



ENGLISH COURSE CATALOGUE



+385 91 90 9003
<https://www.bak.hr/en>
Vladimira Novaka 23, Zaprešić, Croatia

BACHELOR DEGREE STUDY PROGRAMME IN BUSINESS AND MANAGEMENT

SUMMER SEMESTER

Creative Entrepreneurship	6 ECTS
Business skills	5 ECTS
Development Strategies and Project Operations	4 ECTS
Business finance	6 ECTS
Croatian language and culture for foreigners	6 ECTS
Applied Business Informatics	5 ECTS
Business Mathematics	6 ECTS
Cultural and Creative Tourism	5 ECTS
Business English 1	3 ECTS
Introduction to sociology	4 ECTS
E-organisation and office management	6 ECTS
Design and Visual Communications	4 ECTS
Organisation and Functioning of EU Institutions	5 ECTS
Public relations	4 ECTS
Business Ethics and Social Corporate Responsibility	4 ECTS

OUR ERASMUS TEAM

Kristina Đolo Labus, MS PR
Head of International Cooperation Office,
Erasmus Coordinator
email: kdololabus@bak.hr



Creative Entrepreneurship

GENERAL INFORMATION	
Course coordinator	Sendi Deželić, PhD
Course instructor	Sendi Deželić, PhD
Study programme	Undergraduate Business and Management professional study programme
Course status	Compulsory / Elective
Year of study, semester	Year II, Semester IV
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	
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	3, 5, 9, 11, 13
Competences that a student acquires after passing the course	
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: 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	Lectures + Exercises	Written exam + entrepreneurial project	2, 3

Creative Entrepreneurship

		Kolb, M. B. (2015). Entrepreneurship for the Creative and Cultural Industries. New York: Routledge. Lecture materials available on the Balthazar system			
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
Comments and clarifications					
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.					
Required reading					
1. Nandan,H. (2013). Fundamentals of Entrepreneurship, PHI Learning Private Limited, Delhi (selected chapters) 2. Korkut, D., Kopal, R. (2018). Kreativnost 4.0: evolucija i revolucija, Kerschoffset, Zagreb (translated and selected chapters) 3. Kolb, M. B. (2015). Entrepreneurship for the Creative and Cultural Industries. Routledge, New York (selected chapters)					
Additional reading					
1. Kwegyir, V. (2014). Pitch Your Business Like a Pro. VicCor Wealth Publishing, USA 2. Burke, B. (2014). Gamify: How Gamification Motivates People to Do Extraordinary Things. Bibliomotion, New York 3. Sutton, R.I. (2007). Weird Ideas That Work: How to Build a Creative Company. Free Press, New York.					
Student obligations					
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.					
Student workload					
Attendance		Case study	Seminar paper	2	Essay
Written exam	2	Oral exam	Continuous assessment		Project
Portfolio		Research	Presentation	2	Practical work
EVALUATION OF STUDENTS' WORK					
Subject of evaluation					
Entrepreneurial project					
Presentation					
Final exam					
Evaluation criteria					
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.					

Business skills

GENERAL INFORMATION	
Course coordinator	Ivana Lacković, PhD, senior lecturer
Course instructor	Ivana Lacković, PhD, senior lecturer
Study programme	Professional undergraduate study Business and Management
Course status	Compulsory
Year of study, semester	2 nd year, summer semester
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload 5 Number of classes (lectures + seminars + exercises) 20 lectures + 10 exercises

COURSE DESCRIPTION	
Enrolment requirements	
None.	
Course objectives	<p>The aim of the course is to use concrete examples from business practice to point out the importance of managerial skills and to establish them at the same time. The emphasis is on developing awareness of generic skills that represent the basis for the development of quality interpersonal relationships and are ultimately also the basis for successfully mastering business tasks. Interpersonal skills, delegation, conflict management and negotiation skills represent the fundamental management skills of today, and the course therefore has an integral approach to business challenges, with an emphasis on the necessity of lifelong learning and the creation of personal added value.</p>
Course content	<p>Managerial skills. Interpersonal communication (emotional intelligence as the basis of interpersonal relations and communication, advantages of assertive communication). Delegation (delegation as a skill, time management, work-life balance, stress as a consequence of poor time management). Conflict management (solving conflicts and problems, willingness to cooperate, adaptability, conflicts in teams). Negotiation (negotiation as a skill, ability to convince - persuasion).</p>
Expected learning outcomes at the level of the course	<p>After successfully completing this course the students will be able to:</p> <p>LO1: Critically evaluate the concepts of interpersonal communication in order to achieve good interpersonal relations in the organization.</p> <p>LO2: Identify fundamental mistakes in delegation and time management in order to achieve work-life balance.</p> <p>LO3: Develop a willingness to cooperate in order to resolve conflicts.</p> <p>LO4: Evaluate the impact of the use of appropriate negotiation techniques on the achievement of business results.</p>
Learning outcomes at the level of the study programme to which the course contributes	Learning outcome no. 2, 3, 9, 10, 13.

Competences that the student acquires after passing the course					
PART-TIME STUDY PROGRAMME					
Bloc k	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1 i 2	Interpersonal communication - emotional intelligence as the basis of interpersonal relations and communication - the importance of assertive communication	Interpersonal Communication: Putting Theory into Practice. How to become a More Effective Leader. Internal materials published on the distance learning system "Baltazar.	10L	Oral exam	1, 4, 3
3	Delegation - delegation as a skill, time management, work-life balance	Managing Yourself - Work-Life Balance Is a Cycle, Not an Achievement. How to become a More Effective Leader. Internal materials published on the distance learning system "Baltazar.	5L	Oral exam, presentation, case study	1, 2
4	Conflict management - solving conflicts and problems, willingness to cooperate, adaptability. Negotiation - negotiation as a skill, the ability to persuade	Are You Ready to Engage? The Impact of Decisional Conflict on Advance Directives Education. How to become a More Effective Leader. 6 negotiation skills all professionals can benefit from. Internal materials published on the distance learning system "Baltazar.	5L	Oral exam, presentation, case study	1, 3, 4

Business skills

5 i 6	Solving practical examples / case studies from business practice Internal materials published on the distance learning system "Baltazar"	10V	Oral exam, presentation, case study	1, 2, 3, 4
Comments and clarifications				
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Required reading				
<ul style="list-style-type: none"> ● Brown, M. (2023). Are You Ready to Engage? The Impact of Decisional Conflict on Advance Directives Education. Doctoral dissertation. Nova Southeastern University Florida, USA. The Impact of Decisional Conflict on Advance Directives Education. ● Harvard Business School Online - How to become a More Effective Leader, 2023. https://info.email.online.hbs.edu/leadership-ebook ● Lupu, I. & Ruiz-Castro, M. for Harvard Business Review. (2021). Managing Yourself - Work-Life Balance Is a Cycle, Not an Achievement https://hbr.org/2021/01/work-life-balance-is-a-cycle-not-an-achievement ● Miller, K. for Harvard Business School Online. (2023). 6 negotiation skills all professionals can benefit from. https://online.hbs.edu/blog/post/negotiation-skills ● Solomon, D., & Theiss, J. (2022). Interpersonal Communication: Putting Theory into Practice (2nd ed.). Routledge. https://doi.org/10.4324/9781351174381 Interpersonal Communication: Putting Theory into Practice. 				
Additional reading				
<ul style="list-style-type: none"> ● Alvarez Sainz, M., Ferrero, A. M., & Ugidos, A. (2019). Time management: skills to learn and put into practice. Education+ Training, 61(5), 635-648. https://www.researchgate.net/profile/Arantza-Ugidos/publication/330977996_Time-management_skills_to_learn_and_put_into_practice/links/5c66d472a6fdcc404eb43cce/Time-management-skills-to-learn-and-put-into-practice.pdf ● As, A. B. (2016). Storytelling to improve speaking skills. English Education Journal, 7(2), 194-205. https://jurnal.usk.ac.id/EEJ/article/viewFile/3733/3423 ● Proksch, S. (2016). Conflict management. Springer. http://repository.iuk.ac.ke:8080/xmlui/bitstream/handle/123456789/347/Conflict%20Management%20%28Stephan%20Proksch...%20%28Z-Library%29.pdf?sequence=1&isAllowed=y 				
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 institution, 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:				
<ol style="list-style-type: none"> 1. The minimum attendance is set at 40%. 2. Active participation in classes. 				

