



ERASMUS  
ENGLISH COURSES LIST  
2023./2024.



BACHELOR DEGREE STUDY PROGRAMME IN  
BUSINESS AND MANAGEMENT

SUMMER SEMESTER

Croatian Language and Culture For Foreigners	6 ECTS
Business English I	3 ECTS
Creative Entrepreneurship	6 ECTS
Business Skills	5 ECTS
Business Ethics and Social Corporate Responsibility	4 ECTS
Public Relations	4 ECTS
Organization and Functioning of EU Institutions	5 ECTS
Design and Visual Communications	4 ECTS
E-organisation and Office Management	6 ECTS
Business Logistics	5 ECTS
Cultural and Creative Tourism	6 ECTS
Marketing	5 ECTS
Management and Organisation in Culture	4 ECTS

MEET OUR ERASMUS TEAM



Head of International Cooperation Office,  
Erasmus Coordinator

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**SUMMER SEMESTER**



1 BASIC INFORMATION ON THE COURSE			
Course title:	CROATIAN LANGUAGE AND CULTURE FOR FOREIGNERS		
Type of study:	Undergraduate professional study or specialist graduate professional study		
Major:	Business and Management (Cultural Managment)		
Year and semester the course is delivered in:	Summer semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		25	
ECTS credit:		6	
Course status:		obligatory	
Language of instruction:	English, Croatian		

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:					
1 <sup>st</sup> 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.					
2 <sup>nd</sup> 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.					
3 <sup>rd</sup> 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.					
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"><li>language competence in Croatian language – reception (listening, reading), interaction (spoken, written), production (spoken, written) on the level of A 1.1</li><li>cultural competence – in Croatian culture</li></ul>					
FULL – TIME STUDY PROGRAMME <sup>1</sup>					
Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1. (2 h)	<b>LECTURES (2 hours)</b> Getting acquainted with the syllabus and obligations. <b>Language:</b> Getting acquainted with the phonological and spelling system of Croatian. Numbers from 1 to 10. Useful phone numbers.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1.</i> <i>Udžbenik</i>	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6

<sup>1</sup> 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.

	<b>Culture:</b> Croatian flag and coat of arms.	<i>hrvatskoga kao drugoga i stranog jezika</i> . Hrvatska sveučilišna naklada. Zagreb. pp. 14–16., 18.			
2. (3 h)	<b>LECTURES (2 hours)</b> <b>Language:</b> Presenting oneself (what's my name, where do I come from, where do I live, my phone number). <b>Culture:</b> 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
	<b>EXERCISES (1 hour):</b> <b>Grammar:</b> G sg. of nouns of m. and f. gender (preposition <i>iz</i> + G) <b>Pronunciation:</b> Initial acquaintance with the pronunciation of Croatian phonological system. Spelling of Croatian voices. Writing Croatian graphemes. Phonetic exercises: correct pronunciation of stops <i>b, d, g</i> ; minimal pair <i>b : v</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. 17–18.; teacher's sound materials	E	written exam, oral exam	1, 2, 3, 4, 5, 6
3. (2 h)	<b>LECTURES (2 hours):</b> <b>Language:</b> Saying hello (chatting during random meetings, polite phrases). Presenting others. <b>Culture:</b> 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
4. (3 h)	<b>LECTURES (2 hours):</b> <b>Language:</b> Professions. Formal conversation in the context of business and touristic trips. Nationalities of famous people. <b>Culture:</b> 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
	<b>EXERCISES (1 hour):</b> <b>Grammar:</b>	Čilaš-Mikulić, M.; Gulešić Machata,	E	written exam, oral exam	1, 2, 3, 4, 5, 6

	Female occupational noun formation. Word formation of nationality names and their female counterparts. 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. <b>Pronunciation:</b> 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> .	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.–38.; teacher's sound materials			
5. (2 h)	<b>LECTURES (2 hours):</b> <b>Grammar:</b> Family members and their names. Animals – pets, wild animals. <b>Culture:</b> 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
6. (3 h)	<b>LECTURES (2 hours):</b> <b>Grammar:</b> Conversation between different nationalities, numbers from one to 1 million, moving in space, names of continents. <b>Culture:</b> 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
	<b>EXERCISES (1 hour):</b> Verb <i>zvati se</i> and its present tense forms. Possessive pronouns. Interrogative pronoun <i>čiji</i> . Long plural of m. nouns. Voice change in formation of plural nouns of masculine gender (sibilization and unstable <i>a</i> ). Phonetic exercises: minimal pairs <i>š : ž</i> ; opposition <i>j : lj</i> ; palatal sounds <i>lj</i> and <i>nj</i> ; <i>č</i> and <i>ć</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. 40–43., 47–51.; teacher's sound materials	E	written exam, oral exam	1, 2, 3, 4, 5, 6
7. (2 h)	<b>LECTURES (2 hours):</b> <b>Language:</b> Attributes of common usable objects. Attributes of famous world sights, flags, personality traits, colors. Attributes of famous Croatian works of art.	Čilaš-Mikulić, M.; Gulešić Machata, M.; Pasini, D.; Udier, S. L. 2013. <i>Hrvatski za početnike 1.</i>	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6

