# POLYTECHNIC OF ŠIBENIK PROFESSIONAL UNDERGRADUATE STUDY OF MANAGEMENT DEPARTMENT OF TOURISM MANAGEMENT

Trg Andrije Hebranga 11 22000 Šibenik



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### **SYLLABUS**

Academic year 2019/2020

Dean PhD Ljubo Runjić, s.lec.

Head of department Nikolina Gaćina, MEng, s.lec.

### 1. REQUIREMENTS AND RESULTS OF THE STUDY PROGRAM

Professional undergraduate study of Management, Department of Tourism Management, program is intended for the education of students for professional work in management in middle and higher management positions, primarily in the tourism sector, as well as other business systems. Due to the significant share of economic educational content, the students educated in this study can successfully perform all the tasks that are required for business and economic analysis and management activities based on the analysis of economic indicators of business activity.

Students are provided with the latest scientific and technical knowledge related to the development of tourism management in Croatia and the world. By completing their studies, the students acquire the skills and competences needed to respond to all requirements in the tourism sector and with economic operators, and they are expected to acquire the ability to solve numerous practical problems which could occur in the work of business entities.

The general competences that the student acquires by completing the studies is the ability to solve problems, analyze, synthesize and evaluate, develop self-learning and literature research, teamwork, planning and organizing, improve numeracy and digital skills, oral and written business communication, the ability to negotiate in the mother tongue and at least two foreign languages, the ability of creative and critical thinking, generating new ideas, the ability to manage time and fulfill tasks and plans within the deadline.

During the studies, students acquire specific knowledge, skills and competences related to management of departments, processes and jobs at the lower and middle level of management in the company, tourist destination, hotel, tourist agency, then designing and implementing marketing and business strategies, managing financial results and their application, assessing the introduction of international quality standards, positioning a company or tourist subject in the market, managing human resources, and with all listed the students will know to work responsibly, taking into account the environment in which the company operates through legitimate business and respect for human rights.

The study consists of six semesters through which students are offered a high degree of mobility through the choice of program content of studies according to student affinities while maintaining the range of professional knowledge provided by the program core of the study.

Upon completion of the study program the holder of this qualification is entitled to use the legally protected professional title "Professional Bachelor (baccalaureus) of Economy" (bacc. oec.) and perform professional tasks within their professions.

#### 2. EXPECTED LEARNING OUTCOMES

- 1. To apply and link economic terms in more complex written and oral communication in Croatian and foreign languages.
- 2. To organize and lead teamwork, and critically judge the opinions and attitudes of team members.
- 3. To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages.
- 4. To collect, calculate and graphically display statistical data from the field of economics and business by using advanced software tools and further comment and analyze them.
- 5. To use planning, organizing, management and control methods on practical examples, analyze the problem and propose appropriate solutions to problem situations.
- 6. To analyze and link basic concepts and apply content related to the area of economics, management, accounting, and finance.
- 7. To interpret business and financial reports and propose solutions to improve financial performance and profitability.
- 8. To interpret, solve and / or graphically present solutions in the fields of maths, statistics and information technology and apply their methods and techniques in analyzing economic problems by using advanced software tools.
- 9. To link basic terms and apply contents related to the area of law for the preparation of legal acts (contracts, rulebook) connected to a company or organization.
- 10. To develop team and interpersonal teamwork skills, master communication skills and presentation skills of set topics and tasks (case studies, projects, seminars) using advanced software tools for document creation, presentation and budget implementation.
- 11. To understand specific human resource management processes and propose a proper value system in judgment process and assessment of work achievements and performances.
- 12. To design and economically valorize entrepreneurial ideas, events, projects, products and services in the team and present them.
- 13. To analyze new roles of organizations, systems, processes, products and services and quality standards in companies and propose valorization of new trends in companies and organizations.
- 14. To assess cause and effect connections of influence of the economic development process and multiplicative influence of tourism on social changes and environment and suggest options and strategies for improving and developing them.
- 15. To propose and evaluate the importance of food, nutrition and hygienically correct food production and preparation in tourism.
- 16. To analyze offer and resources (in organization, enterprises, tourism, tourist destination) by taking into account changing environment and using key business indicators at the global, national, regional and local levels, compose development strategies to achieve competitiveness.
- 17. To develop business plan and development activities for tourism enterprise, and propose emarketing tools in tourism.
- 18. To develop marketing plan for a specific economic entity and formulate marketing strategy
- 19. To use software packages to manage business units, processes, and organizations.

#### 3. PROGRESSION THROUGH THE STUDY PROGRAM

The student is required to enroll in the academic year in the enrollment deadlines. A person who does not enter the academic year loses status and rights of a student. The deadlines are published on Polytechnic web sites and newsletters and, if necessary, in Polytechnic publications (brochures, promotional materials, etc.).

When enrolling in the study year, the student enrolls compulsory and elective subjects in value of minimum 27 to a maximum of 35 ECTS per semester, i.e. a minimum of 60 ECTS per year, in accordance with the Study Regulations.