Development Strategies and Project Operations

GENERAL INFORMATION		
Course coordinator	Zlatko Barilović, PhD, Assistant professor, College Professor Karlo Jurač, mag. oec., Lecturer	
Course instructor	Karlo Jurač, mag. oec., Lecturer	
Study programme	Professional Undergraduate Study Business And 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 Number of classes (lectures+seminars+exercises)	4 25 (20L + 5S)
COURSE DESCRIPTION		
<p>Enrolment requirements None.</p> <p>Course objectives The aim of the course is to familiarize students with the fundamental theoretical and practical aspects of the strategic management process. Students will acquire applied knowledge related to strategic planning, environmental analysis, formulation and implementation of strategies, and strategic control. They will also be introduced to the fundamental aspects of project management and project operations (with a special focus on project planning), in the context of successful realization of organizational strategies.</p> <p>Course content Introduction to Strategic Management (Genesis of Strategic Management, Strategic Management Process, Phases of Strategic Management Development in an Organization), Fundamentals of Environmental Analysis, Environmental Structure, Methods and Techniques of Environmental Analysis, Environmental Forecasting, Evaluation of the Environmental Analysis Process, Setting Mission, Vision, and Goals, Strategy Formulation (Approach to Formulation, Alternative Strategies, Strategic Choice), Strategy Implementation, Implementation through Functional Strategies, Implementation through Structure, Leadership, Culture, and Reward Systems, Selection of Implementation Approaches, Concept of Strategic Control, Types of Control Systems, Levels of Control, Performance Measures, Processes of Strategy Creation and Projects, Project as a Goal-Oriented and Time-Bound Process, Project-Oriented Organizations and Project-Oriented Operations, Transformation of Strategies into Projects, Principle of Project Alignment, Planning and Initiation of Projects.</p> <p>Expected learning outcomes at the level of the course</p> <p>Upon successful completion of this course, students will be able to:</p> <p>LO1 Suggest methods and techniques for conducting internal and external environmental analysis of an organization.</p> <p>LO2 Create the mission, vision, and goals of an organization.</p>		

LO3 Lead the processes of strategy formulation, implementation, and control. LO4 Select appropriate projects with the aim of realizing organizational strategy. LO5 Design a project plan for the implementation of organizational strategy.					
Learning outcomes at the level of the study programme to which the course contributes					
LO9, LO10, LO11, LO13					
Competences that the student acquires after passing the course					
Generic and domain-specific competencies: Ability to design organizational strategies and projects and manage them, ability to apply knowledge in practice, ability to plan and manage time, proficiency in basic practical professional knowledge, research skills, information management skills, ability to adapt to new situations, ability to generate new ideas/creativity, problem-solving skills, decision-making skills, teamwork skills, initiative and entrepreneurial spirit, ethical behavior.					
PART - TIME STUDY PROGRAMME					
Bloc k	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Introduction to Strategic Management (Genesis of Strategic Management, Strategic Management Process, Phases of Strategic Management Development in an Organization), Fundamentals of Environmental Analysis, Environmental Structure, Methods and Techniques of Environmental Analysis, Environmental Forecasting, Evaluation of the Environmental Analysis Process.	Rothaermel, F. T. (2023) Strategic Management, McGraw Hill	L	Case Study, Presentation	1
2.	Setting mission, vision, and goals.	Rothaermel, F. T. (2023) Strategic Management, McGraw Hill	L	Case Study, Presentation	2
3.	Strategy Formulation (Approach to Formulation, Alternative Strategies, Strategic Choice), Strategy Implementation, Implementation through Functional Strategies, Implementation through Structure, Leadership, Culture, and Reward Systems, Selection of Implementation Approaches	Rothaermel, F. T. (2023) Strategic Management, McGraw Hill	L	Case Study, Presentation	3

Development Strategies and Project Operations

Business finance

GENERAL INFORMATION		
Course coordinator	Assistant professor Ivica Klinac, PhD	
Course instructor	Assistant professor Ivica Klinac, PhD	
Study programme	Professional undergraduate study Business and management	
Course status	Compulsory	
Year of study, semester	2nd year, IV semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload Number of classes (lectures+seminars+exercises)	6 30 (20L+10E)

COURSE DESCRIPTION		
Enrolment requirements		
None		
Course objectives		
The course is designed to enable students to acquire knowledge and skills related to the basic categorical apparatus in the field of business finance, as well as to acquire knowledge about models, procedures, techniques and methods of its implementation in various areas of practical company activity.		
Course content		
Positioning of company finances. Microeconomic aspect of business finance. The company and some essential features of the company (objectives, legal form). The company as a financial system.		
The process of managing the company's finances. Defining corporate finance management. Tasks of company financial management. The process of managing the company's finances. Financial categorical apparatus. The concept of the time value of money in the framework of the time preference theory of money.		
Financial function of the company. The position and organization of the company's financial function. The relationship between the financial function and other functions in the company. The goals and tasks of the financial function in the company. Fundamental decisions of the financial manager.		
Financial environment of the company. Business VS financial environment of the company. Positioning of the company in the financial environment. The nature of financial business relations of companies and economic entities in the financial environment. Determining the market price of money and the market price of capital based on the interdependence of risk and profitability.		
Capital budgeting process. The importance and determination of the capital budgeting process. Characteristics of investment projects. Criteria and methods for assessing the financial efficiency of investment projects. The procedure for implementing the capital budgeting process in the company. Cost of capital.		
The process of financing the company's operations. Need for financing. Defining the financing of the company's operations. Sources of financing. Financing methods. Financing costs. Weighted average cost of capital. Optimal capital structure. The rule of financial leverage.		

<p>Company liquidity management. Liquidity and its role. Working capital management (net working capital). Cash flow management. Defining and creating a financial budget. Business VS money cycle. Cash gap management.</p> <p>Analysis of the company's financial situation. Defining financial analysis. Basis for carrying out financial analysis. Financial indicators of liquidity. Financial indicators of activities. Financial indicators of the use of leverage. Financial indicators of profitability. Financial indicators of investment.</p> <p>Expected learning outcomes at the level of the course</p> <p>Upon successful completion of this course, students will be able to:</p> <p>LO1 Organize the company's financial management process in the context of connecting the financial function with other business functions within the company, as well as in the context of the company's positioning in the financial environment.</p> <p>LO2 Assess the financial efficiency of investment projects within the capital budgeting process.</p> <p>LO3 Compare the sources of financing of the company's operations in the context of determining the optimal capital structure.</p> <p>LO4 Assess the trend of liquidity and solvency of the company based on the preparation of the company's cash budget.</p> <p>LO5 Evaluate the financial and business performance of the company in order to improve the future financial position of the company.</p> <p>Learning outcomes at the level of the study programme to which the course contributes</p> <p>LO7 Choose appropriate economic, accounting and financial tools for business analysis and financial planning</p> <p>LO9 Manage business processes using managerial concepts and in accordance with the legislative and regulatory framework.</p> <p>LO10 Integrate acquired knowledge with the aim of improving the operational level of business processes in an entrepreneurial and innovative way.</p> <p>LO12 Apply specific economic techniques and tools in the performance of certain business functions in the organization.</p> <p>Competences that the student acquires after passing the course</p> <p>The competencies that the course develops are solving specific management problems in the process of operational financial management and decision-making in the company, which includes preparing the foundations and implementing procedures and techniques for:</p> <ol style="list-style-type: none"> 1. creation of investment programs, 2. the choice of financial instruments in the processes of investing and financing companies, 3. creation of a financial budget for the management of the company's cash flows i 4. application of financial analysis techniques in order to interpret the financial aspect of the company's overall operations. <p>PART - TIME STUDY PROGRAMME</p>					
Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number