	<b>Culture:</b> Croatian (continental) national parks. Croatian national parks (coastal and on the islands). Zagreb sights and Zagreb public transport.	<i>Udžbenik hrvatskoga kao drugoga i stranog jezika.</i> Hrvatska sveučilišna naklada. Zagreb., pp. 57–70.			
8. (2 h)	<b>LECTURES (2 hours):</b> <b>Language:</b> Coming to a restaurant, moving around on unknown location. <b>Culture:</b> Zagreb county (sights).	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.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5
9. (3 h)	<b>LECTURES (2 hours):</b> <b>Language:</b> What Croatia has, and what other countries have. <b>Culture:</b> Some famous Croatians.	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. 57–70–76., 79.	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6
	<b>EXERCISES (1 hour):</b> <b>Grammar:</b> 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. Accusative of nouns. Verb <i>znati</i> (to know). Present tense of the verb with <i>-irati</i> . Verb <i>imati</i> (to have) and its negation, present tense of verbs with <i>-ati</i> . <b>Pronunciation:</b> Phonetic exercises: minimal pairs <i>č</i> : <i>dž</i> and <i>d</i> : <i>ć</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. 74–78.	E	written exam, oral exam	1, 2, 3, 4, 5, 6
10. (3 h)	<b>LECTURES (2 hours):</b> <b>Grammar:</b> Personal preferences. <b>Culture:</b> Zaprešić – its history and its sights.	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	L	written exam, oral exam, presentation of seminar work	1, 2, 3, 5

		sveučilišna naklada. Zagreb., pp. 80–82.			
	<b>EXERCISES (1 hour):</b> <b>Grammar:</b> 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. <b>Pronunciation:</b> 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
<b>Comments and clarifications</b>					
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<b>Required reading</b>					
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.)					
<b>Additional reading</b>					
Bilingual dictionary compatible with the students' source languages or some of the available English-Croatian and Croatian-English dictionaries.					
<b>Student obligations</b>					
Attending classes regularly, participating in classes actively, passing the exam.					
<b>Student workload (ECTS points)</b>					
Attendance		Case study		Seminar paper	
Written exam	3,6	Oral exam	1,8	Continuous assessment	
Portfolio		Research		Presentation	0,6
<b>EVALUATION OF STUDENTS' WORK</b>					
<b>Subject of evaluation</b>				<b>Amount (%)</b>	
<i>Test of reception by listening (speech sample with the objective type questions checking the understanding)</i>				15	
<i>Test of reception by reading (written text sample with the objective type questions checking the understanding)</i>				15	
<i>Conversation on the default theme (oral exam)</i>				15	
<i>Written work on the default theme (written exam)</i>				15	
<i>Monologue on the default theme (oral exam)</i>				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>	
Students' questionnaire on the quality of teacher and the course itself (after completing the course).	

1 BASIC INFORMATION ON THE COURSE			
Course title:	BUSINESS ENGLISH		
Type of study:	Undergraduate Proferssional Study		
Major:	Business and Management		
Year and semester the course is delivered in:	2 <sup>nd</sup> year, 4 <sup>th</sup> semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		25 (20 lectures + 5 exercices)	
ECTS credit:		3	
Course status:		<u>obligatory</u>	
Language of instruction:	English		