- I. Students enroll in a higher academic year if they have obtained at least 50 ECTS from the previous year, as follows: from the previous year, students enroll all non-passed subjects and a maximum of 60 ECTS from higher study years.
- II. Students have the right to enroll a repetition of the study year with partial enrollment of subjects from higher year of study under the following conditions:
  - Partial entry of subjects from the second (2) year of study if they have at least 30 ECTS in the first (1) study year
  - Partial entry of subjects from the third (3) year of study if they have at least 30 ECTS in the second (2.) study year
- III. If a student has completed at least one of the ECTS credits with 29 or fewer ECTS credits, he or she must enter a repeat of the year in the Academic Calendar as set forth in the academic year for the next academic year.

If the student has passed as many subjects as possible by the end of the academic year whose ECTS value is 29 or less ECTS he or she is obliged to enter a repetition of the year in the deadlines set forth for enrollment in the Academic Calendar for the next academic year.

**Figure 1.** Number of enrolled students in the academic year 2018./2019.

Teaching	<b>Full-time st</b>	udent	Part-time students			
year	First entry	Repeat	First entry	Repeat		
2.	63	8	20	2		
3.	71	8	8	1		

Teaching at undergraduate professional study Management consists of lectures, seminars, exercises, laboratory exercises, field work, practical training, projects, consultations, mentoring, colloquia, examinations and other forms of assessment and professional practice.

Prerequisites for enrollment in a higher study year are attended courses from the lower academic year (confirmed by the signature of the course lecturer). The student is obliged to attend all forms of teaching in the scope determined by the performance plan of the teaching of a particular subject.

For economics and rationality, classes for full-time and part-time students are carried out jointly whenever possible given spatial and other conditions.

Students are obliged to complete all the commitments undertaken in the course (seminar papers, exercise protocols, project work, case studies) which the teacher certifies by signing the index at the end of the semester (usually the last teaching week of the semester). The teacher has the right to refuse signing the index to a full-time student who is absent from more than 30% of teaching hours.

Part-time student's obligations are created according to the possibilities of their attendance in courses, which must be in accordance with the approved performance plan of the teaching of a particular subject.

The total obligation of the full-time students can be 48 hours a week at most, and not less than 40 hours, of which the most 24 hours a week of active hours. Exceptionally, students' obligations may be greater in the case of increased practical teaching, but not more than two weeks in a row during the semester.

Professional Undergraduate Study of Management, Department of Tourism Management is evaluated with 180 ECTS credits, which are realized through enrollment of the courses. Before completing the final thesis, the student **must pass all courses**. The total number of credits placed with the final thesis should be **at least 180 ECTS points**.

## 4. LIST OF LECTURERS WHO TEACH AT PROFESSIONAL UNDERGRADUATE STUDY OF MANAGEMENT - DEPARTMENT OF TOURIST MANAGEMENT

NAME AND SURNAME OF THE LECTURER	COURSE	CONTACT E-MAIL	CONSULTATION	
	EMPLOYEES of Polytechnic	of Šibenik		
Ivana Bratić, prof., lec.	Business English III Business English IV Business Italian IV	bratic@vus.hr	Cabinet 15	
Goran CRNICA, prof.	Business German III Business German IV	gcrnica@vus.hr	Cabinet 15	
Nikolina GAĆINA, Master in eng., s.lec.  Use of DDD Methods and HACCP Standard in Hotel Industry Nutrition and Tourism		nikolina@vus.hr	Cabinet 1	
Divna Goleš, Master in econ., s.lec.  Economics of Non-profit Organization Quality Management  divna@vus.		divna@vus.hr	Cabinet 3	
Anita GRUBIŠIĆ, Master in econ., s.lec.	ŠIĆ, Master in econ., Fundamentals of Accounting anita@vus.hr		Cabinet 7	
MSc Ivana KARDUM GOLEŠ, s.lec.	KARDUM GOLEŠ, Business Italian III		Cabinet 15	
Dijana MEČEV, Master in econ., s.lec.	Public Sector Economics	dijana@vus.hr	Cabinet 2	
Ana PERIŠIĆ, Master in econ., s.lec.	Business Statistics	sisak@vus.hr	Cabinet 3	
Jasmina SLADOLJEV, Master in econ., s. lec.	Management Management of Tourist Destination Hotel Organization and Reception Operation Management of Tourist Agencies and Tour operators Professional Practice	jasmina@vus.hr	Cabinet 4	
Jelena Šišara, Master in econ., s.lec.	Tourism Marketing Theory and Organization of Tourism	jelena@vus.hr	Cabinet 4	
PhD Ana Vukučević, s.lec.	Business Organization Service Management	ana_u@vus.hr	Cabinet C	
Žaja Jelena, Master in econ., lect.	Fundamentals of Enterprise Financing in Tourism	jzaja@vus.hr	Cabinet 2	