Business finance

	Introduction to the Business Finance course - presentation of the course and the way it works	Syllabus content and structure	-	-	-				
1.	Positioning of company finances	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 1, p. 15-24.	lessons, webinars, video lessons,	assignments during the teaching process, final exam	1.	3.	money techniques		
	Company and nature of company	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 2, p. 25-45.	lessons, webinars, video lessons,	assignments during the teaching process, final exam	1.		<i>Capital budgeting process</i>	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 8, p. 149-168.	lessons, webinars, video lessons, assignments during the teaching process, final exam
	Financial function in the company	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 3, p. 47-51.	lessons, webinars, video lessons,	assignments during the teaching process, final exam	1.		<i>Illustrative example - Application of methods for evaluating the financial efficiency of investment projects</i>	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 7, p. 127-147.	lessons, webinars, video lessons, assignments during the teaching process, final exam
2.	Financial environment of the company	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 4, p. 53-79.	lessons, webinars, video lessons,	assignments during the teaching process, final exam	1.	4.	<i>The process of financing the company's operations</i>	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 8, p. 149-168.	lessons, webinars, video lessons, assignments during the teaching process, final exam
	Concept of time value of money - application of time value of	Teaching material for the needs of teaching that are available on the "Baltazar" distance learning system.	lessons, webinars, video lessons,	assignments during the teaching process, final exam	1.		<i>Illustrative example - Determining the optimal capital structure: The double effect of the use of financial leverage</i>	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 9, p. 169-206.	lessons, webinars, video lessons, assignments during the teaching process, final exam
						5.	<i>Company liquidity management</i>	Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 10, p. 207-224.	lessons, webinars, video lessons, assignments during the teaching process, final exam

Business finance

Illustrative example – Creation of the company's cash budget and application of management options of the cash manager	<p>Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 11, p. 225-235.</p>	lessons, webinars, video lessons,	assignments during the teaching process, final exam	4.
6. Analysis of the company's financial situation	<p>Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: VSPU "B. A. Krčelić", chapter 12, p. 237-247.</p>	lessons, webinars, video lessons,	assignments during the teaching process, final exam	5.
	Illustrative example – Horizontal and vertical analysis of the company's financial situation	lessons, webinars, video lessons,	assignments during the teaching process, final exam	5.
Comments and clarifications				
All additional information and possible changes related to the performance of classes during the teaching process will be published during classes or within the distance learning system eBaltazar.				
Required reading				
Teaching material for the needs of teaching that can be found on the distance learning system "Baltazar" Santini, I. (2013), Financial management - selected topics, Zaprešić: College of Business and Management. Vidučić, L. (2015). Financial Management, Zagreb, RRiF: Zagreb				
Additional reading				
Brealey RA, Myers SC, Marcus AJ. (2007), Basics of corporate finance, Zagreb: Mate (selected chapters). Van Horne J.C., Wachowicz J.M. Jr. (2002), Basics of financial management, Zagreb: Mate (selected chapters). Orsag, S. (2015). Business finance, Zagreb: Avantis HUFA				

Student obligations				
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 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. Minimum of completed activities in class 40% (part-time students), 60% (regular students). 2. Active participation in classes.				
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 (%)			
Written exam or continuous knowledge test (colloquium)	85%			
Oral exam	15%			
Evaluation criteria				
According to the current Rulebook on studies and studying at the Baltazar Zaprešić Polytechnic				
Comments and clarifications				
The professor has the discretionary right 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 Infoeduca (digital referral system) and the distance learning system - the "Baltazar" system.				
Method of communication between students and teachers / assistants				
Consultations: according to the appointment published on the Baltazar system				
Through the distance learning system "Baltazar"				
by e-mail: iklinac@bak.hr				
Quality assurance methods that ensure acquisition of output knowledge, skills and competencies				
Student survey, survey at the course level, self-evaluation of course performance and evaluation of teaching at the department level.				

Croatian language and culture for foreigners

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 semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload Number of classes (lectures + seminars + exercises)	6 20 lectures + 5 exercises

COURSE DESCRIPTION	
Enrolment requirements	
None.	
Course objectives	
<p>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</i> (Common European Framework of Reference for Languages), in the line with the descriptors of the <i>CEFR</i>'s global scale and self-assessment grid.</p>	
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. <ol style="list-style-type: none"> 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. <ol style="list-style-type: none"> 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.					
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 					
PART-TIME STUDY PROGRAMME					
Bloc k	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1. (5 h)	LECTURES (4 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. Presenting oneself (what's my name, where do I come from, where do I live, my phone number). Culture: Croatian flag and coat of arms. Geographic position of Croatian in Europe. EXERCISES (1 hour): Grammar: G sg. of nouns of m. and f. gender (preposition <i>iz</i> + G) Pronunciation: Initial acquaintance with the pronunciation of Croatian phonological system.	Čilaš-Mikulić, M., Gulešić Machata, M., Udier, S. L. (2022). <i>Razgovarajte s nama!</i> <i>Udžbenik hrvatskoga jezika za razine A1 – A2, 2. izdanje.</i> Čilaš-Mikulić, M., Gulešić Machata, M., Udier, S. L. (2022). <i>Razgovarajte s nama!</i> <i>Vježbenica hrvatskoga jezika za razine A1 – A2, 2. izdanje.</i>	L, E	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6

Croatian language and culture for foreigners

	Spelling of Croatian voices. Writing Croatian graphemes. Phonetic exercises: correct pronunciation of stops <i>b, d, g</i> ; minimal pair <i>b : v</i> .	<i>Croatia at first sight : textbook of Croatian culture</i> . 2016. Ur. Udier, Sanda Lucija.					Animals – pets, wild animals. Conversation between different nationalities, numbers from one to 1 million, moving in space, names of continents.	(2022). <i>Razgovarajte s nama!</i> <i>Udžbenik hrvatskoga jezika za razine A1 – A2</i> , 2. izdanje.		of seminar work	
2. (5 h)	LECTURES (4 hours): Language: Saying hello (chatting during random meetings, polite phrases). Presenting others. Professions. Formal conversation in the context of business and touristic trips. Nationalities of famous people. Culture: Polite forms in Croatian. Croatian regions and counties. Some famous Croatians. EXERCISES (1 hour): Grammar: 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. 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> .	Čilaš-Mikulić, M., Gulešić Machata, M., Udier, S. L. (2022). <i>Razgovarajte s nama!</i> <i>Udžbenik hrvatskoga jezika za razine A1 – A2</i> , 2. izdanje. Čilaš-Mikulić, M., Gulešić Machata, M., Udier, S. L. (2022). <i>Razgovarajte s nama!</i> <i>Vježbenica hrvatskoga jezika za razine A1 – A2</i> , 2. izdanje. Čilaš-Mikulić, M., Gulešić Machata, M., Udier, S. L. (2022). <i>Croatia at first sight : textbook of Croatian culture</i> . 2016. Ur. Udier, Sanda Lucija.	L, E	written exam, oral exam, presentation of seminar work	1, 2, 3, 4, 5, 6		Culture: Newer Croatian history and countries in its surroundings. Zagreb ZOO, sights of Zagreb. Biggest Croatian cities. EXERCISES (1 hour): 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., Udier, S. L. (2022). <i>Razgovarajte s nama!</i> <i>Vježbenica hrvatskoga jezika za razine A1 – A2</i> , 2. izdanje. <i>Croatia at first sight : textbook of Croatian culture</i> . 2016. Ur. Udier, Sanda Lucija.			
3. (5 h)	LECTURES (4 hours): Grammar: Family members and their names.	Čilaš-Mikulić, M., Gulešić Machata, M., Udier, S. L.	L, E	written exam, oral exam, presentation	1, 2, 3, 4, 5, 6	4. (5 h)	LECTURES (4 hours): Language: Attributes of common usable objects. Attributes of famous world sights, flags, personality traits, colors. Attributes of famous Croatian works of art. Coming to a restaurant, moving around on unknown location. Culture: Croatian (continental) national parks. Croatian national parks (coastal and on the islands). Zagreb sights and Zagreb public transport. Zagreb county (sights).	Čilaš-Mikulić, M., Gulešić Machata, M., Udier, S. L. (2022). <i>Razgovarajte s nama!</i> <i>Udžbenik hrvatskoga jezika za razine A1 – A2</i> , 2. izdanje. Čilaš-Mikulić, M., Gulešić	written exam, presentation work	L, E	1, 2, 3, 4, 5, 6