6	Media	Business language materials for the 1st year	English course for the 1st year	L/E	Written/oral exam	1,2,3
7	Business	Business language materials for the 1st year	English course for the 1st year	L/E	Written/oral exam	1,2,3
<b>Comments and clarifications</b>						
<b>Required reading</b>						
Natalija Jurina Babović: English Language course materials for the first year; teaching materials prepared by the teacher and uploaded to the online learning platform Baltazar						
<b>Additional reading</b>						
1. Jurina Babović, N.; Krakić, A., (2013); English Grammar Handbook with Exercises, Zaprešić: Visoka škola za poslovanje i upravljanje B. A. Krčelić.						
2. Marić, N.; Varlandy-Supek, M., (2014); Build up your English Vocabulary, Zaprešić: Visoka škola za poslovanje i upravljanje B. A. Krčelić.						
3. Murphy, R. (2012); Essential Grammar in Use, Cambridge: CUP.						
<b>Student obligations</b>						
<b>Attendance: minimum 60% for full-time students and 40% for part-time students</b>						
<b>Active participation in class</b>						
<b>Student workload</b>						
Attendance	1	Case study		Seminar paper		Essay
Written exam	1,5	Oral exam		Continuous assessment		Project
Portfolio		Research		Presentation	0.5	Practical work
<b>EVALUATION OF STUDENTS' WORK</b>						
<b>Subject of evaluation</b>					<b>Amount (%)</b>	
Activity and creativity in class					10%	
Written exam					70%	
Oral exam / Presentation					20%	
<b>Evaluation criteria</b>						
In accordance with the official Baltazar University Book of Regulations						
<b>Comments and clarifications</b>						
<b>Exam results notification</b>						
Via Infoeduka and the online learning platform Baltazar						
<b>Method of communication between students and teachers / assistants</b>						
Baltazar Infoeduka e-mail: njurinababovic@bak.hr						
<b>Quality assurance methods that ensure acquisition of knowledge, skills and competencies</b>						
<ul style="list-style-type: none"> <li>- checking understanding;</li> <li>- continuous assessment;</li> <li>- monitoring progress of each student;</li> <li>- student surveys</li> </ul>						

1 BASIC INFORMATION ON THE COURSE			
Course title:	CREATIVE ENTREPRENEURSHIP		
Type of study:	Professional study		
Major:	Business and management		
Year and semester the course is delivered in:	1 <sup>st</sup> year, 2 <sup>nd</sup> semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		30	
ECTS credit:		6	
Course status:		obligatory	
Language of instruction:	Croatia, English		

COURSE DESCRIPTION					
<b>Enrolment requirements</b>					
None					
<b>Course objectives</b>					
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.					
<b>Course content</b>					
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.					
<b>Expected learning outcomes at the level of the course</b>					
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.					
<b>Learning outcomes at the level of the study programme to which the course contributes</b>					
List numbers only					
<b>Competences that a student acquires after passing the course</b>					
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 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					
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:	Lectures + Exercises	Written exam + entrepreneurial project	2



		evolucija i revolucija, Kerschhoffset, Zagreb  Lecture materials available on the Balthazar system			
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, Kerschhoffset, 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
4	Entrepreneurial process. Recognition of entrepreneurial opportunity and realization of entrepreneurial process. Presentations of student entrepreneurial papers	Nandan, H. (2013). Fundamentals of Entrepreneurship, PHI Learning Private Limited, Delhi  Lecture materials available on the Balthazar system	Lectures	Written exam + entrepreneurial project	4, 5
<b>Comments and clarifications</b>					
Oral presentations by teachers followed by abstracts in a presentation with an interactive approach with students predominate in the classroom. Clarification of the question is performed using the teaching board and additional materials. In addition to lectures, classes are realized through an entrepreneurial project for starting a business. Students, in order to receive lecturer's signature for the course, must meet the requirements prescribed by the Ordinance on Studying.					
<b>Required reading</b>					
1. Nandan, H. (2013). Fundamentals of Entrepreneurship, PHI Learning Private Limited, Delhi (selected chapters) 2. Korkut, D., Kopal, R. (2018). Kreativnost 4.0: evolucija i revolucija, Kerschhoffset, Zagreb (translated and selected chapters) 3. Kolb, M. B. (2015). Entrepreneurship for the Creative and Cultural Industries. Routledge, New York (selected chapters)					
<b>Additional reading</b>					
1. Kwegyir, V. (2014). Pitch Your Business Like a Pro. VicCor Wealth Publishing, USA 2. Burke, B. (2014). Gamify: How Gamification Motivates People to Do Extraordinary Things. Bibliomotion, New York 3. Sutton, R.I. (2007). Weird Ideas That Work: How to Build a Creative Company. Free Press, New York.					
<b>Student obligations</b>					
Students are required to actively participate in classes. Students are also required to adhere to academic rules during classes, as well as all rules of conduct prescribed by the Polytechnic, which are contained in the decisions made by the competent authorities of the University. Students, in order to receive lecturer's signature for the course, must meet the following conditions:					
1. Minimum attendance of 40%, 2. Active participation in classes.					