NAME AND SURNAME OF THE LECTURER	COURSE	CONTACT E-MAIL	CONSULTATION
	EXTERNAL COLLABOR	AATORS	
MSc Anita Krolo Crvelin, s. lec.	Human Resource Management	akroloc@oss.unist.hr	According to the schedule of lectures and exams
Ivana Jardas Duvnjak prof., assistant  Business Italian III		ivana.jardas.duvnjak@gm ail.com	According to the schedule of lectures and exams
PhD Martina Markov Podvinski	Environmental Management in Tourism	martina.markov.podvinski @gmail.com	According to the schedule of lectures and exams
PhD Mijana Matošević Radić, s. lec.	Selective Forms of Tourism	mijana.radic@gmail.com	According to the schedule of lectures and exams
PhD Ivica Poljičak	Business Communication	poljicak@vus.hr	Cabinet 13, According to the schedule of lectures and exams

### 5. PLACE OF TEACHING OF THE UNDERGRADUATE PROFESSIONAL STUDY MANAGEMENT, DEPARTMENT OF TOURISM MANAGENET

Teaching at the Professional Undergraduate Study Management, Department of Tourism Management is performed at the Polytechnic of Šibenik, in Šibenik, address "Trg Andrije Hebranga 11". In the mentioned location, apart from the service offices, there are 12 lecture halls with a total area of 757 m<sup>2</sup>.

The premises in which the teaching process takes place provide optimal conditions with regard to the number of enrolled students. The aforementioned space contains spatial capacities that, in keeping with the standards of higher education, enable students to have good quality monitoring and participation in educational activities.

Classes at the Polytechnic take place from Monday to Friday (in exceptional cases on Saturdays in the morning) according to the fix schedule of the lessons published on the notice boards and on the official website of the Polytechnic. In accordance with the requirements of the *Regulation on the content of license and conditions for issuing license to perform activities of higher education, carrying out study programs and re-accreditation of higher education institutions* (Narodne novine No. 24/10) Article 5 (2), Polytechnic has a ratio of students and the space available for the teaching (1.25 m² / student)

### 6. LIST OF SUBJECTS, TEACHER AND ASSOCIATES, TIMETABLE OF THE SUBJECT, STUDENT WORKLOAD OF THE PROFFESIONAL UNDERGRADUATE STUDY OF MANAGEMENT, DEPARTMENT OF TOURIST MANAGEMENT

M/N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures Hours per week	Seminars Hours per week	Number of groups	Exercise s Hours per week	Number of groups	ECTS
		III. SEMESTER								
M	Sladoljev J.	Management	Sladoljev, J.	Sladoljev, J.	3	1	2			6
M	Šišara J.	Tourism Marketing	Šišara, J.	Šišara, J.	3	1	2			6
M	Grubišić A.	Fundamentals of Accounting	Grubišić, A.	Grubišić, A.	3			2	2	6
M	Goleš D.	Economics of Non-profit organization	Goleš, D.	Goleš, D.	2			1	1	3
N	Poljičak I.	Business Communication	Poljičak, I.	Poljičak, I.	2	2			1	5
N	Bratić I.	Business English III	Bratić, I.	Jardas Duvnjak, I.	2			1	1	3
N	Crnica G.	Business German III	Crnica, G.	Crnica, G.	2			1	1	3
N	Kardum Goleš I.	Business Italian III	Kardum Goleš, I.	Jardas Duvnjak, I.	2			1	1	3

M/N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures Hours per week	Seminars  Hours per week	Numbe r of groups	Exercis es Hours per week	Numb er of group s	ECTS
		IV. SEMESTER								
M	Vukičević A.	Service Management	Vukičević, A.	Vukičević, A.	3	1	2			6
M	Šišara J.	Theory and Organization of Tourism	Šišara J.	assistant	3	1	2			6
М	Matošević Radić M.	Selective Forms of Tourism	Matošević Radić, M.	Matošević Radić, M.	2	1	2			4
M	Perišić A.	Business Statistics	Perišić, A.	Perišić, A.	2			2	2	6
N	Gaćina N.	Use of DDD Methods and HACCP in Hotel Industry	Gaćina, N.	Gaćina, N.	2	1	1			4
N	Bratić I.	Business English IV	Bratić, I.	Jardas Duvnjak, I.	2			1	3	3
N	Crnica G.	Business German IV	Crnica, G.	Crnica G.	2			1	2	3
N	Bratić I.	Business Italian IV	Bratić, I.	Jardas Duvnjak, I.	2			1	2	3

M/N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures Hours per week	Seminars Hours per week	Numbe r of groups	Exercises Hours per week	Numb er of groups	ECTS
		V. SEMESTER								
M	Krolo Crvelin A.	Human Resource Management	Lugović, G.	Lugović, G.	3	1	2			5
М	Sladoljev J.	Hotel Organization and Reception Operation	Sladoljev, J.	Sladoljev, J.	2			2	1	5
M	Sladoljev, J.	Management of Tourist agencies and Tour Operators	Sladoljev, J.	asistent.	2	2	1			6
M	Vukičević, A.	Business Organization	Vukičević, A.	Vukičević, A.	3	1	1			6
M	Goleš D.	Quality Management	Goleš, D.	Goleš, D.	3	1	1			6
N	Mečev D.	Public Sector Economics	Mečev, D.	Mečev, D.	3	1	1			4
N	Gaćina N.	Nutrition and Tourism	Gaćina, N.	Gaćina, N.	3	1	1			4
N	Radić Lakoš T.	Environmental Management in Tourism	Markov Podvinski, M.	Markov Podvinski ,M.	2	1	1			4