Croatian language and culture for foreigners

Evaluation criteria	
92.01 - 100 %	5 (excellent)
80.01 - 92 %	4 (very good)
63.01 - 80 %	3 (good)
50.01 - 63 %	2 (sufficient)
U - t U %	1 (unsatisfactory)

Comments and clarifications

According to the current Rulebook on studies and studying at the Baltazar Zaprešić Polytechnic

Comments and clarifications

The oral part is mandatory for everyone. The professor has the discretionary right 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 lecture system) and distance learning, the "Baltazar" system.

Method of communication between students and teachers / assistants

before the beginning of the teaching process

during the teaching process

at the end of the teaching process

at the consultation: according to the schedule published on the Baltazar system

via distance learning system "Baltazar" - e-mail: iklinac@bak.hr

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

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

Notification of exam results

The teacher informs students about their grade after oral part of the exam.

Method of communication between students and teachers / assistants

E-mail, LMS Moodle

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

Students' questionnaire on the quality of teacher and the course itself (after completing the course).

Applied Business Informatics

GENERAL INFORMATION		
Course coordinator	Alisa Bilal Zorić, Ph.D., Senior Lecturer	
Course instructor	Alisa Bilal Zorić, Ph.D., Senior Lecturer	
Study programme	Undergraduate professional study Business and Management	
Course status	Compulsory	
Year of study, semester	1st year, 1st semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	5
	Number of classes (lectures+seminars+exercises)	30 (20L+10E)

COURSE DESCRIPTION		
Enrolment requirements		
None.		
Course objectives		
The aim of the course is to provide students with fundamental knowledge and skills in the field of business application of information technologies. Through this course, students will become familiar with the concepts, methods, and tools used for integrating information technologies into business processes and systems.		
Course content		
Advanced skills in business document creation, including formatting the header, footer, and watermark, as well as image manipulation. Proficiency in working with document sections, applying styles, generating table of contents, and implementing page numbering using section breaks. Ability to rotate and resize document pages. Expertise in creating tables and writing in multiple columns. Proficient in tracking changes and writing equations. Competence in inserting objects and importing data from Excel for Word documents (such as contracts, envelopes, and labels). Proficiency in Excel calculations using functions such as SUM, SUMIF, MIN, MAX, COUNTIF, AVERAGE, IF, PMT, FV, PV, VLOOKUP, and HLOOKUP. Ability to create graphs and mind maps to visualize data and concepts.		
Expected learning outcomes at the level of the course		

LO 1 Design the document in MS Word according to the standards of project documentation, using at least three types of sections, cross-referencing, styles, and objects.
LO 2 Create examples of circular letters in MS Word linked with MS Excel.
LO 3 Choose appropriate functions for calculations of advanced-level business practice tasks in MS Excel.
LO 4 Select suitable presentation techniques for presenting on the given topic.
LO 5 Evaluate the key segments of the given topic and create a web 2.0 presentation and a 2.0 mind map based on them. LO 6 IU6 Apply advanced skills in using office tools, recognize the continuity of constant changes, and identify and justify the importance of lifelong learning in the field of information and communication technologies.

Learning outcomes at the level of the study programme to which the course contributes

5,8,10,12,13

Competences that the student acquires after passing the course

Generic competencies:

- Independent and teamwork;
- Critical thinking and creativity;

- Ability to search, process, and analyze information from various sources;
- Abstract thinking, analysis, and synthesis;
- Oral and written communication

Area-specific competencies:

- Numerical and scientific literacy;
- Utilizing advanced computational operations with formulas in MS Excel for inference, description, and clarification of concepts;
- Ability to use technology in a business context.

Digital competencies:

- Using ICT for finding, preserving, and presenting informational content.

PART - TIME STUDY PROGRAMME

Block	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number

Applied Business Informatics

1.	<p>Creation of business letterhead (header, footer, watermark), image processing. Advanced level of working with sections. Standards for writing project documentation, advanced level of use. Continued work with styles (7 of them), table of contents, page numbering with the help of sections, rotating the document page and changing the page size.</p>	<p>Ogrizek Biškupić, I.; Pavlina, K. INFORMATIKA U UREDSKOME POSLOVANJU (priručnik).</p> <p>Maini, Mariza (2014) ITdesk.info – projekt računalne e-edukacije sa slobodnim pristupom - Priručnik za digitalnu pismenost. Napredna obrada teksta - MS Word</p>	L	exam	1, 2, 6		<p>labels). Connecting MS Word and MS Excel, circular letters. Inserting data from Excel, direct work with Excel data through Word.</p>			
2.	<p>Creating tables, writing in multiple columns. Recording of changes. Writing equations. Insertion of PDF documents. Insertion of data from the Excel client database for the purposes of working in Word (Contract, letter, invitations, printing of</p>	<p>Maini, Mariza (2014) ITdesk.info – projekt računalne e-edukacije sa slobodnim pristupom - za digitalnu pismenost. Napredne proradne tablice - MS Excel</p>	<p>– L</p>	exam	4, 6		<p>3.</p> <p>Calculations in MS Excel table calculator, simulation of business problems, pivot tables, loans, annuities and repayment tables. Financial functions and repetition of others: IF, PMT, FV, PV, SUM, SUMIF, MIN, MAX, COUNTIF, AVERAGE, IF. Creating graphs.</p>	<p>Ogrizek Biškupić, I.; Pavlina, K. INFORMATIKA U UREDSKOME POSLOVANJU (priručnik).</p> <p>L</p>	exam	2, 3, 6

