
1. Murphy, R.; English Grammar in Use - Intermediate (2019), Cambridge University Press 2. Mascull, B.; Business Vocabulary in Use – Intermediate (2017), Cambridge University Press 3. Duckworth, M.: Business Grammar and Practice, Oxford University Press							
1.10. Student obligations							
Students are required to attend and actively participate in classes. Students are also required to adhere to academic rules, as well as all rules of conduct prescribed by the University. To be eligible to sit an exam, students must: 1. have a minimum of 40% attendance 2. actively participate in class							
1.11. Student evaluation method ¹							
Attendance	1	Case study	-	Seminar paper		Essay	-
Written exam	1	Oral exam	0.5	Continuous assessment	-	Project	-
Portfolio	-	Research	-	Presentation	0.5	Practical work	-
EVALUATION OF STUDENTS' WORK							
1.12. Assessment elements²						(%)	
Class activity and creativity						10%	
Written exam						70%	
Oral exam / Presentation						20%	
1.13. Assessment criteria							
In line with the current Ordinance on Study programmes and Studying of the University of Applied Sciences Zaprešić							
1.14. Examples of unethical academic behaviour³							
Missing deadlines						0%	
Cheating (copying homework, seminar papers, projects, etc.)						-100%	
Plagiarism - presenting other people's works and solutions as their own, use of other unauthorised and unethical means when completing tasks or taking continuous assessment tests and final exams						-100%	
Cheating and whispering during written exams						-100%	
Whispering during oral exams						-100%	
1.15. Comments and clarifications							

¹ Each Student Evaluation Method should be followed by a corresponding share in the ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the subject. You can use blank fields for additional activities.

² Other categories can be added and the existing ones altered

³ Other categories can be added and the existing ones altered

Written exam and presentation are compulsory for all students. The teacher has discretionary power to conduct an oral exam and thus verify the results of the written exam.
1.16. Informing students of their exam results
Students are informed of their results using Infoeduka (digital students' affairs office) and the online learning platform Baltazar
1.17. Ways of communicating between students and teachers/ teaching assistants
<ul style="list-style-type: none"> a.) Before the teaching process begins b.) During the teaching process c.) At the end of the teaching process d.) During office hours, according to the schedule on Baltazar e.) Using the online learning platform Baltazar f.) by e-mail: njurinababovic@bak.hr
1.18. Quality assurance methods that ensure the acquisition of knowledge, skills and competencies
Student surveys, course surveys, self-evaluation of the teaching process and performance as well as evaluation of the teaching process by the Department of Law and Foreign Languages.

COURSE SYLLABUS Croatian language and culture for foreigners I

GENERAL INFORMATION		
Course coordinator	Mateja Šporčić, mag. philol. croat. et mag. litt. comp., lecturer	
Course instructor	Mateja Šporčić, mag. philol. croat. et mag. litt. comp., lecturer	
Study programme	Undergraduate professional study Business and Management	
Course status	Elective	
Year of study, semester	1 st , 2 nd , 3 rd year, summer/winter semester ⁴	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (lectures + seminars + exercises)	20 lectures + 15 exercises

COURSE DESCRIPTION
Enrolment requirements
None.
Course objectives
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 <i>CEFR (Common European Framework of Reference for Languages)</i> , acquired through 35 hours of learning the second language and in the line with the descriptors of the CEFR's global scale and self-assessment grid.
Course content
Croatian language – vocabulary, grammar, pronunciation. Croatian culture – popular culture, geography, history...
Expected learning outcomes at the level of the course
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.
3. 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.
4. 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.
3rd set of learning outcomes: PRODUCTION.
5. Spoken production. Use simple phrases and sentences to describe where they come from, where they live and people they know (nationalities, personality traits).
6. Written production. Write simple isolated phrases and sentences (S + P + O) using the lexemes they already know.

⁴ Incoming students can enroll in this course whenever they start their mobility (winter or summer semester).

Learning outcomes at the level of the study programme to which the course contributes					
Learning outcome no. 4					
Competences that the student acquires after passing the course					
<ul style="list-style-type: none"> language competence in Croatian language – reception (listening, reading), interaction (spoken, written), production (spoken, written) on the level of A 1.1 cultural competence – in Croatian culture 					
FULL – TIME STUDY PROGRAMME ⁵					
Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1. (3 h)	LECTURES (2 hours) Getting acquainted with the syllabus and obligations. Language: Getting acquainted with the phonological and spelling system of Croatian. Numbers from 1 to 10. Useful phone numbers. Culture: Croatian flag and coat of arms.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb. pp. 14–16., 18.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6
	EXERCISES (1 hour): Pronunciation: Initial acquaintance with the pronunciation of Croatian phonological system.	Teacher's sound materials	E	oral exam	3, 5
2. (4 h)	LECTURES (2 hours) Language: Presenting oneself (what's my name, where do I come from, where do I live, my phone number). Culture: Geographic position of Croatian in Europe.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb. pp. 17–19.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5
	EXERCISES (2 hours): Grammar: G sg. of nouns of m. and f. gender (preposition <i>iz</i> + G) Pronunciation: Spelling of Croatian voices. Writing Croatian graphemes.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik</i>	E	written exam, oral exam	1, 2, 3, 4, 5, 6

⁵ Part-time study programme consists of 20 lectures + 5 exercises, which means that 2 L + 2 E blocks are replaced with 2 L + 1 E blocks and 2 L + 1 E blocks are replaced with 2 L + 0 E blocks.

	Phonetic exercises: correct pronunciation of stops <i>b, d, g</i> ; minimal pair <i>b : v</i> .	<i>hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb. pp. 17–18.; teacher's sound materials			
3. (3 h)	LECTURES (2 hours): Language: Saying hello (chatting during random meetings, polite phrases). Presenting others. Culture: Polite forms in Croatian. Croatian regions and counties.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 20–23.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5
	EXERCISES (1 hours): Grammar: Personal pronouns, unstressed form of verb <i>biti</i> (to be) in present tense. Stressed form of verb <i>biti</i> (to be) and formulating questions in present tense. Negative form of verb <i>biti</i> (to be) in present tense. Noun gender. Noun plural. Demonstrative pronouns.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 24–30.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
4. (4 h)	LECTURES (2 hours): Language: Professions. Formal conversation in the context of business and touristic trips. Nationalities of famous people. Culture: Some famous Croatians. Croatian currency – kuna.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 31–38.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5
	EXERCISES (2 hours): Grammar: Female occupational noun formation. Word formation of nationality names and their female counterparts.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za</i>	E	written exam, oral exam	1, 2, 3, 4, 5, 6