M/N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures Hours per week	Seminars Hours per week	Number of groups	Exercises Hours per week	Number of groups	ECTS
		VI. SEMESTER								
M	Sladoljev J.	Management of Tourist Destination	Sladoljev, J.	asistent	3	1	1			6
М	Žaja J.	Fundamentals of Enterprise Financing in Tourism	Žaja, J.	Žaja, J.	2			2	2	5
M	Sladoljev J.	Professional Practice								9
M		Final Thesis								10

### 7. ACADEMIC CALENDAR FOR THE ACADEMIC YEAR 2019/2020.

ACTIVITY	TERM
Winter semester	30 September 2019 - 21 February 2019
Lectures, exercises, and seminars	30 September 2019 - 25 January 2020
Winter holidays	23 December 2019 - 3 January 2020
Winter regular examination period	27 January 2020 – 21 February 2020
Testing the Winter Semester	13 February 2020 - 20 February 2020
Summer semester	24 February 2020 - 30 September 2020
Lectures, exercises, and seminars	24 February 2020 - 5 June 2020
Summer regular examination period	8 June 2020- 8 July 2020
Summer break	20 July 2020 - 17 August 2020
Autumn regular examination period	24 August 2020 - 19 September 2020
Testing the Summer semester	13-18 July 2020 / 24-30 September 2020

### NATIONAL HOLIDAYS

DATE	PUBLIC HOLIDAYS
October 8 <sup>th</sup>	Independence Day
November 1 <sup>st</sup>	All Saint's Day
December 25 <sup>th</sup>	Christmas
December 26 <sup>th</sup>	St. Stephen's Day
January 1 <sup>st</sup>	New Year's Day
January 6 <sup>th</sup>	Epiphany
April 13 <sup>th</sup>	Easter Monday
$May 1^{st}$	International Workers' Day
May 31 <sup>st</sup>	Corpus Christi
$May~30^{th}$	National Day
June 22 <sup>nd</sup>	Anti-Fascist Struggle Day
August 5 <sup>th</sup>	Homeland Thanksgiving Day

August 15<sup>th</sup> Assumption of Mary

### 8. CALENDAR OF EXAM TERMS AND DEADLINES FOR ACADEMIC YEAR 2019./2020.

SUBJECT HOLDER	SUBJECT	Winter exam	nination period	Summer exa	mination period	Autumn exa	mination period
	III. SEMESTER	1st period	2nd period	3rd period	4th period	5th period	6th period
Sladoljev J.	Management	04.02.	18.02.	09.06.	23.06.	01.09.	15.09.
Šišara J.	Tourism Marketing	30.01.	13.02.	11.06.	25.06.	31.08.	14.09.
Grubišić A.	Fundamentals of Accounting	28.01.	11.02.	08.06.	19.06.	04.09.	18.09.
Goleš D.	Economics of non-Profit Organization	11.02.	28.2.	16.06.	30.06.	01.09.	15.09.
Poljičak I.	Business Communication	31.01.	14.02.	12.06.	26.06.	30.08.	13.09.
Bratić I.	Business English III	04.02.	18.02.	24.06.	08.07.	09.09.	23.09.
Crnica G.	Business German III	06.02.	20.02.	26.06.	09.07.	22.08.	05.09.
Kardum Goleš I.	Business Italian III	04.02.	18.02.	16.06.	30.06.	01.09.	15.09.
Zlatović D.	Labour Law *	31.01.	14.02.	16.06.	30.06.	04.09.	18.09.

	IV. SEMESTER	1st period	2nd period	3rd period	4th period	5th period	6th period
Vukičević A.	Service Management	28.01.	04.02.	09.06.	23.06.	28.08.	17.09.
Šišara J.	Theory and Organization of Tourism	30.01.	13.02.	11.06.	25.06.	31.08.	14.09.
Matošević Radić, M.	Selective Forms of Tourism	/	/	15.06.	29.06.	31.08.	14.09.
Perišić A.	Business Statistics	04.02.	18.02.	16.06.	30.06.	26.08.	09.09.
Gaćina, N.	Use of DDD Methods and HACCP in Hotel Industry	06.02.	20.02.	23.06.	07.07.	27.08.	10.09.
Bratić I.	Business English IV	04.02.	18.02.	24.06.	08.07.	09.09.	23.09.
Crnica G.	Business German IV	06.02.	20.02.	26.06.	09.07.	22.08.	05.09.
Bratić I.	Business Italian IV	04.02.	18.02.	24.06.	08.07.	09.09.	23.09.
Šišara J.	Marketing Management *	29.01.	12.02.	10.06.	24.06.	30.08.	13.09.