<b>Student workload</b>							
Attendance	1	Case study		Seminar paper		Essay	
Written exam	2	Oral exam		Continuous assessment		Project	2
Portfolio		Research		Presentation	1	Practical work	
<b>EVALUATION OF STUDENTS' WORK</b>							
<b>Subject of evaluation</b>						<b>Amount (%)</b>	
Entrepreneurial project						40%	
Presentation						10%	
Final exam						50%	
<b>Evaluation criteria</b>							
According to the valid Ordinance on Studies and Studying at the University of Applied Sciences Baltazar Zaprešić							
<b>Comments and clarifications</b>							
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.							
<b>Notification of exam results</b>							
Via Infoeduka (digital office system) and "Baltazar" distance learning system.							
<b>Method of communication between students and teachers / assistants</b>							
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							
<b>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</b>							
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:	BUSINESS SKILLS		
Type of study:	Professional study		
Major:	Office management		
Year and semester the course is delivered in:	3 <sup>rd</sup> year, 6 <sup>th</sup> semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		25 (15 lectures + 10 exercises)	
ECTS credit:		4	
Course status:		obligatory	
Language of instruction:	Croatian, English		

COURSE DESCRIPTION					
Enrolment requirements					
none					
Course objectives					
<p>The aim of the course is to determine the knowledge and skills acquired during the studies on specific examples from business practice. 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>					
Course content					
<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>					
Expected learning outcomes at the level of the course					
<p>General skills: Combining all knowledge and skills acquired during studies in order to successfully master business tasks. Specific skills: Communication skills, teamwork, presentation, personal skills and individual development.</p>					
Learning outcomes at the level of the study programme to which the course contributes					
<p>IU2 Develop the ability to work in an interdisciplinary team respecting the cultural, social, political and environmental aspects of business; IU3 Manage time and dynamics of business processes in an efficient way with the application of skills for resolving conflict situations; IU4 Apply professional economic terms in communication in native and foreign languages; IU11 Develop an entrepreneurial idea using integrated business and management knowledge.</p>					
Competences that the student acquires after passing the course					
<p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"><li>• Apply appropriate communication discourse in the sales process</li><li>• Justify the importance of negotiation techniques in business</li><li>• Examine the business culture in other countries and identify differences between them</li><li>• Evaluate the specifics of project team management</li><li>• Consider the possibilities of personal development of an individual</li></ul>					
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).	1. Materials on the Baltazar system for distance learning. 2. Omazić, M. A., Baljkas, S. (2005). Vještine vođenja projekata. Projektni menadžment. Zagreb: Sinergija.	Lecture	Written exam and presentation	1,2



		3. Tomašević Lišanin, M.; (2010). Profesionalna prodaja i pregovaranje, Zagreb: HUPUP			
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.	1. Materials on the Baltazar system for distance learning. 2. Omazić, M. A., Baljkas, S. (2005). Vještine vođenja projekata. Projektni menadžment. Zagreb: Sinergija. 3. Tomašević Lišanin, M.; (2010). Profesionalna prodaja i pregovaranje, Zagreb: HUPUP	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.	1. Materials on the Baltazar system for distance learning. 2. Omazić, M. A., Baljkas, S. (2005). Vještine vođenja projekata. Projektni menadžment. Zagreb: Sinergija. 3. Tomašević Lišanin, M.; (2010). Profesionalna prodaja i pregovaranje, Zagreb: HUPUP	Lecture	Written exam and presentation	5
4.	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.	1. Materials on the Baltazar system for distance learning. 2. Omazić, M. A., Baljkas, S. (2005). Vještine vođenja projekata. Projektni menadžment. Zagreb: Sinergija. 3. Tomašević Lišanin, M.; (2010). Profesionalna prodaja i pregovaranje, Zagreb: HUPUP	Exercises	Written exam and presentation	1,2,3
5.	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.	1. Materials on the Baltazar system for distance learning. 2. Omazić, M. A., Baljkas, S. (2005). Vještine vođenja projekata. Projektni	Exercises	Written exam and presentation	4,5

		menadžment. Zagreb: Sinergija. 3. Tomašević Lišanin, M.; (2010). Profesionalna prodaja i pregovaranje, Zagreb: HUPUP			
<b>Comments and clarifications</b>					
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 Zapršić.					
<b>Required reading</b>					
1. Materials on the Baltazar system for distance learning. 2. Voss, C., & Raz, T. (2016). Never split the difference: Negotiating as if your life depended on it. Random House. 3. Tobis, M., & Tobis, I. (2002). Managing multiple projects. McGraw-Hill Professional. 4. Richardson, G. L., & Jackson, B. M. (2018). Project management theory and practice. Auerbach Publications. 5. Heerkens, G. R. (2002). Project management. McGraw Hill Professional. 6. Judkins, R. (2015). The art of creative thinking. Hachette UK.					
<b>Additional reading</b>					
1. Gallo, C. (2010). Presentation Secrets of Steve Jobs: How to be Insanely Great in Front of Any Audience. McGraw-Hill Education. 2. Thill, J. V., Bovée, C. L., & Cross, A. (2013). Excellence in business communication. New York: Pearson. 3. Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S. (2016). Communication between cultures. Cengage Learning.					
<b>Student obligations</b>					
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 Zapršić. In order to acquire the right to take the exam, student must meet the following conditions: 1. The minimum attendance is set at 60%. 2. Active participation in classes					
<b>Student workload</b>					
Attendance	1	Case study		Seminar paper	Essay
Written exam	2.5	Oral exam		Continuous assessment	Project
Portfolio		Research		Presentation	0.5 Practical work
<b>EVALUATION OF STUDENTS' WORK</b>					
<b>Subject of evaluation</b>					<b>Amount (%)</b>
Written exam					100%
<b>Evaluation criteria</b>					
According to the current Regulations on studying of the University of Applied Sciences Baltazar Zapršić					
<b>Comments and clarifications</b>					
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.					