	Pronunciation: Phonetic exercises: sound <i>j</i> in Croatian; palatals <i>č, ž, š</i> ; correct pronunciation of <i>f</i> and <i>h</i> ; minimal pairs <i>s : z</i> .	<i>početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 32–38.; teacher's sound materials			
5. (3 h)	LECTURES (2 hours): Grammar: Family members and their names. Animals – pets, wild animals. Culture: Newer Croatian history and countries in its surroundings. Zagreb ZOO, sights of Zagreb.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 39–47.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6
	EXERCISES (1 hours): Grammar: Verb <i>zvati se</i> and its present tense forms. Possessive pronouns. Interrogative pronoun <i>čiji</i> . Long plural of m. nouns.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 40–43., 47–51.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
6. (4 h)	LECTURES (2 hours): Grammar: Conversation between different nationalities, numbers from one to 1 million, moving in space, names of continents. Culture: Biggest Croatian cities.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 48–56.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5
	EXERCISES (2 hours):	Čilaš-Mikulić, M.; Gulešić Machata,	E	written exam, oral exam	1, 2, 3, 4, 5, 6

	<p>Voice change in formation of plural nouns of masculine gender (sibilarization and unstable a).</p> <p>Phonetic exercises: minimal pairs š : ž; opposition j : lj; palatal sounds lj and nj; Ć and Ć.</p>	<p>M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i>. Hrvatska sveučilišna naklada. Zagreb., pp. 50–51.; teacher's sound materials</p>			
7. (3 h)	<p>LECTURES (2 hours):</p> <p>Language: Attributes of common usable objects. Attributes of famous world sights, flags, personality traits, colors. Attributes of famous Croatian works of art.</p> <p>Culture: Croatian (continental) national parks. Croatian national parks (coastal and on the islands). Zagreb sights and Zagreb public transport.</p>	<p>Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i>. Hrvatska sveučilišna naklada. Zagreb., pp. 57–70.</p>	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6
	<p>EXERCISES (1 hours):</p> <p>Grammar: Relative and descriptive adjectives – m., f. and n. gender. Interrogative pronoun <i>kakav</i>. Descriptive adjectives in the semantic field "personality traits" – m., f. and n. gender. Possessive adjectives, possessor in f. and m. gender.</p>	<p>Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i>. Hrvatska sveučilišna naklada. Zagreb., pp. 57–70.</p>	E	written exam, oral exam	1, 2, 3, 4, 5, 6
8. (4 h)	<p>LECTURES (2 hours):</p> <p>Language: Coming to a restaurant, moving around on unknown location.</p> <p>Culture: Zagreb county (sights).</p>	<p>Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i>. Hrvatska sveučilišna naklada. Zagreb., pp. 71–72.</p>	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5

	<p>EXERCISES (1 hour): Grammar: Verb <i>imati</i> (to have) and its negation, present tense of verbs with <i>-ati</i>. Pronunciation: Phonetic exercises: minimal pairs <i>č</i> : <i>dž</i> and <i>đ</i> : <i>ć</i>.</p>	<p>Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i>. Hrvatska sveučilišna naklada. Zagreb., pp. 72.; teacher's sound materials</p>	E	written exam, oral exam	1, 2, 3, 4, 5, 6
9. (3 h)	<p>LECTURES (2 hours): Language: What Croatia has, and what other countries have. Culture: Some famous Croatians.</p>	<p>Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i>. Hrvatska sveučilišna naklada. Zagreb., pp. 73–76., 79.</p>	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6
	<p>EXERCISES (2 hours): Grammar: Accusative of nouns. Verb <i>znati</i> (to know). Present tense of the verb with <i>-irati</i>.</p>	<p>Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i>. Hrvatska sveučilišna naklada. Zagreb., pp. 74–78.</p>	E	written exam, oral exam	1, 2, 3, 4, 5, 6
10. (4 h)	<p>LECTURES (2 hours): Grammar: Personal preferences. Culture: Zaprešić – its history and its sights.</p>	<p>Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i>. Hrvatska sveučilišna</p>	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5

		naklada. Zagreb., pp. 80–82.			
	EXERCISES (2 hours): Grammar: Simple sentences of the S + P type and simple extended sentences of the S + P + O type. Accusative of interrogative-relative pronouns <i>tko</i> and <i>što</i> (<i>who</i> and <i>what</i>) for animate entities and inanimate objects. Pronunciation: Diphthong <i>ije</i> (<i>je</i>) in Croatian. Pronunciation exercise.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 77–82.; teacher's sound materials	E	Written exam, oral exam	1, 2, 3, 4, 5, 6
Comments and clarifications					
–					
Required reading					
1. Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb. (str. 1–82.) 2. Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L.: <i>Hrvatski za početnike 1. Vježbenica i gramatički pregled hrvatskoga kao drugog i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb. (str. 1–31.) 3. <i>Croatia at first sight : textbook of Croatian culture.</i> 2016. Ur. Udier, Sanda Lucija. FF Press. Zagreb. (1–53.)					
Additional reading					
Bilingual dictionary compatible with the students' source languages or some of the available English-Croatian and Croatian-English dictionaries.					
Student obligations					
Attending classes regularly, participating in classes actively, passing the exam.					
Student workload (ECTS points)					
Attendance		Case study		Seminar paper	
Written exam	3,6	Oral exam	1,8	Continuous assessment	
Portfolio		Research		Presentation	0,6
EVALUATION OF STUDENTS' WORK					
Subject of evaluation					Amount (%)
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

<i>Objective type questions checking written production (written exam)</i>	15
<i>Presentation of seminar work on the theme from Croatian culture (in English)</i>	10
<i>Evaluation criteria</i>	
92.01 – 100 %	5 (excellent)
80.01 – 92 %	4 (very good)
63.01 – 80 %	3 (good)
50.01 – 63 %	2 (sufficient)
0 – 50 %	1 (unsatisfactory)
<i>Comments and clarifications</i>	
<i>Notification of exam results</i>	
The teacher informs students about their grade after oral part of the exam.	
<i>Method of communication between students and teachers / assistants</i>	
E-mail, LMS Moodle	
<i>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</i>	
<i>Students' questionnaire on the quality of teacher and the course itself (after completing the course).</i>	

COURSE SYLLABUS Business Finance

GENERAL INFORMATION		
Course coordinator	Petra Popek Biškupec, PhD	
Course instructor	Petra Popek Biškupec, PhD	
Study programme	Business Economics and Finance	
Course status	Compulsory / Elective	
Year of study, semester	2 nd Year, 4 th Semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	5
	Number of classes (lectures+seminars+exercises)	20+0+10