SUBJECT HOLDER	SUBJECT	Winter exan	nination period	Summer exam	ination period	Autumn exam	ination period
	V. SEMESTER	1st period	2nd period	3rd period	4th period	5th period	6th period
Krolo Crvelin, A.	Human Resource Management	03.02.	17.02.	16.06.	30.06.	03.09.	17.09.
Sladoljev, J.	Hotel Organization and Reception Operation	04.02.	18.02.	09.06.	23.06.	01.09.	15.09.
Sladoljev, J.	Management of Tourist Agencies and Tour Operators	04.02.	18.02.	09.06.	23.06.	01.09.	15.09.
Vukičević, A.	Business Organization	28.01.	04.02.	09.06.	23.06.	28.08.	17.09.
Goleš D.	Quality Management	11.02.	28.2.	16.06.	30.06.	01.09.	15.09.
Mečev, D.	Public Sector Economics	05.02.	19.02.	17.06.	01.07.	03.09.	17.09.
Gaćina, N.	Nutrition and Tourism	06.02.	20.02.	23.06.	07.07.	27.08.	10.09.
Radić Lakoš T.	Environmental Management in Tourism	27.01.	17.02.	08.06.	29.06.	31.08.	14.09.
Deković Ž.	Financial Management *	04.02.	18.02.	15.06.	29.06.	27.08.	10.09.
	VI. SEMESTER	1st period	2nd period	3rd period	4th period	5th period	6th period
Sladoljev J.	Management of Tourist Destination	05.02.	19.02.	10.06.	24.06.	02.09.	16.09.
Žaja, J.	Fundamentals of Enterprise Financing in Tourism	/	/	15.06.	29.06.	27.08.	10.09.

### 9. CURRICULA AND COURSE CONTENT WITH EXPECTED LEARNING OUTCOMES AND BASIC LITERATURE III. SEMESTER

1. GENERAL INFORMATION ABOUT THE SUBJECT								
1.1. Title	MANAGEMENT	1.8. ISVU course code	140742 201922 202212 201314					
1.2. Lecturer	Jasmina Sladoljev , univ.spec. oec.	1.9. MOZVAG course code						
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45 + 0 + 15)					
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	Level 1 - Materials Available Online, 0%					
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2.					
1.6. Study year	2 . academic year	1.13. Modernization	□yes ∎no					
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% ☐					

2. COURSE DESCRIPT	TON
2.1. Course objectives	The aim of the course is to acquaint students with the specifics of the manager's work, his responsibilities through all management functions, and to direct students to design a project based on all management functions, and it is necessary to make a financial construction
2.2. Terms of course entry and required competences	Terms of the pis pass the exams with the second year of study
2.3. Learning outcomes on the study programme	<ol> <li>Apply and link economic terms in complex written and oral communication in Croatian and foreign languages</li> </ol>
level	<ol> <li>Organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders</li> </ol>
	3. Independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign language
	4. Use planning, organizing, leading and controlling methods using case studies and analysing the problem
	<ol> <li>Analyse and integrate core concepts and apply content related to economics, management, accounting and finance</li> </ol>
	6. Develop team and interpersonal teamwork skills, master communication and case presentation skills (case studies, projects, seminars) using advanced software tools for document creation, presentation and budget implementation
	7. Use software packages to manage business departments, processes, and organizations
	8. Design and economically evaluate entrepreneurial ideas, events, projects, products and services in the team and present the same
	9. Analyse supply and resources (in organization, company, tourism, tourist destination) respecting the changing environment using key business indicators at global, national, regional and local levels, and develop development strategies to achieve competitiveness
	10. Use advanced software tools for document creation, presentation and budget implementation

2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloo (up to two verbs per LO)  1. Define, explain at 2. Analyze the imparancesses and systems, and 3. Apply appropriate leadership and motivation to 4. Assess the import 5. Design a business and cost projections, identific construction of operating in	LO Level: Recapture, Understanding, Application, Analysis, Evaluation, Synthesis  2,5 4,6  4  6  5.6				
	Constructive alignment  Thematic unit	IU course	Content / teaching method	Valuation		It takes time
2.5. Course content according to detailed	Introductory lecture;	1	They listen to a lecture. In the course of the seminar they are introduced to the course content and documents on the elearning page of the course by working independently on a computer.	-		6 hours
curriculum schedule	Tourism - classification, functions of tourism; Tourism as a system; Basic factors of tourism	1, 2,3 4	They listen to a lecture, present seminar papers	exam they define concepts that of they need to should on a concrete example.		6 hours
	Touristic destination and destination system; Tourism trends;	1, 2,3 4;8	They listen to lectures, solve case studies, present seminar papers	exam they define concepts that of then they should	um or the written and oral ne and explain the ccur in this thematic unit, d present and analyze the crete example, critically	8 hours