<b>Notification of exam results</b>
Through Infoeduka (digital registrar's office system) and distance learning system "Baltazar"
<b>Method of communication between students and teachers / assistants</b>
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
<b>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</b>
Student survey, course-level survey, self-evaluation of course performance and evaluation of teaching at the department level.

1 BASIC INFORMATION ON THE COURSE			
Course title:	BUSINESS ETHICS AND SOCIAL CORPORATE RESPONSIBILITY		
Type of study:	Professional study		
Major:	Office management		
Year and semester the course is delivered in:	1 <sup>st</sup> year, 2 <sup>nd</sup> semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		25 (20 lectures + 5 exercises)	
ECTS credit:		4	
Course status:		obligatory	
Language of instruction:	Croatian, English		



<b>COURSE DESCRIPTION</b>					
<b>Enrolment requirements</b>					
Terms of enrolment.					
<b>Course objectives</b>					
To develop critical thinking and to enrol principles of argumentation among the students: to teach them how to take a stand and decision-making conduct related to a business situation. The course also provides insights into relevant ethical notions, theories, teaching and schools which arose within historical and philosophical milieu since the ancient times onwards. 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.					
<b>Course content</b>					
Introductory course class. Basics of ancient Greek, Medieval and Modern Philosophical Concepts. Liberty and Entrepreneurship. Social Corporate Responsibility within the Context of Moral Theory. Selected Issues of Political Philosophy regarding Business Administration Concept. Globalization and Human Rights. The Concept of Values and Virtues in Business and Management.					
<b>Expected learning outcomes at the level of the course</b>					
<b>I1</b> To identify and interpret the underlying concepts of ethical discipline: ethics, morality, goodness, virtue, justice, responsibility, duty, freedom, conscience, value, human rights. <b>I2</b> To separate good / rightful / righteous action from bad / unmanageable / unfair in business practice. <b>I3</b> To evaluate a business-ethical dilemma and / or a situation specific for the market of goods and services according to the principle of socially responsible business and management. <b>I4</b> To analyse the ethical issues that arise from the content of other courses of Business and Management studies and present a seminar on a given topic.					
<b>Learning outcomes at the level of the study programme to which the course contributes</b>					
I1-I4					
<b>Competences that the student acquires after passing the course</b>					
Differentiating right and wrong; forming critical thinking for decision-making process in business and management.					
PART – TIME STUDY PROGRAMME					
Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	<b>Course Intorductory/History of Ethics</b>	"Introduction into Business Ethics"	L	<b>Final exam</b>	<b>1</b>
2.	<b>Basic Ethical Teachings within Rise of Modern Economy Context</b>	"The General Theory of Employment, Interest and Money" - Introduction	L	<b>Final exam</b>	<b>2,3</b>
3.	<b>Basics of Macroeconomics</b>	"Introduction into Business Ethics": J. M. Keynes: Economic Possibilities for Our Grandchildren	L	<b>Final exam</b>	<b>2,3</b>
4.	<b>Social Responsibility and The General Theory Context</b>	"The General Theory of Employment, Interest and Money"	L	<b>Final exam</b>	<b>2,3</b>
5.	<b>Presentations of seminary paper</b>	Students' seminars	S	<b>Seminar</b>	<b>4</b>

<b>Comments and clarifications</b>							
None.							
<b>Required reading</b>							
Selected writings on contemporary moral issues within economic theory and practice: "Introduction into Business Ethics" - Hrestomaty - for internal use only - non reviewed but authorised and already published in various sources.							
<b>Additional reading</b>							
1) ARISTOTLE: "Nichomachean ethics" - various ed. 2) John Maynard Keynes: "The General Theory of Employment, Interest and Money" - various trans.							
<b>Student obligations</b>							
Acquired by mission.							
<b>Student workload</b>							
Attendance	1	Case study	2	Seminar paper	-	Essay	-
Written exam	-	Oral exam	-	Continuous assessment	-	Project	.
Portfolio	-	Research	-	Presentation	1	Practical work	-
<b>EVALUATION OF STUDENTS' WORK</b>							
<b>Subject of evaluation</b>						<b>Amount (%)</b>	
Attendance						25	
Case study						50	
Presentation						25	
<b>Evaluation criteria</b>							
Proposed by course subject and the Code of Study Program							
<b>Comments and clarifications</b>							
<b>If necessary.</b>							
<b>Notification of exam results</b>							
Directly at the class; via "Baltazar" distant learning system end Infoeduka electronic student service within <b>5 work days</b>							
<b>Method of communication between students and teachers / assistants</b>							
Directly at the class; via "Baltazar" distant learning system end Infoeduka electronic student service							
<b>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</b>							