Applied Business Informatics

4.	Calculations in MS Excel spreadsheet calculator, wholesale prices, making offers according to conditions. Tasks with functions IF (multiple conditions), NPV, IRR VLOOKUP, HLOOKUP. Repetition of previously learned through new tasks.	Maini, Mariza (2014) ITdesk.info - projekt računalne e-edukacije sa slobodnim pristupom - Priručnik za digitalnu pismenost. Napredne proračunske tablice - MS Excel	L	exam	2, 3, 6
5.	Presentation techniques and tools. Presentation in front of the audience on a given topic.	Ogrizek Biškupić, I.; Banek Zorica, M. WEB TEHNOLOGIJE . Str. 169. - 186.	E	presentation	4, 6
6.	Creation of a mental map in the MINDOMO program on a given topic . Presenting business presentations and mental maps.	Ogrizek Biškupić, I.; Banek Zorica, M. WEB TEHNOLOGIJE . Str. 163	E	presentation	5, 6
Comments and clarifications					
-					
Required reading					
Ogrizek Biškupić, I.; Pavlina, K. (2012) Informatika u uredskome poslovanju. VŠPU Zaprešić - priručnik. Maini, Mariza (2014) ITdesk.info - projekt računalne e-edukacije sa slobodnim pristupom - Priručnik za digitalnu pismenost. Napredna obrada teksta - MS Word. Otvoreno društvo za razmjenu ideja (ODRAZI), Zagreb					
Maini, Mariza (2014) ITdesk.info - projekt računalne e-edukacije sa slobodnim pristupom - Priručnik za digitalnu pismenost. Napredne proračunske tablice - MS Excel. Otvoreno društvo za razmjenu ideja (ODRAZI), Zagreb					
Additional reading					

Ogrizek Biškupić, I.; Banek Zorica, M. (2014) Web tehnologije. VŠPU Zaprešić - udžbenik. Tony Buzan, Mentalne mape u poslu, Veble commerce, Zagreb, 2006.					
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 behavior prescribed by the University · Minimum class attendance 40%. · Active participation in classes					
Student workload					
Attendance 1 Case study - Seminar paper - Essay -					
Written exam 2 Oral exam - Continuous assessment - Project -					
Portfolio - Research - Presentation 1 Practical work 1					
EVALUATION OF STUDENTS' WORK					
Subject of evaluation					
Presentation 10 %					
Menatal map 10 %					
Word 40 %					
Excel 40 %					
Evaluation criteria					
According to the current Rulebook on studies and studying at the Baltazar Zaprešić					
Comments and clarifications					
The professor can invite student to the oral part of the exam in order to check the written part of the exam.					
Notification of exam results					

Applied Business Informatics

Through Infoeduca and "Baltazar" system.
<i>Method of communication between students and teachers / assistants</i>
<ul style="list-style-type: none">· before the beginning of the teaching process· during the teaching process· at the end of the teaching process· at consultations: according to the schedule published in the Baltazar system· via distance learning system "Baltazar" - e-mail:abilal@bak.hr
<i>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</i>
<i>Student survey, survey at the course level, self-evaluation of course performance and evaluation of teaching at the department level.</i>

Business Mathematics

GENERAL INFORMATION	
Course coordinator	Alisa Bilal Zorić, Ph.D., Senior Lecturer
Course instructor	Alisa Bilal Zorić, Ph.D., Senior Lecturer
Study programme	Undergraduate professional study Business and Management
Course status	Compulsory
Year of study, semester	1st year, 2nd semester
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload 6 Number of classes (lectures+seminars+exercises) 30 (20L+10E)

COURSE DESCRIPTION	
Enrolment requirements	
None.	
Course objectives	
Acquisition of fundamental knowledge in mathematical analysis and financial mathematics necessary for understanding and developing models required for financial management and business calculations. Development of analytical thinking and logical reasoning.	
Course content	
Differential calculus with applications in economics, Integral calculus with applications in economics, Financial mathematics.	
Expected learning outcomes at the level of the course	
LO 1 Derive various functions as a basis for solving marginal cost problems LO 2 Integrate various functions as a basis for solving total/average cost problems LO 3 Assess financial investment considering market conditions LO 4 Select a loan according to the company's needs	
Learning outcomes at the level of the study programme to which the course contributes	
5, 7,13	
Competences that the student acquires after passing the course	

Logically and analytically solve specific problems (often financial) using available data and information, and critically analyze the obtained solutions.					
PART - TIME STUDY PROGRAMME					
Block	Topic	Required reading	Form of class conducting	Monitoring methods	Learning outcome number
1.	Concept of a function, Composition and inverse function. Overview of elementary functions.	Lopatič, J. (2016) Poslovna matematika, str. 20-36	L	exam	1
	Concept of function limit. Definition of derivation. Basic rules of derivation.				
2.	Derivation of composite function. L'Hôpital's rule. Intervals of monotonicity. Local extremes. Marginal costs. Total cost function.	Lopatič, J. (2016) matematika, str. 36-47	slovná L	exam	1, 3
3.	Composition and inverse function. Limits and derivation. Function behavior. Marginal costs.	Neralić, L., Šego, B.(2015) Matematika, str.190, 201,231, 273, 339	E	exam	1, 3

Business Mathematics

4.	Interpretation of integrals. Indefinite integral. Basic rules of integration. Substitution method. Total/average cost function. Definite integral and its application in calculating area. Percentage and promille calculations. Arithmetic and geometric sequences. Simple interest calculations with application.	Lopatič, J. (2016) Poslovna matematika, str. 49-58	L	exam	2, 3
5.	Promissory notes. Consumer credit. Compound interest calculations with applications. Loan. Loan conversion. Periodic deposits and withdrawals.	Lopatič, J. (2016) Poslovna matematika, str. 59-97	L	Researc h, presentatio n	3, 4
6.	Indefinite integrals. Total/average cost function. Definite integral. Application of integrals. Percentage calculations. Simple interest calculations.	Neralić, L., Šego, B.(2015) Matematika, str. 379, 396,399,430, 446	E	presentatio n	2, 4
Comments and clarifications					
All materials necessary for exercises are available on the Baltazar course webpage. Students will be assigned a team project task (which will be thoroughly explained to them) in which they need to research various financial offers (loans/savings) currently provided by commercial banks, and select the best one based on given parameters. They should critically and convincingly present their chosen option to other students, who will then ask them questions.					
Required reading					
Lopatič, J. (2016) Poslovna matematika, skripta dostupna na Baltazar stranici kolegija Neralić, L., Šego, B.(2015) Matematika, Element, Zagreb					
Additional reading					
Šegota, A. (2012), Financijska matematika. Ekonomski fakultet u Rijeci Šego B., Šikić T.; (2006). Četiri računa za ekonomiste, Zaprešić: Visoka škola za poslovanje i upravljanje Baltazar Adam Krčelić.					

Business Mathematics

<p><i>Method of communication between students and teachers / assistants</i></p> <ul style="list-style-type: none">· before the beginning of the teaching process· during the teaching process· at the end of the teaching process· at consultations: according to the schedule published in the Baltazar system· via distance learning system "Baltazar" - e-mail:abilal@bak.hr
<p><i>Quality assurance methods that ensure acquisition of output knowledge, skills and competencies</i></p> <p><i>Student survey, survey at the course level, self-evaluation of course performance and evaluation of teaching at the department level.</i></p>

Cultural and Creative Tourism

GENERAL INFORMATION		
Course coordinator	Lana Domšić, PhD	
Course instructor	Lana Domšić, PhD	
Study programme	Business and Management	
Course status	Compulsory	
Year of study, semester	3. year, 5th semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload Number of classes (lectures+seminars+exercises)	5 25 (20L+5 S)

COURSE DESCRIPTION		
Enrolment requirements		
None.		
Course objectives		
<p>The aim of the course is to introduce students to the basic concepts in the field of cultural and creative tourism, to point out various aspects of the interaction of culture, tourism and sustainable development and to introduce them to the current context of cultural tourism sector in Croatia and worldwide. Students will understand the importance of creative industries and innovations in cultural tourism and will be able to master specific practical knowledge and skills in developing and managing cultural tourism product according to modern principles and guidelines.</p>		
Course content		
<p>Basic concepts, determinants and forms of cultural and creative tourism as selective forms of tourism. The concept and characteristics of cultural tourist and typology of cultural-tourism motivation. The role of international and national organizations and bodies in shaping cultural tourism policies and strategies. Contemporary context of the cultural tourism industry in the world and in Croatia. Creative industries in tourism and innovative touristic practices. Cultural tourism resources, destinations and attractions. Forms and modalities of creative cultural-tourism product, examples of innovative projects. Steps and procedures in research, planning and development of a creative cultural tourism product.</p>		
Expected learning outcomes at the level of the course		
<ol style="list-style-type: none"> Evaluate the concept and determinants of cultural and creative tourism as a selective form of tourism, its social, cultural and economic values, as well as the concept of cultural tourist and the characteristics and typology of tourist motivation. Assess the role of international and national organizations in shaping cultural tourism policies and current state of cultural tourism at local and national level in the context of the contemporary cultural tourism industry. Compare specific forms and examples of cultural tourism products that are based on innovation, cultural industries and creative approaches to heritage. 		