			judge based on the presented problem and propose a solution to the same problem.	
Planning as a function of managing a tourist destination; principles and characteristics of planning; subjective to you in the process of development planning tour with t Icke destination;	1, 2, 3, 4, 8	They listen to lectures, solve case studies, present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 hours
Planning as a function of managing a tourist destination; local planning procedures; planning of tourist sites;	1, 2, 3, 6, 7, 8, 10, 12	They listen to lectures, solve case studies, present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 hours
Analysis of the macro environment and the tourist destination market; SWOT analysis, 1 colloquium	1, 2, 3, 5, 6,7, 10, 12	They listen to lectures , present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 hours
Study trip	11.12	They analyse the elements of the tourist destination and the role of the organizations and make concrete conclusions and suggestions	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
Strategic destination management, Planning models and techniques for minimizing the negative effects of tourism	1, 2, 3, 5 , 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically	12 hours

			judge based on the presented problem and propose a solution to the same problem.	
Strategic marketing planning as part of the overall development planning process	1, 2, 5, 7,9, 10, 11, 12	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
Organization of economic agents of tourist intermediation.	1, 2, 3, 5 , 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
Managing the destination mix marketing tools	1, 2, 3, 5 , 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
Destination organization and management structure	1, 2, 3, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
Prac learning and monitoring implementation plans	1, 2, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours

colloquium  11, 12  Concluding Considerations, Signatures, 2nd Colloquium  11.12  Present projects  At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present ad analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.  3. EVALUATION OF STUDENT WORK  3.1. Students' obligations  In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students who have during the course achieved:  • From 0 – 24.9% ECTS credits - is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From 25 – 49.9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;  • More than 50% ECTS credits - students have the right to access the final exam of the subject.  Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, make the colloquium or the written and oral example or the propose a solution to the same problem.  4 at the colloquium or the written and oral exam they define and exam they define and exam they define and exam to a concrete example, critically judge based on the presented and analyse the concepts that the concepts that coccur in this thematic unit, then they should present and exam they define an											
Concluding Considerations, Signatures, 2nd Colloquium  11.12 present projects		lecture; Preparation for		7,9, 10,	•	exam they definent concepts that of then they should same on a concipudge based on	ne and explain the ccur in this thematic unit, d present and analyse the crete example, critically the presented problem and	16 hours			
3.1. Students' obligations  In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:  • From 0 – 24.9% ECTS credits - is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From 25 – 49.9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;  • More than 50% ECTS credits - students have the right to access the final exam of the subject.  Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, mak and presenting the seminar paper and project; passing two colloquia; b) during the course (active participation in the lessons, solving case studies, creating and present the seminar paper and project; passing two colloquia; b) during the course (active participation in the lessons, solving case studies, creating and present the seminar paper and project; passing two colloquia; b) during the course (active participation in the lessons, solving case studies, creating and present the seminar paper and project; passing two colloquia; b) during the course (active participation in the lessons, solving case studies, creating and present the seminar paper and project; passing two colloquia; b) during the course (active participation in the lessons, solving case studies, creating and present the seminar paper and project; passing two colloquia; b) during the course (active participation in the lessons, solving case studies, creating and present the seminar paper and project; passing two colloquia; b) during the course (active participation in the lessons, solving case studies, creating an				11.12	present projects	exam they defin concepts that of then they shoul same on a conc judge based on	ne and explain the ccur in this thematic unit, d present and analyse the crete example, critically the presented problem and	4			
have the obligations    Students who have during the course achieved:   From 0 - 24.9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;   From 0 - 24.9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;   From 0 - 24.9% ECTS credits- is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;   More than 50% ECTS credits- students have the right to access the final exam of the subject.   Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, mak and presenting the seminar paper and project, passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and present the seminar paper and project) and passing the exam (written and oral exam).    3.2. Monitoring student work (enter the share of ECTS credits for each activity so that the total number of ECTS points corresponds to the credit scorresponds to the	3. EVALUATION OF S	TUDENT WORK									
work (enter the share of ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the course)    With the share of Experimental work   Experimental work   Research   Practical work	obligations	have the obligation to attend  Students who have during th  From 0 – 24,9% I  From 25 – 49,9% extraordinary exa  More than 50% E  Students can pass the final exand presenting the seminar p	<ul> <li>From 0 – 24,9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;</li> <li>From 25 – 49,9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;</li> <li>More than 50% ECTS credits - students have the right to access the final exam of the subject.</li> <li>Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and project, passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting</li> </ul>								
ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the course)  Experimental work  Research  Research  Report  Continuous checking  (other type)	_	Attending classes	0.5		Written exam	2 (no midterm)	Project	2			
number of ECTS points corresponds to the credit score of the course)    Sessay   Report   Continuous checking	`	Experimental work			Research		Practical work				
corresponds to the credit score of the course)    Colloquium		Essay			Report		Continuous checking				
	corresponds to the credit	colloquium	`	written and	Seminar paper		(other type)				
	score of the course)	Teaching activities	0.5		Oral exam	1 (no midterm)	(other type)				