1 BASIC INFORMATION ON THE COURSE			
Course title:	PUBLIC RELATIONS		
Type of study:	Professional study		
Major:	Office management		
Year and semester the course is delivered in:	3 <sup>rd</sup> year, 6 <sup>th</sup> semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		25 (20 lectures + 5 exercices)	
ECTS credit:		4	
Course status:		<u>obligatory</u>	
Language of instruction:	Croatian, English		

COURSE DESCRIPTION
<i>Enrolment requirements</i>
None
<i>Course objectives</i>
The aim of this course is to acquaint students with the basic concepts and laws of public relations and explain to them the importance and role that public relations play in business success. The course is focused on acquiring applied knowledge on how to plan and manage communications, then on mastering the skills of organizing meetings, publicity and presentation, and on the ability to create a crisis and communication plan. The course places special emphasis on media relations management and the branding process. Both processes are considered in the context of technological trends (paradigm shifts in traditional media - social media) and trends in creative industries.
<i>Course content</i>
Public relations - introduction. History of PR. Theories and models of PR. Media relations. Techinques and tools of PR. Media event. Communication plan. Identity, image, reputation. Corporate social responsibility. Crisis communication. PR and new/social media.
<i>Expected learning outcomes at the level of the course</i>
<div>1. Identify basic concepts of public relations.</div> <div>2. Critically evaluate the role of mass media and the importance and influence of mediated communication.</div> <div>3. Design a business communication plan.</div> <div>4. Design a crisis communication plan.</div> <div>5. Combine trends in PR with needs and trends in the field of culture, creative industries and cultural tourism.</div> <div>6. Formulate ethical and professional standards and principles in PR.</div>
<i>Learning outcomes at the level of the study programme to which the course contributes</i>
LO 1, 2, 6, 8
<b>Competences that the student acquires after passing the course</b>
<b>generic competencies:</b> communication skills, independent and team work, ethical and professional communication with stakeholders <b>area-specific competencies:</b> designing the identity of the organization, designing a crisis communication plan, knowledge of techniques and tools in PR, 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.	Public relations - definitions and basic concepts. Historical development of PR. Edward Bernays.	<i>Exploring Public Relations</i> Documentary THE CENTURY OF THE SELF <a href="https://www.youtube.com/watch?v=Dn-Pmg0R1M04">https://www.youtube.com/watch?v=Dn-Pmg0R1M04</a>	5L	Exam	1
2.	PUBLIC RELATIONS - different publics, public opinion. MEDIA RELATIONS - media as institution. Mediated communication. Public and private sphere.	<i>Exploring Public Relations</i>	5L	Exam	1,2
3.	Designing identity of an organization. Tools and techniques in PR. Models of PR.	<i>Exploring Public Relations</i>	5L	Exam	3
4.	Ethics in public communication, PR, media. Corporate social responsibility. PR and new/social media.	<i>Exploring Public Relations</i>	5L	Exam	6,5
5.	Designing communication plan. Evaluation and measuring of communication achievements. Crisis communication. Crisis communication plan.	<i>Exploring Public Relations</i>	5E	Project	3,4
<b>comments and clarifications</b>					
<b>Required reading</b>					
1. Tench, R. and Liz Yeomans (2017). <i>Exploring Public Relations</i> . Pearson Education UK.					
<b>Additional reading</b>					
1. Schultz, Howard (2019). <i>From the Ground Up: A Journey to Reimagine the Promise of America</i> . Random House Digital					
<b>Student obligations</b>					
<p>Students are required to actively participate in classes.</p> <p>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.</p> <p>Students, in order to acquire the right to sign from the course, must meet the following conditions:</p> <ol style="list-style-type: none"> <li>1. The minimum attendance is set at 40%.</li> <li>2. Active participation in classes</li> </ol>					

<b>Student workload</b>							
Attendance	1	Case study		Seminar paper		Essay	
Written exam	1.5	Oral exam		Continuous assessment		Project	1
Portfolio		Research		Presentation	0.5	Practical work	
<b>EVALUATION OF STUDENTS' WORK</b>							
<b>Subject of evaluation</b>						<b>Amount (%)</b>	
Exam						55%	
Project						30%	
Presentation of the project						15%	
<b>Evaluation criteria</b>							
According to the valid Ordinance on studies and studying at the Baltazar Zaprëšić Polytechnic							
<b>Comments and clarifications:</b> The professor has the discretion to invite the student to the oral part of the exam and thus check the written part of the exam.							
<b>Notification of exam results</b>							
Through Infoeduka (digital office system) and distance learning system "Baltazar",							
<b>Method of communication between students and teachers / assistants</b>							
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: <a href="mailto:slackovic1@bak.hr">slackovic1@bak.hr</a>							
<b>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies:</b> 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.							