<p>4. Develop a proposal for an innovative cultural tourism product according to determined procedures and modern principles.</p> <p>Learning outcomes at the level of the study programme to which the course contributes</p> <p>LO 2, 5, 9, 10, 11, 14</p> <p>Competences that the student acquires after passing the course</p> <ul style="list-style-type: none"> generic competencies: the ability to search, process and analyze information from different sources; independent and team work; critical thinking and creativity; abstract thinking, analysis and synthesis; oral and written communication area-specific competencies: knowledge of the basic aspects of the interaction between culture and tourism, determinants of cultural and creative tourism, resource bases and types of cultural-tourism product; understanding the contemporary context of the international cultural tourism sector and touristic potentials of heritage and creative industries; skills for developing a creative cultural tourism product. 					
<p>PART - TIME STUDY PROGRAMME</p>					
Bloc k	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	The relationship between culture and tourism. Principles of sustainable cultural tourism. Cultural and creative tourism: definition and basic determinants. The concept of cultural tourist: motivation and typologies.	McKercher, Bob i Du Cros, Hillary (2002). Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management.	L	Written exam	1., 5.
2.	Resource basis and specific forms of cultural and creative tourism. Communities and cultural tourism. Cultural, social and economic values and effects of cultural and creative tourism.	McKercher, Bob i Du Cros, Hillary (2002): Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management	L	Written exam	2.
3.	The role of international organizations in cultural tourism:	Richards, G. (2001, ed.)	L	Written exam	3.

Cultural and Creative Tourism

Business English 1

GENERAL INFORMATION	
Course coordinator	Natalija Jurina Babović, MA, senior lecturer
Course instructor	Natalija Jurina Babović, MA, senior lecturer
Study programme	Business and Management
Course status	<u>Compulsory</u> / Elective
Year of study, semester	1st year, 2nd semester
Evaluation in ECTS credits and forms of instruction	ECTS coefficient of student workload 3 Number of classes (lectures+seminars+exercises) 20L + 5E
COURSE DESCRIPTION	
Enrolment requirements	
pre-intermediate level of English (at least)	
Course objectives	
The aim of the course Business English 1 is to prepare students for written and oral communication in English in everyday work and business-related situations. Besides mastering the basics of English morphology and grammar, students also develop the four basic language skills: listening, reading, writing and speaking. The course enables students to acquire and develop competences for lifelong learning by using different registers of speech and writing.	
Course content	
e-mails; personality, recruitment, work, travel, media, business	
Expected learning outcomes at the level of the course	
<ul style="list-style-type: none"> - acquire new vocabulary - apply the acquired knowledge of grammatical structures and verb tenses - demonstrate reading comprehension skills - deliver a well-structured presentation 	
Learning outcomes at the level of the study programme to which the course contributes	
LO 4	
LO 5	
Competences that the student acquires upon successful completion of the course	
<ul style="list-style-type: none"> - working independently and in a team; - creative and systematic thinking; - ability to seek, process and analyse information from a variety of sources; - oral and written communication in a foreign language 	
PART - TIME STUDY PROGRAMME	

	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Business correspondence: writing emails	Business English language course materials for the 1st year	L/E	Written exam	1,2
2.	Personality	Business English language course materials for the 1st year	L/E	Written/oral exam	1,2,3
3.	Recruitment	Business English language course materials for the 1st year	L/E	Written/oral exam	1,2,3
4.	Work	Business English language course materials for the 1st year	L/E	Written/oral exam	1,2,3,4
5.	Travel	Business English language course materials for the 1st year	L/E	Written/oral exam	1,2,3
6	Media	Business English language course materials for the 1st year	L/E	Written/oral exam	1,2,3
7	Business	Business English language course materials for the 1st year	L/E	Written/oral exam	1,2,3
Comments and clarifications					
Required reading					
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					
Additional reading					
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.					

Business English 1

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.					
Student workload					
Attendance	1	Case study	Seminar paper		Essay
Written exam	1, 5	Oral exam	Continuous assessment		Project
Portfolio		Research	Presentation	0.5	Practical work
EVALUATION OF STUDENTS' WORK					
Assessment elements					(%)
Activity and creativity in class					10%
Written exam					70%
Oral exam / Presentation					20%
Assessment criteria					
In line with the current Ordinance on Study programmes and Studying of the University of Applied Sciences Zaprešić					
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.					
Informing students of their exam results					
Students are informed of their results using Infoeduka (digital students' affairs office) and the online learning platform Baltazar					
Ways of communicating between students and teachers/ teaching assistants					
before and after every class by e-mail: njurinababovic@bak.hr using the online learning platform Baltazar using MS Teams					
Quality assurance methods that ensure acquisition of knowledge, skills and competencies					
<ul style="list-style-type: none"> - <u>continuous assessment;</u> - <u>monitoring progress of each student;</u> - <u>student surveys</u> - <u>self-evaluation of the teaching process and performance</u> 					

Introduction to Sociology

GENERAL INFORMATION	
Course coordinator	Ines Jemrić Ostojić
Course instructor	Ines Jemrić Ostojić
Study programme	Business Administration
Course status	Compulsory / Elective
Year of study, semester	1., 1. semester
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload 4 Number of classes (lectures+seminars+exercises) 30 (30+0+0)

COURSE DESCRIPTION	
Enrolment requirements	-
Course objectives	The course objective is to introduce students with basic sociological concepts and main sociological perspectives. Students will acquire basic knowledge of society, social institutions, processes and changes. At the end of the course, students will be able to explain the socio-historical context of the emergence of sociology as well as the methodology used and point out the particularity of sociology as an academic discipline. In addition to this, the goal of the course is to introduce a student with the basics of academic writing.
Course content	Sociology - Circumstances of Origin and Specificity of the Discipline; Development of Sociological Thought and Sociological Perspectives; Society and Basic Elements of Social Structure; Social Stratification and Inequality; Poverty and Social Exclusion; Culture; Family; Education; Religion; Deviance; Modern Organizations; Work and Economic Life; Power and Politics; Mass Media and Communications; A Changing World
Expected learning outcomes at the level of the course	<ol style="list-style-type: none"> 1. Critically evaluate basic sociological concepts, concepts, and processes. 2. Identify the theoretical contributions of the classics and representatives of contemporary sociological thought. 3. Compare sociological perspectives and paradigms. 4. Develop a sociological imagination.
Learning outcomes at the level of the study programme to which the course contributes	LO1, LO7, LO13, LO14, LO24
Competences that the student acquires after passing the course	

General Competencies: independent and team work; Critical thinking and creativity; ability to seek, process, and analyze information from various sources; abstract thinking, analysis, and synthesis; oral and written communication in foreign language.