COURSE DESCRIPTION
Enrolment requirements
<i>no</i>
Course objectives
The course is designed to enable students to acquire basic knowledge and skills in the field of business finance, as well as the acquisition of knowledge about models, procedures, techniques and methods of its implementation in different areas of practical operation of the company.
Course content
Positioning company finances. Microeconomic aspect of business finance. The important characteristics of the company (goals, legal form). Financial management process. The concept of the time value of money. Financial function of the company. Goals and objectives of the financial function in the company. Fundamental decisions of financial manager. Financial environment of the company. The nature of financial business relations of enterprises and economic entities in financial surroundings. Determining the market price of money and the market price of capital based on the interdependence of risk and profitability. Capital budgeting process. Criteria and methods for assessing the financial efficiency of investment projects. Cost of capital. The process of financing a company's business. Sources of funding. Financing methods. Financing costs. Weighted average cost capital. Optimal capital structure. Leverage rule. Corporate liquidity management. Liquidity and its role. Working capital management (net working capital). Cash flow management. Defining and creating a cash budget. Business VS cash cycle. Cash gap management. Analysis of the financial situation of the company. Financial indicators.
Expected learning outcomes at the level of the course
<ol style="list-style-type: none"> 1. Organize the process of corporate finance management in the context of linking the financial function with other business functions within the company, as well as in the context of positioning the company in the financial surroundings. 2. Assess the financial efficiency of investment projects within the capital budgeting process. 3. Compare the sources of financing the company's operations in the context of determining the optimal structure capital. 4. Assess the liquidity and solvency trends of companies based on the preparation of the monetary budget companies. 5. Evaluate the financial and business performance of the company in order to improve future financial position of the company.
Learning outcomes at the level of the study programme to which the course contributes

7, 9, 10, 12

Competences that the student acquires after passing the course

The competencies that the course develops include solving specific management problems in the operational process financial management and decision-making in the company, which includes the preparation of the basis and implementation procedures and techniques for:

1. development of investment programs,
2. selection of financial instruments in the processes of investment and financing of companies,
3. preparation of a cash budget for managing the company's cash flows i
4. application of financial analysis techniques in order to interpret the financial aspect of the overall business

PART – TIME STUDY PROGRAMME

Block	Topic	Required reading	Formo of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Positioning of finances in company. Financial environment of the companies.	Eugene F. Brigham; Michael C. Ehrhardt, Financial Management	L	EXAM	1
2.	The concept of time the value of money; application of techniques of money time value	Eugene F. Brigham; Michael C. Ehrhardt, Financial Management	L	EXAM	1, 2
3.	Budgeting process capital. Business operations funding process.	Eugene F. Brigham; Michael C. Ehrhardt, Financial Management	L / S	EXAM	2, 3
4.	Financial analysis.	Eugene F. Brigham; Michael C. Ehrhardt, Financial Management	L	EXAM	4, 5

Comments and clarifications

All additional information and possible changes related to the performance of classes during the class processes will be published in the classroom or within the eBaltazar distance learning system.

Required reading

Eugene F. Brigham; Michael C. Ehrhardt, Financial Management

Additional reading

S. A. Ross, R. W. Westerfield, J. Jaffe, Corporate Finance, 7th edition, Irwin, McGraw-Hill, 2005.

R. A. Brealey and S. C. Myers, F. Allen, Principles of Corporate Finance, 8th edition, McGraw-Hil

Student obligations

Students are required to actively participate in classes.

Students are required to adhere to academic rules, as well as all rules, during the course behaviors prescribed by the Polytechnic, which are contained in the decisions made by the competent bodies of the University of Applied Sciences Baltazar Zaprešić.

Student workload

Attendance	1	Case study		Seminar paper		Essay	
Written exam	2,5	Oral exam	1	Continuous assessment	0,5	Project	
Portfolio		Research		Presentation		Practical work	

EVALUATION OF STUDENTS' WORK

Subject of evaluation	Amount (%)
Oral exam	85%
Written exam	15%

Evaluation criteria

According to the current Ordinance on studies at the University of Applied Sciences Baltazar Zaprešić

Comments and clarifications

The oral part is obligatory. The teacher has the discretion to invite the student to the oral part of the exam and thus check the written part of the exam.

Notification of exam results

Through Infoeduka (digital office system) and distance learning system "Baltazar",

Method of communication between students and teachers / assistants

- before the start of the teaching classes
- at consultations: according to a timetable published on the Baltazar system
- through the distance learning system "Baltazar" - e-mail: pbiskupec@bak.hr

Quality assurance methods that ensure acquisition of output knowledge, skills and competencies

Student survey, self-evaluation of the performance of the course and evaluation of teaching at the level of the department

COURSE SYLLABUS Business skills

GENERAL INFORMATION		
Course coordinator	Ivana Lacković, Ec.S., Senior lecturer	
Course instructor	Sanela Ravlić, PhD, Lecturer	
Study programme	Undergraduate professional study Business and Management: Office Management	
Course status	Compulsory	
Year of study, semester	3rd year, 6th semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	4
	Number of classes (lectures+seminars+exercises)	25 (15 lectures + 10 exercises)

COURSE DESCRIPTION
<i>Enrolment requirements</i>
none
<i>Course objectives</i>
<p>The aim of the course is to determine the knowledge and skills acquired during the studies on specific examples from business practice.</p> <p>The emphasis is on developing awareness of the generic skills that are the foundation for successfully mastering business tasks. We combine communication skills, team work, personal and entrepreneurial skills with an integrated approach to business challenges, emphasizing the necessity of lifelong learning. Students will be able to apply these tools and create new values.</p>
<i>Course content</i>
<p>Communication, communication process and types of communication. Sales process and stages of the sales process. The nature of negotiation and its application. Business culture. Principles and rules of conduct. Decision making. Socially responsible behavior and business management. Project management competences. Analysis of one's own strengths and weaknesses - personal SWOT analysis. Individual development. Personal image development.</p>
<i>Expected learning outcomes at the level of the course</i>
<p>General skills: Combining all knowledge and skills acquired during studies in order to successfully master business tasks.</p> <p>Specific skills: Communication skills, teamwork, presentation, personal skills and individual development.</p>
<i>Learning outcomes at the level of the study programme to which the course contributes</i>
<p>IU2 Develop the ability to work in an interdisciplinary team respecting the cultural, social, political and environmental aspects of business;</p> <p>IU3 Manage time and dynamics of business processes in an efficient way with the application of skills for resolving conflict situations;</p> <p>IU4 Apply professional economic terms in communication in native and foreign languages;</p> <p>IU11 Develop an entrepreneurial idea using integrated business and management knowledge.</p>
<i>Competences that the student acquires after passing the course</i>
<p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Apply appropriate communication discourse in the sales process 2. Justify the importance of negotiation techniques in business