1 BASIC INFORMATION ON THE COURSE

Course title:	DESIGN AND VISUAL COMMUNICATIONS		
Type of study:	Undergraduate Proferssional Study		
Major:	Business and Management		
Year and semester the course is delivered in:	3 <sup>rd</sup> year, 6 <sup>th</sup> semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
Hours per semester:		25 (15 lectures + 10 exercices)	
ECTS credit:		4	
Course status:		obligatory	
Language of instruction:	English		

COURSE DESCRIPTION					
<b>Enrolment requirements</b>					
None.					
<b>Course objectives</b>					
The aim of the course is to acquaint students with the theory and history of visual communications and design as a discipline necessary for the implementation of business projects. Students will get to know the elements and specific techniques of the design process. At the same time, they will develop the ability to interpret and critically valorize visual communications of various cultural products, services and programs, and they will be able to design their own project according to the principles and procedures of design.					
<b>Course content</b>					
Concepts of visual communication and design and their basic principles and elements. Design process. The most important periods, movements and personalities in the history of world design. Main terms and principles of graphic design. Graphic production and publishing. Visual identity design. Web design and online product presentation.					
<b>Expected learning outcomes at the level of the course</b>					
IU1 Evaluate the elements and main principles of design and design process as well as the most important periods, movements and personalities in the history of world design. IU2 Evaluate the principles and elements of graphic design and visual identity design of various products. IU3 Evaluate the specifics of web design and online products presentation. IU4 Create a product plan in accordance with the design principles and the design process.					
<b>Learning outcomes at the level of the study programme to which the course contributes</b>					
IU2, IU5, IU10					
<b>Competences that the student acquires after passing the course</b>					
generic competences: ability to search, process and analyze information from different sources; independent and team work; criticality and creativity; abstract thinking, analysis and synthesis; oral and written communication area-specific competences: knowledge about the history and theory of visual communications and design, as well as specific design processes and techniques used in projects; skills of interpretation and critical valorization of visual communications of various products, services and programs; project design skills according to design principles and procedures.					
PART – TIME STUDY PROGRAMME					
Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Introduction to the Design and Visual Communications course. Theory of design and visual communications. Basic principles and elements of design. Principles and methods of design process.	Lupton, Ellen and Cole Phillips, Jennifer (2008): Graphic Design, The New Basics. Princeton Architectural Press.	L/E	Seminar paper on a topic from the theory and history of design	1.
2.	History of design. Contemporary design.	Wolfe, Tom (2007): From Bauhaus to our home, Postscriptum, 2007.	L/E	Seminar paper on a topic from the theory and history of design	1.
3.	Elements of graphic design. Graphic production and management of the management process. Visual identity design. Web design and online presentation.	Lupton, Ellen and Cole Phillips, Jennifer (2008): Graphic Design, The New Basics. Princeton Architectural Press.	L/E	Analysis of visual communications	2., 3.

4.	Analysis of graphic design. Visual identity analysis. Web design analysis.	Lupton, Ellen and Cole Phillips, Jennifer (2008): Graphic Design, The New Basics. Princeton Architectural Press.	L/E	Analysis of visual communications	2., 3.		
5.	Design thinking. Planning and creation of products.	Ambrose, Haris: Design Thinking (2010), An AWA Book	L/E	Creation and presentation of the product plan	4.		
<b>Comments and clarifications</b>							
-							
<b>Required reading</b>							
1. Lupton, Ellen and Cole Phillips, Jennifer (2008): Graphic Design, The New Basics. Princeton Architectural Press. 2. Wolfe, Tom (2007): From Bauhaus to our home, Postscriptum, 2007.							
<b>Additional reading</b>							
1. Graphic design history, available at <a href="https://visualartsdepartment.wordpress.com/arts-crafts/(selected%20chapters)">https://visualartsdepartment.wordpress.com/arts-crafts/(selected chapters)</a>							
<b>Student obligations</b>							
Students are required to actively participate in classes. Students are also obliged to adhere to the academic rules during classes, as well as all the rules of conduct prescribed by the University, which are contained in the decisions made by the competent bodies of the University. Students, in order to acquire the right to sign from the course, must meet the following conditions: 1. Minimum class attendance 40%. 2. Active participation in classes 3. Preparation and presentation of a seminar paper on the topic of theory and history of design 4. Creating an analysis of visual communications of an institution or a product 5. Creation of a product plan.							
<b>Student workload</b>							
Attendance	1	Case study		Seminar paper	1	Essay	
Written exam		Oral exam		Continuous assessment		Project	1
Portfolio		Research	0,5	Presentation	0,5	Practical work	
<b>EVALUATION OF STUDENTS' WORK</b>							
<b>Subject of evaluation</b>						<b>Amount (%)</b>	
Creation and presentation of a seminar paper on a topic in theory and history of design						20%	
Creating an analysis of the visual identity of an institution or a product						40%	
Creation and presentation of the product plan						40%	
<b>Evaluation criteria</b>							
<b>Comments and clarifications</b>							
<b>Notification of exam results</b>							
Through Infoeduka and "Baltazar" system							
<b>Method of communication between students and teachers / assistants</b>							
email: <a href="mailto:ldomsic@bak.hr">ldomsic@bak.hr</a>							
<b>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</b>							