Area-Specific Competencies: designing and managing innovative and sustainable programs and projects in culture and tourism that meet the needs and interests of the community and contribute to its development and enrichment; innovation in the creative-cultural environment; cultural awareness and expression

PART - TIME STUDY PROGRAMME

Bloc k	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Sociology - Circumstances of Origin and Specificity of the Discipline; Development of Sociological Thought and Sociological Perspectives	Giddens, A., Sutton, P. W. (2021) <i>Sociology</i> . Polity Press	L	Continuous assessment , final exam	1,2,3,4
2.	Society and Basic Elements of Social Structure; Social Stratification and Inequality; Poverty and Social Exclusion;	Giddens, A., Sutton, P. W. (2021) <i>Sociology</i> . Polity Press	L	Continuous assessment , final exam	1,2,3,4
3.	Culture; Family; Education; Religion; Deviance;	Giddens, A., Sutton, P. W. (2021) <i>Sociology</i> . Polity Press	L	Continuous assessment , final exam	1,2,3,4
4.	Modern Organizations; Work and Economic Life; Power and Politics;	Giddens, A., Sutton, P. W. (2021) <i>Sociology</i> . Polity Press	L	Continuous assessment , final exam	1,2,4
5.	Mass Media and Communications; A Changing World	Giddens, A., Sutton, P. W. (2021) <i>Sociology</i> . Polity Press	L	Continuous assessment , final exam	1,2,4

Comments and clarifications

-

Required reading

Giddens, A., Sutton, P. W. (2021) *Sociology*. Polity Press

Additional reading

Introduction to Sociology

Ferrante, J. (2014) Sociology: A Global Perspective. Cengage Learning					
Scott, J. (2014) A Dictionary of Sociology. Oxford University Press					
Student obligations					
Students are required to actively participate in class and are expected to: complete class prepared to discuss the material, ask questions and participate in discussions, complete all assigned readings and assignments. Students are also required to abide by academic rules and regulations during class, as well as all behavioral rules established by the University.					
Student workload					
Attendance	0,5	Case study	-		
Written exam	1	Oral exam	-		
Portfolio	-	Research	-		
Seminar paper	1	E say	-		
Continuous assessment	1	P oject	-		
Presentation	0,5	P actical work	-		
EVALUATION OF STUDENTS' WORK					
Subject of evaluation		Amount (%)			
Continuous assessment		20%			
Seminar paper		20%			
Presentation		10%			
Written exam		50%			
Evaluation criteria					
According to the current Study Regulations of the University.					
Comments and clarifications					
The professor has the discretion to call the student to the oral part of the exam and in this way to check the written part of the exam.					
Notification of exam results					
On the Baltazar distance learning system.					
Method of communication between students and teachers / assistants					
Consultations: By appointment Through the "Baltazar" distance learning system Email: ines.jemric@bak.hr					
Quality assurance methods that ensure acquisition of output knowledge, skills and competencies					
Student survey, Course - level survey, Self - evaluation of course performance, Evaluation of teaching at the study program level					

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, III. Semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (lectures+seminars+exercises)	30 (20L + 5S + 5E)

COURSE DESCRIPTION		
Enrolment requirements		
None		
Course objectives		
<p>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.</p>		
Course content		
<p>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</p>		

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	Form 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	

E-organisation and office management

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

E-organisation and office management

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.

Design and Visual Communications

GENERAL INFORMATION		
Course coordinator	Lana Domšić, PhD	
Course instructor	Lana Domšić, PhD	
Study programme	Business and Management	
Course status	Compulsory / Elective	
Year of study, semester	3rd year, 6th semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload Number of classes (lectures+seminars+exercises)	4 25 (15 lectures + 10 excercises)

COURSE DESCRIPTION		
Enrolment requirements		
None.		
Course objectives		
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.		
Course content		
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.		
Expected learning outcomes at the level of the course		
<ol style="list-style-type: none"> 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. Evaluate the principles and elements of graphic design and visual identity design of various products. Evaluate the specifics of web design and online products presentation. Create a product plan in accordance with the design principles and the design process. 		

Learning outcomes at the level of the study programme to which the course contributes		
2, 5, 10		
Competences that the student acquires after passing the course		

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

Bloc k	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	Final exam.	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. Final exam.	1.
3.	Elements of graphic design. Graphic production and print production fundamentals. 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.

Design and Visual Communications

Organisation and Functioning of EU Institutions

GENERAL INFORMATION	
Course Instructor	MSc. Dubravka Maras, MBA, Senior Lecturer
Study Programm	Undergraduate professional study Business and Management, Office Management
Status	Compulsory
Year	3rd Year 5th semester
Point value and method of teaching	ECTS student load coefficient 5 Number of hours (L+S+P) 25 (20L + 5S)

COURSE DESCRIPTION	
Conditions of enrolling in the course	
None.	
Objectives of the course	
To acquaint students with the historical overview of the creation of the European Union, the goals of the European Union, and the organization and role of EU institutions, bodies and agencies, as well as with common EU policies. Students are taught basic theoretical and applied professional knowledge related to the functioning of the European Union with a primary emphasis on the economic aspects and effects of EU integration, and in this context on the rights/obligations of the Republic of Croatia as a full member of the EU since 2013.	
Course content	
The emergence of the idea of a united Europe. The objectives of the EU. Historical and legal framework of the EU, EU treaties. EU institutions - European Parliament, European Council. Roles of EU Institutions - Council of the European Union, European Commission, EU Court of Justice. EU bodies and agencies, European Central Bank, Court of Auditors. Decision-making in the EU, legislative acts, procedures. Common EU policies and areas of competence, priorities and EU budget. Economic aspects of EU policies. Economy of the European Union. Internal market law - single market. Single market policies: traffic, competition, consumer protection and public health. European Monetary Union. European semester. State subsidies in the EU, the budget and EU funds. Republic of Croatia and the EU. Strategies, challenges and perspectives of the EU, Europe of citizens.	

Expected learning outcomes for the course					
Upon successful completion of this course, students will be able to: IU1 Evaluate the process of European integration and the main goals of the European Union. IU2 Interpret the functioning and competence of institutions, bodies and agencies of the European Union. IU3 Critically evaluate the policies of the European Union with special emphasis on the economic effects of common EU policies on member countries. IU4 Link the rights and obligations arising from membership in the European Union with concrete effects on the population and economy of the Republic of Croatia.					
Program-level learning outcomes to which the course contributes					
6. Assess the impact of changes in the domestic and international environment, taking into account the economic behavior of individuals, households and business entities in the context of the functioning of the economy as a whole 9. Manage business processes using managerial concepts and in accordance with the legislative and regulatory framework. 10. Manage business processes in a way that contributes to increasing productivity and efficiency in a dynamic and changing environment.					
Competences that the student acquires after passing the course					
Generic competencies: understanding the impact of the environment on the wider business and social environment; area specific competences: understanding of European goals and strategic commitments of the European Union; understanding the steps that should be taken in order to increase the transparency of the procedures conducted in the institutions of the European Union; search and find EU documentation					
EXTRAORDINARY STUDY					
Block	Theme	Literature	Method of teaching L/S/V	Way of checking knowledge	Learning Outcom number.