3. Examine the business culture in other countries and identify differences between them 4. Evaluate the specifics of project team management 5. Consider the possibilities of personal development of an individual.					
PART – TIME STUDY PROGRAMME					
Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Introductory lecture. Introduction to the subject, syllabus, mode of operation, tasks. Communication, communication process. Sales process and stages of the sales process. Preparation of interviews (sales presentations).	Materials on the Baltazar system for distance learning. Thill, J. V., Bovée, C. L., & Cross, A. (2013). Excellence in business communication. New York: Pearson.	Lecture	Written exam and presentation	1,2
2.	Business culture. Principles of business conduct. The culture of conflict resolution. The influence of national culture on company culture. Introduction to business culture in different countries of the world. Decision making. Socially responsible behavior and business management. Creating a positive company image. Projects. Formation, organization and division of duties in the project team. Project team. Leading, motivating and allocating responsibilities in the project team. Time management in the project team.	Materials on the Baltazar system for distance learning. Thill, J. V., Bovée, C. L., & Cross, A. (2013). Excellence in business communication. New York: Pearson. Voss, C., & Raz, T. (2016). Never split the difference: Negotiating as if your life depended on it. Random House.	Lecture	Written exam and presentation	3,4
3.	Analysis of one's own strengths and weaknesses - personal SWOT analysis. Individual development. The role of volunteering and pro bono work in career development. Personal image development. Final discussion. Signatures.	Materials on the Baltazar system for distance learning. Thill, J. V., Bovée, C. L., & Cross, A. (2013).	Lecture	Written exam and presentation	5

		<p>Excellence in business communication. New York: Pearson.</p> <p>Judkins, R. (2015). The art of creative thinking. Hachette UK.</p>			
4.	<p>Searching for potential customers, approaching the customer, discovering customer needs. Presentation - flow and leadership. Complaints and complaint management. Concluding the sale and the post-purchase relationship. Negotiation and its application. Strategies and tactics of negotiation.</p>	<p>Materials on the Baltazar system for distance learning.</p> <p>Thill, J. V., Bovée, C. L., & Cross, A. (2013). Excellence in business communication. New York: Pearson.</p> <p>Voss, C., & Raz, T. (2016). Never split the difference: Negotiating as if your life depended on it. Random House.</p> <p>Judkins, R. (2015). The art of creative thinking. Hachette UK.</p>	Exercises	Written exam and presentation	1,2,3
5.	<p>Analysis of one's own strengths and weaknesses - personal SWOT analysis. Individual development. The role of volunteering and pro bono work in career development. Personal image development.</p>	<p>Materials on the Baltazar system for distance learning.</p> <p>Thill, J. V., Bovée, C. L., & Cross, A. (2013). Excellence in business communication. New York: Pearson.</p>	Exercises	Written exam and presentation	4,5

		Judkins, R. (2015). The art of creative thinking. Hachette UK.					
Comments and clarifications							
The teaching is dominated by oral presentation of teacher followed by abstracts in the presentation and interactive approach with students. In addition to lectures, classes are realized through exercises. In order to take the exam student must meet requirements set by the Regulation on studying at University of Applied Sciences Baltazar Zaprešić.							
Required reading							
<div>1. Judkins, R. (2015). The art of creative thinking. Hachette UK.</div> <div>2. Materials on the Baltazar system for distance learning.</div> <div>3. Thill, J. V., Bovée, C. L., & Cross, A. (2013). Excellence in business communication. New York: Pearson.</div> <div>4. Voss, C., & Raz, T. (2016). Never split the difference: Negotiating as if your life depended on it. Random House.</div>							
Additional reading							
<div>1. Gallo, C. (2010). Presentation Secrets of Steve Jobs: How to be Insanely Great in Front of Any Audience. McGraw-Hill Education.</div> <div>2. Richardson, G. L., & Jackson, B. M. (2018). Project management theory and practice. Auerbach Publications.</div> <div>3. Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S. (2016). Communication between cultures. Cengage Learning.</div> <div>4. Tobis, M., & Tobis, I. (2002). Managing multiple projects. McGraw-Hill Professional.</div>							
Student obligations							
Students are required to actively participate in classes. Students are also required to adhere to academic rules, as well as all rules set by the authorities of the University of Applied Sciences Baltazar Zaprešić. In order to acquire the right to take the exam, student must meet the following conditions: <div>1. The minimum attendance is set at 60%.</div> <div>2. Active participation in classes</div>							
Student workload							
Attendance	1	Case study		Seminar paper		Essay	
Written exam	2.5	Oral exam		Continuous assessment		Project	
Portfolio		Research		Presentation	0.5	Practical work	
EVALUATION OF STUDENTS' WORK							
Subject of evaluation						Amount (%)	
Written exam						100%	
Evaluation criteria							
According to the current Regulations on studying of the University of Applied Sciences Baltazar Zaprešić							

Comments and clarifications

The professor has the discretion right to invite the student to the oral part of the exam and thus check the written part of the examination.

Notification of exam results

Through Infoeduka (digital registrar's office system) and distance learning system "Baltazar"

Method of communication between students and teachers / assistants

- a) before the start of the teaching process
- b) during the teaching process
- c) at the end of the teaching process
- d) through the distance learning system "Baltazar"
- e) by e-mail: sravlic@bak.hr

Quality assurance methods that ensure acquisition of output knowledge, skills and competencies

Student survey, course-level survey, self-evaluation of course performance and evaluation of teaching at the department level.