	T										
3.3. Student workload	Ct., dont	d an all bassa is 1 ECTC a	dia 20								
		Student workload on all bases is 1 ECTS credit 30 semester hours and is estimated as:  **Commitment** Hours (estimated)									
	1	Attending classes			<u> 110urs (esti</u> 60	imatea)					
	2.	Creation of seminar wo	rk and n		15						
	1 1 1	sentation	rk and p	roject ussignment	13						
	3.	Preparation for the mid	term / ex	am through self-study	105						
4. GRADING											
4.1. Seminar paper grading	Valuation Element	Poor		Satisfying		Above average					
	Organization	The paper is not organi a logical order and lack structure.		The paper is well structured with a clear distinction between the introduction, the main body of the text and the conclusion.		The paper is well structured with a clear distinction between the introduction, the main body of the text and the conclusion, which are logically interconnected.					
	Terminology, writing style	Words and expressions low in line with official terminology. The writing style is not appropriate, the sentences are too long, of a modest vocabulary and with frequent and repeated grammatical errors.		Words and expressions are in line with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and there are few grammatical errors.		Words and expressions are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.					
	Citing and referencing references	The sources are not listed at all. The references do not fit the topic and show a cursory approach to exploring the topic.		The sources are listed but incomplete with errors. The references are relevant to the topic and show a satisfactory research attitude.		The sources are accurately, completely and consistently listed. The references are appropriate, their list is "rich" and comprehensive and shows a detailed research approach.					
4.2. Colloquium / exam	Poor		Satisfy	ing	Above av	verage					
grading	understanding. I not apply the bas	memory, no deeper Repro- loes not know and does diffic know explain the contents of matte		ty transfers new evaluation thoroughl logically lons that substantiate by		ge is at the level of analysis, synthesis and n. It observes legitimacy, accurately and ly explains the content of the subject, and links and explains the terms and concepts that it ates. Find solutions that are not originally given. a correlation with correlative subjects.					

4.3. Creating a final grade according to evaluation elements	Active attendance		70-75% attendance		75% attendance 76-86% attendance		Project asignment Solved case studies
				2 points	4 points	7 points	3 points
	Carainan nanan			2	3	4	5
	Seminar paper			5 points	7 points	8 points	10 points
				2	3	4	5
	Examination / We examination	Vritten	50 to 64.9%		65 to 79.9%	80 to 89.9%	90-100%
	Chairman on			25 points	30 points	35 points	40 points
	Ovel ment of the		2		3	5	5
	Oral part of the	exam	25 points		30 points	35 points	40 points
4.4. Creating a final		Percentage of a knowledge, sk competences (t + final exa	tills and teaching	Number rating	ECTS grade		
grade according to		90 - 100	%	5 (excellent)	AND		
absolute allocation		80 - 89,9		4 (very good)	В		
		65 - 79,9		3 (good)	C		
		60 - 64,9		2 (sufficient)	D		
		50 - 59.9	%	2 (sufficient)	Е		

5. ADDITIONAL INFORMATION ABOUT THE COURSE										
5.1. Compulsory literature (available in the library and through other media)	Title	Number of copies in the library	Availabilit y through other media							
	1. M. Buble, Menadžment, Ekonomski fakultet u Splitu, Split, 2006.	5								
	2. Nastavni materijali sa e-learninga		da							
5.2. Additional literature (at the moment of changes	1. Sikavica, P., Bahtijarevic-Šiber F.:Menadžment – teorija menadžmenta i veliko empirijsko istraživanje u Hrvatskoj,Masmedia, Zagreb, 2004.	3								
and/or amended of study programme)	<ol> <li>Drucker, P.:Najvažnije o menadžmentu, M.E.P.Consult, Zagreb 2005.</li> <li>Weihrich, H., Koontz, H.: Menedžment, Mate, Zagreb, 1993.</li> </ol>	1 3								
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	work. Keeping records of students' attendance and activity in the classroom and information ob the midterm will provide the information needed for further guidance to students in order to in will be instructed in their rights and obligations as well as working methods and required literatu	Quality control of students' work and the acquisition of necessary knowledge and skills will be ensured through interactive work. Keeping records of students' attendance and activity in the classroom and information obtained about student progress through the midterm will provide the information needed for further guidance to students in order to increase their work efficiency. Students will be instructed in their rights and obligations as well as working methods and required literature.  Quality assurance system indicators: Student survey, monitoring of annual data with CES - on the annual student employment status,								
5.4. information on the course and contact with the teacher	It is the obligation of each student to be regularly informed about the course, the coursework are of classes or possible adjournment will be published in a timely manner on the e-learning site of Polytechnic. Students can contact teachers during the consultation period (at least one hour per explanations they can be contacted during class. It is also possible to ask questions by e-mail (vus.hr), which will be answered as soon as possible (no later than five working days after received).	of the course and on the war week), while for short quantum from the official e-mail and the short of the course o	vebsite of the uestions and							