Organisation and Functioning of EU Institutions

1.	<p>Introduction to the course What is the European Union. The objectives of the European Union. Historical and legal framework of the EU. EU structure and treaties. EU institutions - European Parliament, European Council.</p>	<p>Borchardt, K.D. (2017) Alphabet of European Union Law, Publications Office of the European Union, Luxembourg McCormick, J. (2011) Understanding EU, Springer</p>	<p>lectures, dictionary, excercises, flipped classroom, quiz</p>	<p>exam, essay, presentation</p>	1		<p>protection and public health.</p>								
2..	<p>EU institutions - Council of the European Union, European Commission, EU Court of Justice. EU bodies and agencies, European Central Bank (ECB), Court of Auditors. Decision-making in the EU, legislative acts, EU directives.</p>	<p>McCormick, J. (2011) Understanding EU, Springer teaching materials available on the Baltazar system</p>	<p>lectures, dictionary, excercises, flipped classroom, quiz</p>	<p>exam, essay, presentation</p>	2		<p>European Monetary Union. State subsidies in the EU, budget and EU funds. The Republic of Croatia and the European Union. EU strategies, challenges and perspectives for the future</p>	<p>McCormick, J. (2011) Understanding EU, Springer teaching materials available on the Baltazar system</p>	<p>lectures, dictionary, excercises, flipped classroom, quiz</p>	<p>exam, essay, presentation</p>	4				
3..	<p>EU policies and areas of competence, priorities and the EU budget. Internal market law - single market. Terms of business in the EU. Single market policies: transport, competition, consumer</p>	<p>McCormick, J. (2011) Understanding EU, Springer teaching materials available on the Baltazar system</p>	<p>lectures, dictionary, excercises, flipped classroom, quiz</p>	<p>exam, essay, presentation</p>	3		<p>Comments and clarifications</p>								
							<p>Mandatory literature</p>								

Organisation and Functioning of EU Institutions

<p>1. Teaching materials made by course instructor;</p> <p>2. McCormick, J. (2011). Understanding EU.</p> <p>3. Borchardt, K.D. (2017) Alphabet of European Union Law, Publications Office of the European Union, Luxembourg 4. EU publications - EU publications - Publications Office of the EU (europa.eu)</p>						
<p>Supplementary literature</p>						
<p>5. europa.eu</p> <p>6. EU in 12 lessons (europa.eu)</p> <p>7. supplementary teaching materials on Baltazar system</p>						
<p>Studenti/ce su obavezni aktivno sudjelovati u nastavi. Studenti/ce su, također, obvezni za vrijeme izvođenja nastave pridržavati se akademskih pravila, kao i svih pravila ponašanja koje je propisalo Veleučilište, a koja se nalaze u odlukama donesenim od strane nadležnih tijela Veleučilišta. Studenti/ce, da bi stekli pravo na potpis iz nastavnog predmeta, moraju zadovoljiti sljedeće uvjete: 1. Minimum nazočnosti nastavi 40%.</p> <p>2. Aktivno sudjelovanje na nastavi.</p>						
<p>Obligations of students</p>						
Independent work and attending classes	1			Essay	0,5	
Written exam	2			Continuous verification of knowledge, tasks	1	Presentation
						-

CONTINUOUS VERIFICATION OF KNOWLEDGE, TASKS	
Subject of Assessment	Iznos (%)
Written exam	80 %
Essay	10%
Presentation	10%
Evaluation criteria	
According to the current Rulebook on studies and studying at the Baltazar Zaprešić Polytechnic	
Comments and clarification	
Notification of exam results	
Through Infoeduka (digital lecture system) and distance learning, the "Baltazar" system.	
Way of communication between students and teachers/assistants	
before the beginning of the teaching process during the teaching process at the end of the teaching process at the consultation: according to the schedule published on the Baltazar system via distance learning system "Baltazar" by e-mail: dmaras@bak.hr	
Methods of quality monitoring that ensure the acquisition of output knowledge, skills and competences	
Student survey, survey at the course level, self-evaluation of course performance and evaluation of teaching at the study level.	

Public relations

GENERAL INFORMATION		
Course coordinator	Kristina Đolo Labus	
Course instructor	Kristina Đolo Labus	
Study programme	Business and Management	
Course status	Compulsory	
Year of study, semester	3. Year, IV. Semester	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload Number of classes (lectures+seminars+exercises)	4 25 (20L+5E)

COURSE DESCRIPTION		
Enrolment requirements		
None		
Course objectives		
<p>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.</p>		
Course content		

Public relations - introduction. History of PR. Theories and models of PR. Media relations. Techniques and tools of PR. Media event. Communication plan. Identity, image, reputation. Corporate social responsibility. Crisis communication. PR and new/social media.

Expected learning outcomes at the level of the course

1. Identify basic concepts of public relations.
2. Critically evaluate the role of mass media and the importance and influence of mediated communication.
3. Design a business communication plan.
4. Design a crisis communication plan.
5. Combine trends in PR with needs and trends in the field of culture, creative industries and cultural tourism.
6. Formulate ethical and professional standards and principles in PR.

Learning outcomes at the level of the study programme to which the course contributes

LO 1, 2, 6, 8

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: 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	Form of class conducting L/S/E	Monitoring methods	Learning outcome number

Public relations

1.	Public relations - definitions and basic concepts. Historical development of PR. Edward Bernays.	<i>Exploring Public Relations</i> Documentary THE CENTURY OF THE SELF https://www.youtube.com/watch?v=DnPmg0R1M04	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
comments and clarifications					

Required reading					
1. Tench, R. and Liz Yeomans (2017). Exploring Public Relations. Pearson Education UK.					
Additional reading					
1. Schultz, Howard (2019). From the Ground Up: A Journey to Reimagine the Promise of America. Random House Digital					
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		Resear ch		Presentation	0. 5 Practical work
EVALUATION OF STUDENTS' WORK					
Subject of evaluation					
Exam					
Project					
Presentation of the project					
Evaluation criteria					

Public relations

According to the valid Ordinance on studies and studying at the Baltazar Zaprešić Polytechnic	
Comments and clarifications: 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.	
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.	

Business Ethics and Social Corporate Responsibility

GENERAL INFORMATION		
Course coordinator	Jure Zovko full prof.	
Course instructor	Jure Zovko, full prof.	
Study programme	Undergraduate Study Program of Business and Management	
Course status	Compulsory / Elective	
Year of study, semester	1th year, 2.. sem.	
Evaluation in ECTS credits and forms of class conducting	CTSE coefficient of student workload	4
	Number of classes (lectures+seminars+exercises)	10L+10S

COURSE DESCRIPTION		
Enrolment requirements		
Terms of enrolment.		
Course objectives		
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.		
Course content		
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.		
Expected learning outcomes at the level of the course		
I1 To identify and interpret the underlying concepts of ethical discipline: ethics, morality, goodness, virtue, justice, responsibility, duty, freedom, conscience, value, human rights.		
I2 To separate good / rightful / righteous action from bad / unmanageable / unfair in business practice.		
I3 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.		
I4 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.		

Learning outcomes at the level of the study programme to which the course contributes					
I1-I4					
Competences that the student acquires after passing the course					
Differentiating right and wrong; forming critical thinking for decision-making process in business and management.					
PART - TIME STUDY PROGRAMME					
Bloc k	Topic	Required reading	Form of class conducting L/S/E	Monitoring methods	Learning outcome number
1.	Course Introductory/History of Ethics	"Introduction into Business Ethics"	L	Final exam	1
2.	Basic Ethical Teachings within Rise of Modern Economy Context	"The General Theory of Employment, Interest and Money" - Introduction	L	Final exam	2,3
3.	Basics of Macroeconomics	"Introduction into Business Ethics": J. M. Keynes: Economic Possibilities for Our Grandchildren	L	Final exam	2,3
4.	Social Responsibility and The General Theory Context	"The General Theory of Employment, Interest and Money"	L	Final exam	2,3
5.	Presentations of seminary paper	Students' seminars	S	Seminar	4
Comments and clarifications					
None.					
Required reading					
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.					

Business Ethics and Social Corporate Responsibility



+385911909003
<https://www.bak.hr/en>
Vladimira Novaka 23, Zaprešić, Croatia