COURSE SYLLABUS E-channels of communication

GENERAL INFORMATION		
Course coordinator	Stjepan Lacković, PhD, senior lecturer	
Course instructor	Stjepan Lacković, PhD, senior lecturer	
Study programme	Business and Management	
Course status	Compulsory	
Year of study, semester	3. Year, VI. Semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	4
	Number of classes (lectures+seminars+exercises)	25 (15L+10E)

COURSE DESCRIPTION
Enrolment requirements
None
Course objectives
Introduce students to the basic concepts of the communication process, the differences between traditional and "new" media and explain the basic characteristics of the Internet as a mass and interactive medium. Introduce students to the benefits of using e-channels in business and the basic concepts and principles of digitized business. Students will learn business intelligence systems and the benefits they provide to companies that implement such systems. To acquaint students with the business model of the platform, and with the basic techniques of digital marketing, and the use of social media for the purpose of channeling online consumers, building the reputation and brand of the business entity.
Course content
Basics of e-communication. The difference between traditional and new media. The Internet as a mass medium? Business information and business information systems. E-channels of business. Recognizing trends in e-business. Business intelligence. Basics of CRM. CRM architecture. Introduction to e-marketing. E-marketing techniques. Content marketing. Platform as a business model.
Expected learning outcomes at the level of the course
<ol style="list-style-type: none"> 1. Identify the difference between traditional and new media, and list the basic characteristics of both. 2. Assess the importance of information in the business process and identify relevant from irrelevant information, i.e. be able to define the key properties of information to meet business needs. 3. Identify the basic elements and features of e-business. 4. Identify trends and explain the basic principles of operation of Business Intelligence, and Customer Relationship Management (CRM) and CRM architecture. 5. Identify techniques and basic features of e-marketing.
Learning outcomes at the level of the study programme to which the course contributes

Competences that the student acquires after passing the course					
generic competencies: communication skills, independent and team work, ethical and professional communication with stakeholders area-specific competencies: knowledge of the specifics of traditional and new/social media					
PART – TIME STUDY PROGRAMME					
Block	Topic	Required reading	Formo of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Basics of e-communication. The difference between traditional and new media. The Internet as a mass medium?	Fundamentals of digital communication	5L	Exam	1
2.	Digitizing business. E-channels of business. Business intelligence. CRM.	Successful Business Intelligence	5L	Exam	2,3
3.	Platform as a business model.	<i>Platform Revolution: How Networked Markets Are Transforming the Economy - And How to Make Them Work for You.</i>	5L	Exam	4
4.	Facebook. YouTube. Instagram.	<i>Understanding digital marketing</i>	5E	Project	4,5
5.	Content marketing	<i>Understanding digital marketing</i>	5E	Project/Presentation	5
Comments and clarifications					
Required reading					
1. Upamanyu Madhow. 2008. Fundamentals of digital communication. Cambridge University Press 2. Howson, Cindi. Successful Business Intelligence. 2008. McGraw-Hill Osborne Media 3. Choudary S., Van Alstyne M., Parker G. Platform Revolution. 2018. How Networked Markets Are Transforming the Economy - And How to Make Them Work for You. 4. Ryan, D. and Jones, C. 2009. Understanding digital marketing, Kogan Page					
Additional reading					
7. 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					
Student obligations					

Students are required to actively participate in classes.

Students are also obliged to adhere to the academic rules, as well as all rules of conduct prescribed by the Polytechnic, which are contained in the decisions made by the competent bodies of the Polytechnic.

Students, in order to acquire the right to sign from the course, must meet the following conditions:

1. The minimum attendance is set at 40%.
2. Active participation in classes

Student workload

Attendance	1	Case study		Seminar paper		Essay	
Written exam	1.5	Oral exam		Continuous assessment		Project	1
Portfolio		Research		Presentation	0.5	Practical work	

EVALUATION OF STUDENTS' WORK

Subject of evaluation	Amount (%)
Exam	50%
Project	30%
Presentation of the project	20%

Evaluation criteria

According to the valid Ordinance on studies and studying at the Baltazar Zaprëšić Polytechnic

Comments and clarifications

Notification of exam results

Through Infoeduka (digital office system) and distance learning system "Baltazar",

Method of communication between students and teachers / assistants

before the start of the teaching process
 during the teaching process
 at the end of the teaching process
 at consultations: according to a timetable published on the Baltazar system
 via the distance learning system "Baltazar" - e-mail: slackovic1@bak.hr

Quality assurance methods that ensure acquisition of output knowledge, skills and competencies: Student survey, survey at the level of the course, self-evaluation of the performance of the course and evaluation of teaching at the level of the department.

COURSE SYLLABUS Creative Entrepreneurship

GENERAL INFORMATION		
Course coordinator	Sendi Deželić, PhD, senior lecturer	
Course instructor	Sendi Deželić, PhD, senior lecturer	
Study programme	Undergraduate Business and Management professional study programme	
Course status	Compulsory / Elective	
Year of study, semester	Year I, Semester II	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (lectures + seminars + exercises)	30 (20 L + 10 E)

COURSE DESCRIPTION
Enrolment requirements
None
Course objectives
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.
Course content
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.
Expected learning outcomes at the level of the course
<ol style="list-style-type: none"> 1. Evaluate the importance, role, components and incentives in the development of entrepreneurship. 2. Determine the creative entrepreneurial way of thinking in a creative entrepreneurial atmosphere. 3. Choose creative techniques when finding ideas and solving problems in the creation of a creative product or service. 4. Recognize the entrepreneurial opportunity and realize it through an entrepreneurial project to start a business. 5. Present an entrepreneurial project.
Learning outcomes at the level of the study programme to which the course contributes
2, 9, 10, 11, 14.
Competences that a student acquires after passing the course
<p>generic competencies: independent and team work; critical thinking and creativity; ability to search, process and analyze information from various sources; abstract thinking, analysis and synthesis; oral and written communication in the mother tongue</p> <p>field specific competencies: entrepreneurship in the field of creative entrepreneurship; creative entrepreneurial mindset; recognize the entrepreneurial opportunity; develop an idea; design a creative product or service; implement an idea through an entrepreneurial project; apply creative techniques in the process of finding ideas and solving problems</p>
PART – TIME STUDY PROGRAMME

Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1	Conceptual explanations and the importance of entrepreneurship. Advantages and disadvantages of entrepreneurship. Creating an entrepreneurial climate. Support institutions for entrepreneurship development. Entrepreneurial infrastructure. Characteristics and classification of entrepreneurship. Entrepreneurial alternatives. Entrepreneurship entities in the Republic of Croatia and the EU.	Nandan,H. (2013). Fundamentals of Entrepreneurship, PHI Learning Private Limited, Delhi Lecture materials available on the Balthazar system	Lectures	Written exam + entrepreneurial project	1
2	Types of entrepreneurs and characteristics of a successful entrepreneur. An entrepreneurial mindset. The notion of creativity. The process of creative thinking and the development of creativity in entrepreneurs. Characteristics of a creative entrepreneur. The role of entrepreneurs in the creation of a creative work atmosphere. Encouraging a creative entrepreneurial atmosphere.	Nandan,H. (2013). Fundamentals of Entrepreneurship, PHI Learning Private Limited, Delhi Korkut, D., Kopal, R. (2018): Kreativnost 4.0: evolucija i revolucija, Kerschoffset, Zagreb Lecture materials available on the Balthazar system	Lectures + Exercises	Written exam + entrepreneurial project	2
3	Creative entrepreneurship and building a creative enterprise. The creation of a creative product and service. Creative techniques for business idea development. Creative thinking techniques (various techniques and tools).	Korkut, D., Kopal, R. (2018): Kreativnost 4.0: evolucija i revolucija, Kerschoffset, Zagreb Kolb, M. B. (2015). Entrepreneurship for the Creative and Cultural Industries. New York: Routledge. Lecture materials available on the Balthazar system	Lectures + Exercises	Written exam + entrepreneurial project	2, 3