1 BASIC INFORMATION ON THE COURSE

<b>Course title:</b>	<b>E-ORGANISATION AND OFFICE MANAGEMENT</b>		
<b>Type of study:</b>	Professional study		
<b>Major:</b>	Office management		
<b>Year and semester the course is delivered in:</b>	2 <sup>nd</sup> year, 4 <sup>th</sup> semester		
	Winter semester FULL-TIME	Summer semester FULL-TIME	PART-TIME
<b>Hours per semester:</b>		<b>30</b> (20 lectures + 10 exercises)	
<b>ECTS credit:</b>		6	
<b>Course status:</b>		<b>obligatory</b>	
<b>Language of instruction:</b>	Croatian, English		



COURSE DESCRIPTION
<b>Enrolment requirements</b>
None
<b>Course objectives</b>
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.
<b>Course content</b>
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
<b>Expected learning outcomes at the level of the course</b>
<ol style="list-style-type: none"> <li>1. Design the implementation of office operations and correspondence between public bodies and private entities in accordance with the rules of office operations</li> <li>2. Present an analysis of relevant legal norms on office operations, administrative fees and electronic documents</li> <li>3. Manage office environment, personal work organization, associates.</li> <li>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.</li> <li>5. Manage business information and communications in the office business</li> <li>6. Predict changes and trends in global business and the ICT industry.</li> </ol>
<b>Learning outcomes at the level of the study programme to which the course contributes</b>
<b>Competences that the student acquires after passing the course</b>
<b>Upon successful completion of this course, students will be able to:</b> <ul style="list-style-type: none"> <li>• Apply relevant legal rules and measures in written management.</li> <li>• Independently perform office work in the offices of public bodies .,</li> <li>• Conduct office operations in public bodies and the economy.</li> <li>• Search, systematize and manage business information.</li> <li>• Apply information and communication technologies in office operations.</li> </ul>

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
<b>Comments and clarifications</b>					
<b>Required reading</b>					
<ol style="list-style-type: none"> <li>1. Dubey, N. B. 2009. Office Management: Developing Skills for Smooth Functioning</li> <li>2. Upamanyu Madhow. 2008. Fundamentals of digital communication. Cambridge University Press</li> <li>3. Howson, Cindi. Successful Business Intelligence. 2008. McGraw-Hill Osborne Media</li> </ol>					

<b>Additional reading</b>							
1. Digital public services: How to achieve fast transformation at scale. <a href="https://www.mckinsey.com/industries/public-and-social-sector/our-insights/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</a>							
<b>Student obligations</b>							
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							
<b>Student workload</b>							
Attendance	1	Case study		Seminar paper	1.5	Essay	
Written exam	2	Oral exam		Continuous assessment		Project	1.5
Portfolio		Research		Presentation		Practical work	
<b>EVALUATION OF STUDENTS' WORK</b>							
<b>Subject of evaluation</b>						<b>Amount (%)</b>	
Exam						60%	
Project						20%	
Seminar						20%	
<b>Evaluation criteria</b>							
According to the valid Ordinance on studies and studying at the Baltazar Zaprrešić Polytechnic							
<b>Comments and clarifications</b>							
<b>Notification of exam results</b>							
Through Infoeduka (digital office system) and distance learning system "Baltazar",							
<b>Method of communication between students and teachers / assistants</b>							
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: <a href="mailto:slackovic1@bak.hr">slackovic1@bak.hr</a>							
<b>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies:</b> 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.							

For the following courses, the syllabus will be published soon!

Organisation and Functioning of EU Institutions

Business Logistics

Cultural and Creative Tourism

Marketing

Management and Organisation in Culture