According to the valid Ordinance on Studies and Studying at the University of Applied Sciences Baltazar Zaprešić	
Comments and clarifications	
The professor has the discretionary powers to invite a student to an oral part of the exam and check his / her knowledge exhibited on the written part of the exam.	
Notification of exam results	
Via Infoeduka (digital office system) and "Baltazar" distance learning system.	
Method of communication between students and teachers / assistants	
before the start of the teaching process during the teaching process at the end of the teaching process at consultations: via "Baltazar" distance learning system – Email: sendi.dezelic@bak.hr	
Quality assurance methods that ensure acquisition of output knowledge, skills and competencies	
Student survey, survey at the level of courses, self-evaluation of course performance and evaluation of teaching at the level of the Department of General, Applied and Quantitative Economics.	

1 BASIC INFORMATION ON THE COURSE						
Course title:	Cultural Tourism					
Type of study:	Bachelor Undergraduate Study Program in Business and Management					
Major:	Cultural management					
Year and semester the course is delivered in:	3rd year					
Semester	Summer semester					
Hours per semester	Lectures	30	Seminars	15	Exercises	0
ECTS credit	4					
Language of instruction:	Croatian, English					
Lecturer:	Dr. Lana Domšić					
2 COURSE OBJECTIVES						
<p>The aim of the course is introducing students to basic concepts in the field of cultural tourism, to point them the positive and negative aspects of culture and tourism interaction, to familiarize them with the contemporary context of the international cultural-tourism sector and to enable them to master practical knowledge about development and management of cultural-tourism product.</p>						
3 LEARNING OUTCOMES						
<p>After successfully completing this course the students will be able to:</p> <ol style="list-style-type: none"> 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. 						
4 COURSE CONTENTS						
<p>The relationship between culture and tourism.</p> <p>Cultural tourism: definition and basic determinants.</p> <p>Concept of cultural tourist: motivation and typologies.</p> <p>Cultural tourism offer and specific forms of cultural tourism.</p> <p>Communities and cultural tourism. Risks and heritage protection in tourism.</p> <p>The role of international organizations in cultural tourism: UNESCO, Council of Europe, EU, WTO, ICOMOS.</p> <p>Identification of cultural and tourism potentials: cultural tourism resources.</p> <p>From resources to products: the process of research, development and creation of cultural tourism products and programs.</p> <p>Forms of cultural tourism products.</p>						

Description, assessment and evaluation of cultural tourism products.	
Field trip.	
Presentation and evaluation of student projects.	
5 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.	
6 TEACHING METHODS	
Lectures, discussions, team projects	
8 ASSESSMENT METHODS AND CRITERIA	
Elements of assessment:	Percent (%)
Final project presentation	40
Exam	60
Passing grade:	60%

COURSE SYLLABUS Business Ethics and Social Corporate Responsibility

1 BASIC INFORMATION ON THE COURSE						
Course title:	BUSINESS ETHICS					
Study program:	Business and Management Undergraduate Study Program					
Major:	Business Economy and Finance					
Year of study the course is delivered in:	3rd					
Semester	Summer semester (6 th)					
Hours per semester	Lectures	30	Seminars	15	Exercises	0
ECTS credit	4					
Language of instruction:	Croatian, English					
Lecturer(s)	Daphne Vidanec, Ph. D. in Philo.; College full prof. and RA in IDP.					
2 COURSE OBJECTIVES						
<p>To develop critical thinking and to enroll principles of argumentation among the students; to teach them how to take a stand and decision-making conduct related to a business situation.</p> <p>The course also provides insights into relevant ethical notions, theories, teachings and schools which arose within historical and philosophical milieu since the ancient times onwards.</p> <p>To teach students how to act according to social or/and corporate responsibility principles within certain business milieu by appealing to the cultural diversity phenomenon.</p>						
3 LEARNING OUTCOMES						
<p>After successfully completing this course the students will be able to:</p> <ul style="list-style-type: none"> - define/interpret basic ethical notions such as the concept of the good and evil; freedom; virtue, responsibility and alike; - to implement the basics of ethics into business practice and life in general; - to compare different decisions and opportunities which arose from certain ethical insight or a life situation - to enroll for ethical codes or to make one - to judge and to compare own opinion among the opinions of others - enrolling interdisciplinary approach to different life or business challenges 						
4 COURSE CONTENTS						
<p>Introduction in Business Ethics. The right and wrong concept within the history of ethical thought. Synopsis of the most important ethical schools from ancient time onwards. The ethics of dignity and the concept of authority. Freedom and responsibility. The virtue ethics. Ethics and public</p>						

administration. Ethics of globalization. The concept of value between formative and comprehensive deeds. Seminar presentation and final exam.

5 LITERATURE

Required reading:

ARISTOTLE, *Nicomachean Ethics* (various editions); K. BLANCHARD – N. V. PEALE, *The Power of Ethical Management* (New York: William Morrow, 1988.) ; D. VIDANEC, Selected Issues in Business Ethics (for internal use only, unreviewed scripta in English language – for Erasmus students only).

Recommended reading:

Steve Jobs Commencement Speech at Stanford University 2005. (available on the Internet)

6 TEACHING METHODS

Lectures, discussions, individual presentations of students' seminar papers; text work.

7 ASSESSMENT METHODS AND CRITERIA

Elements of assessment:	Percent (%)
<i>Seminar paper, presentations</i>	<i>80</i>
<i>Final exam</i>	<i>20</i>
Passing grade:	51%

COURSE SYLLABUS of BUSINESS ENGLISH 1

GENERAL INFORMATION		
Course coordinator	Natalija Jurina Babović, MA, senior lecturer	
Course instructor	Natalija Jurina Babović, MA, senior lecturer Nediljka Marić, BA, lecturer	
Study programme	Business and Management	
Course status	<u>compulsory</u>	
Year	1 st year, 2 nd semester	
Evaluation in ECTS credits and forms of instruction	ECTS coefficient of student workload	3
	Number of classes - lectures (L) + exercises (E) + seminars (S)	25 (20L + 5E)

COURSE DESCRIPTION

1.19. Enrolment requirements
Students must pass a State Matura exam in English language (basic level) or the entrance exam at the University of Applied Sciences Baltazar Zaprešić
1.20. Course objectives
The aim of the Business English 1 course is to develop students' written and oral communication skills in English in everyday work and business-related situations. In addition to revising the basics of English morphology and grammar, the course develops the four basic language skills – listening, reading, writing and speaking. By using various registers of written and spoken language, students acquire and develop lifelong learning competencies.
1.21. Course content
Vocabulary: Personality; Recruitment; Work (everyday tasks and activities in a business environment); Travel (business and study); Media; Business Grammar: tenses and structures typical of the covered business-related topics Skills: writing formal and informal mails, writing reports, developing communication skills
1.22. Expected learning outcomes
5. Use the acquired vocabulary in writing 6. Use the acquired knowledge of grammar structures and tenses in writing 7. Analyse texts written in English (reading comprehension) 8. Present your job/company using the acquired vocabulary and grammar (speaking skills)
1.23. Learning outcomes on the programme level
Use terminology related to economics when communicating in a native and foreign language
1.24. Competencies that students acquire upon successful completion of the course

- **Generic competencies:** individual and team work, creative and systems thinking, ability to search, process and analyse information from various sources; written and oral communication in a foreign language
- **Area-specific competencies:** use of communication functions and language competencies necessary for everyday written and oral communication in English in a business environment

PART-TIME STUDY

	Topics	Required reading	Forms of instruction L + E + S	Assessment type	Learning outcome no.
1.	Business correspondence: writing emails	Business English 1 st year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written exam	1, 2
2.	Personality	Business English 1 st year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
3.	Recruitment	Business English 1 st year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
4.	Work	Business English 1 st year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam; Presentation	1, 2, 3, 4
5.	Business correspondence: writing reports	Business English 1 st year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written exam	1, 2
6.	Travel	Business English 1 st year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam	1, 2, 3
7.	Media	Business English 1 st year course materials Additional teaching materials uploaded to the online learning platform Baltazar	L + E	Written and oral exam; Presentation	1, 2, 3, 4
8.	Business	Business English 1 st year course materials Additional teaching materials uploaded to	L + E	Written and oral exam	1, 2, 3

		the online learning platform Baltazar			
1.25. Comments and clarifications					
/					
1.26. Required reading					
3. Natalija Jurina Babović: Business English Language course materials for the first year					
4. teaching materials prepared by the teacher and uploaded to the online learning platform Baltazar					
1.27. Additional reading					
4. Jurina Babović, N., Krakić, A. (2013). <i>English Grammar Handbook with Exercises</i> . Zaprešić: Visoka škola za poslovanje i upravljanje B. A. Krčelić					
5. Marić, N., Varlandy-Supek, M. (2014). <i>Build up your English Vocabulary</i> . Zaprešić: Visoka škola za poslovanje i upravljanje B. A. Krčelić					
6. Murphy, R. <i>Essential Grammar in Use</i> (4th edition. Cambridge: CUP					
1.28. Student obligations					
Students are required to attend and actively participate in classes. Students are also required to adhere to academic rules, as well as all rules of conduct prescribed by the University. To be eligible to sit an exam, students must:					
3. have a minimum of 40% attendance					
4. actively participate in class					
1.29. Student evaluation method ⁶					
Attendance	1	Case study	-	Seminar paper	Essay
Written exam	1	Oral exam	0.5	Continuous assessment	-
Portfolio	-	Research	-	Presentation	0.5
					Practical work
					-
EVALUATION OF STUDENTS' WORK					
1.30. Assessment elements⁷					(%)
Class activity and creativity					10%
Written exam					70%
Oral exam / Presentation					20%
1.31. Assessment criteria					
In line with the current Ordinance on Study programmes and Studying of the University of Applied Sciences Zaprešić					
1.32. Examples of unethical academic behaviour⁸					
Missing deadlines					0%
Cheating (copying homework, seminar papers, projects, etc.)					-100%

⁶ Each Student Evaluation Method should be followed by a corresponding share in the ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the subject. You can use blank fields for additional activities.

⁷ Other categories can be added and the existing ones altered

⁸ Other categories can be added and the existing ones altered

Plagiarism - presenting other people's works and solutions as their own, use of other unauthorised and unethical means when completing tasks or taking continuous assessment tests and final exams	-100%
Cheating and whispering during written exams	-100%
Whispering during oral exams	-100%
1.33. Comments and clarifications	
Written exam and presentation are compulsory for all students. The teacher has discretionary power to conduct an oral exam and thus verify the results of the written exam.	
1.34. Informing students of their exam results	
Students are informed of their results using Infoeduka (digital students' affairs office) and the online learning platform Baltazar	
1.35. Ways of communicating between students and teachers/ teaching assistants	
g.) Before the teaching process begins h.) During the teaching process i.) At the end of the teaching process j.) During office hours, according to the timetable on Baltazar k.) Using the online learning platform Baltazar l.) by e-mail: njurinababovic@bak.hr	
1.36. Quality assurance methods that ensure the acquisition of knowledge, skills and competencies	
Student surveys, course surveys, self-evaluation of the teaching process and performance as well as evaluation of the teaching process by the Department of Law and Foreign Languages.	

COURSE SYLLABUS Croatian language and culture for foreigners II

GENERAL INFORMATION		
Course coordinator	Mateja Šporčić, mag. philol. croat. et mag. litt. comp., lecturer	
Course instructor	Mateja Šporčić, mag. philol. croat. et mag. litt. comp., lecturer	
Study programme	Undergraduate professional study Business and Management	
Course status	Elective	
Year of study, semester	1 st , 2 nd , 3 rd year, summer/winter semester ⁹	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (lectures + seminars + exercises)	20 lectures + 15 exercises

COURSE DESCRIPTION
Enrolment requirements
None.
Course objectives
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.
Course content
Croatian language – vocabulary, grammar, pronunciation. Croatian culture – popular culture, geography, history...
Expected learning outcomes at the level of the course
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.
3. 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.
4. Written interaction. Write a monthly or weekly reminder for private and business activities, a food recipe, an advertisement in which they look for accommodation.
3rd set of learning outcomes: PRODUCTION.
5. Spoken production. Use simple phrases and sentences to describe their weekly, monthly or yearly schedule, personal preferences, eating habits, clothing style, place of residence.
6. 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 taught in class.

⁹ Incoming students can enroll in this course whenever they complete the previous course (*Croatian language and culture for foreigners I*) (winter or summer semester).

Learning outcomes at the level of the study programme to which the course contributes					
Learning outcome no. 4					
Competences that the student acquires after passing the course					
<ul style="list-style-type: none"> language competence in Croatian language – reception (listening, reading), interaction (spoken, written), production (spoken, written) on the level of A1.1 cultural competence – in Croatian culture 					
FULL – TIME STUDY PROGRAMME ¹⁰					
Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1. (3 h)	LECTURES (2 hours) Getting acquainted with the syllabus and obligations. Language: At the airport. In the currency exchange office. In the restaurant. Culture: Migrations and mixing in Croatian history. Periods of Croatian history.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb. pp. 83–84.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5
	EXERCISES (1 hour): Modal verbs <i>morati, trebati, smjeti, moći, htjeti</i> (to must, to ought, to be allowed to, to can, to want) with infinitive or a noun in accusative.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb. pp. 84–90.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
2. (4 h)	LECTURES (2 hours) Language: Public inscriptions. Short conversations during street encounters. Choosing a vacation destination. Culture: The cannon of Grič. Tourist destinations in central Croatia.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5

¹⁰ Part-time study programme consists of 20 lectures + 5 exercises, which means that 2 L + 2 E blocks are replaced with 2 L + 1 E blocks and 2 L + 1 E blocks are replaced with 2 L + 0 E blocks.

		naklada. Zagreb. pp. 90–94.			
	EXERCISES (2 hours): Grammar: Present tense of the verb <i>ići</i> (to go), accusative with prepositions <i>u</i> (in) and <i>na</i> (on). Pronunciation: Phonetic exercise: Word accentuation and sentence intonation.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 92.–95., 97.	E	written exam, oral exam	
3. (3 h)	LECTURES (2 hours): Language: Nights out. Week days. Personal interests (hobbies). Vacation. Culture: Known places to go in Zagreb. Tourist destinations in coastal part of Croatia.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 95–106.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6
	EXERCISES (1 hours): Grammar: Prepositions <i>u</i> and <i>na</i> in adverbials of place. Adverbials of time. Accusative with prepositions <i>na</i> and <i>po</i> . Verb <i>zanimati</i> (to be interested in). Accusative of personal pronouns.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 93–106.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
4. (4 h)	LECTURES (2 hours): Language: In a coffee shop or in a restaurant. Culture: Croatian political system: parliament, government, president.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5

		naklada. Zagreb., pp. 107–111.			
	EXERCISES (2 hours): Grammar: Verbs <i>piti</i> and <i>jesti</i> (to eat and to drink). Pronunciation: Phonetic exercise: Word accentuation and sentence intonation.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 107–111.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
5. (3 h)	LECTURES (2 hours): Grammar: Food, groceries, cutlery. Croatian dishes. Culture: Law system of the Republic of Croatia. Traditional dishes of Croatian regions.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 112–118.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6
	EXERCISES (1 hours): Grammar: Descriptive adjectives (m., f. and n. gender) in the semantic field of “tastes”. Expressing quantity (on the example of food recipes).	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 111–118.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
6. (4 h)	LECTURES (2 hours): Grammar: In the clothes store – clothes and shoes. Culture: Croatian national costumes.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5

		naklada. Zagreb., pp. 119–127.			
	EXERCISES (2 hours): Present tense of the verbs with <i>-iti</i> . Pronunciation: Phonetic exercise: Word accentuation and sentence intonation.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., 124–126.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
7. (3 h)	LECTURES (2 hours): Language: Wishes. Culture: Necktie.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 127–128.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6
	EXERCISES (1 hours): Grammar: Present tense of the verbs with <i>-jeti</i> .	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 128.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
8. (4 h)	LECTURES (2 hours): Language: Student's life – renting apartment, university campuses (dormitories). My room. Culture: Local and regional self-government. Croatian in the EU.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6

		naklada. Zagreb., pp. 129–134.			
	EXERCISES (1 hour): Grammar: Locative of nouns. Adverbials of place. Pronunciation: Phonetic exercise: Word accentuation and sentence intonation.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 130–133.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
9. (3 h)	LECTURES (2 hours): Language: Finding a convenient accommodation (newspaper advertisement). Culture: Excursion destinations in biggest Croatian cities (Zagreb, Split, Rijeka, Osijek, Dubrovnik).	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 134–140.	L	written exam, oral exam, presentation of seminar work	1, 2, 4, 6
	EXERCISES (2 hours): Grammar: Present tense of verbs with <i>-ovati</i> , <i>-evati</i> , <i>-ivati</i> . Locative of nouns with <i>-ska</i> , <i>-ška</i> and <i>-čka</i> . Voice change in locative (sibilarization).	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb., pp. 136–140.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
10. (4 h)	LECTURES (2 hours): Grammar: Newspaper report on Croatia. Names of months. Culture: National Croatian names of months.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6

		naklada. Zagreb., pp. 141–146.			
	EXERCISES (2 hours): Grammar: Locative of personal pronouns. Asking questions with answers of adverbials of place and time, indirect object and attribute. Prepositions with locative. Pronunciation: Phonetic exercise: Word accentuation and sentence intonation.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 143–146.	E	Written exam, oral exam	1, 2, 3, 4
Comments and clarifications					
–					
Required reading					
1. Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1. Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb. (str. 83–146.) 2. Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L.: <i>Hrvatski za početnike 1. Vježbenica i gramatički pregled hrvatskoga kao drugog i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb. (str. 32–55.) 3. <i>Croatia at first sight : textbook of Croatian culture.</i> 2016. Ur. Udier, Sanda Lucija. FF Press. Zagreb. (str. 59–131.)					
Additional reading					
Bilingual dictionary compatible with the students' source languages or some of the available English-Croatian and Croatian-English dictionaries.					
Student obligations					
Attending classes regularly, participating in classes actively, passing the exam.					
Student workload (ECTS points)					
Attendance		Case study		Seminar paper	
Written exam	3,6	Oral exam	1,8	Continuous assessment	
Portfolio		Research		Presentation	0,6
EVALUATION OF STUDENTS' WORK					
Subject of evaluation					Amount (%)
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

<i>Presentation of seminar work on the theme from Croatian culture (in English)</i>	10
<i>Evaluation criteria</i>	
92.01 – 100 %	5 (excellent)
80.01 – 92 %	4 (very good)
63.01 – 80 %	3 (good)
50.01 – 63 %	2 (sufficient)
0 – 50 %	1 (unsatisfactory)
<i>Comments and clarifications</i>	
<i>Notification of exam results</i>	
The teacher informs students about their grade after oral part of the exam.	
<i>Method of communication between students and teachers / assistants</i>	
E-mail, LMS Moodle	
<i>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</i>	
<i>Students' questionnaire on the quality of teacher and the course itself (after completing the course).</i>	