1. GENERAL INFORMATION ABOUT THE SUBJECT									
1.1. Title	MARKETING IN TOURISM	1.8. ISVU course code	187571						
1.2. Lecturer	Jelena Šišara, univ.spec.oec.	1.9. MOZVAG course code							
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45+0+15+0)						
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%						
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	4.						
1.6. Study year	2 <sup>st</sup>	1.13. Modernization	■ yes □ no						
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements  Less than 20% More than 20 %							
2. COURSE DESCRIPTION									
2.1. Course objectives  The aim of the course is to acquaint students with the specifics of applying the marketing concept in tourism in order to apply the acquired knowledge and skills in a real business environment.									
2. Terms of course entry and equired competences  Admission requirements for the 2nd year of study									

	LO1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign languages								
	LO2: To organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders								
2.3. Learning outcomes on the	LO3: T	To independently and responsibly search relevant li	terature for deci	sion making and conclusion in Croatian ar	nd foreign language				
study programme level		To develop team and interpersonal teamwork skill ation, presentation and budget implementation	s, master comm	unication and case study skills (case studie	es, projects, seminars) using advanced software tools	for document			
	LO17:	To develop a marketing plan for a tourism compar	ny and developn	nent activities, and propose tools for e-mar	keting in tourism				
2.4. Expected learning outcomes on the course level	1. To e 2. To a 3. To a 4. To c 5. To c	Learning outcomes towards Bloom's taxonomy:  (up to two verbs per LO)  1. To explain and critically evaluate the basic concepts and characteristics of marketing in tourism;  2. Unders 3. Applica 4. Analysi 5. Evalua 6. Synthes 1. To explain and critically evaluate the basic concepts and characteristics of marketing in tourism;  2. To analyse marketing strategies and to make them on concrete examples;  3. To analyse the marketing environment on a concrete example;  4. To design specific marketing activities that create value in accordance with the needs and desires of customers / clients.  5. To develop a marketing plan for a tourism company.  6. Based on the example provided, to critically evaluate marketing mix of a tourism company and to propose tools for e-marketing in tourism  5.6							
	Cons	tructive alignment	T						
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed			
	1.	Introduction to the course and a detailed performance plan	-	Listen to the lecture. On seminary teaching, by independent work on the computer students get acquainted with course content and documents on the e-learning course page.	-	6 hours			
2.5. Course content according to detailed curriculum schedule	2.	Understanding of marketing processes in tourism	1, 4	They listen to a lecture, solve case studies.	At the colloquium or the written and oral exam, they define the basic marketing concepts, explain the basic marketing concepts and marketing processes in tourism,	6 hours			
	3.	Features of tourism services	1,4	They listen to a lecture, solve case studies, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam the define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	8 hours			
	4.	The role of marketing in strategic planning	1, 2, 4	They listen to a lecture, solve case studies, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam the define and explain the concepts that occur in this thematic unit, then they should present and analyse	10 hours			

				the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	
5.	Development of marketing opportunities and strategies in tourism	1, 2, 4	They listen to a lecture, solve case studies, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	10 hours
6.	Marketing environment	1, 3, 4	They listen to a lecture, solve case studies, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	10 hours
7.	Marketing plan	1, 4, 5	They listen to a lecture, solve case studies, develop a marketing plan for a tourism company	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	12 hours
8.	Marketing Information System and Marketing Research, I. Colloquium	1, 4, 5	They listen to a lecture, solve case studies, develop a marketing plan for a tourism company	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	12 hours
9.	Markets of final consumption and consumer behavior	1, 4, 5	They listen to a lecture, solve case studies, develop a marketing plan for a tourism company	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	12 hours
10.	Market segmentation and market positioning	1, 2, 3, 4, 5	They listen to a lecture, solve case studies, develop a marketing plan for a tourism company	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	15 hours
11.	Development of marketing mix in tourism: production and product management	1, 2, 3, 4, 5, 6	They listen to a lecture, solve case studies, develop a marketing plan for a tourism company	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	8 hours
12.	Development of marketing mix in tourism: price and placement	1, 2, 3, 4, 5, 6	They listen to a lecture, solve case studies, develop a marketing plan for a tourism company	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse	8 hours

								concrete example, critically judge or presented problem and propose a same problem.	on
	13.	Development of the ma	rketing mix in tourism:	1, 2, 3, 4, 5, 6	They listen to a lecture studies, develop a mark a tourism company		define and exp thematic unit, t the same on a c the basis of the solution to the		se 8 hours
	14.	Marketing managemen destination marketing	nt in tourism and 1, 2, 3, 5		They listen to a lecture, present a marketing plan		At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.		se 15 hours
	15. Final lecture, course signatures, II. colloquium				They listen to a lecture marketing plan	, present a	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.		se 4 h ours
3. EVALUATION OF STUDEN	T WO	RK							
3.1. Students` obligations	to atter Studen Studen semina	nd at least 50% of lecture ts who have during the con- From 0 – 24,9% ECT From 25 – 49,9% ECT More than 50% ECT ts can pass the final exan	s. All students must create ourse achieved: IS credits- is rated F (unsu CTS credits - is rated FX (is credits - students have to in two ways: a) during thing two colloquia); b) duri	, present and paccessful) and inadequate) and he right to accee course through	cannot get ECTS credits a d has to come out and passess the final exam of the sigh continuous student atte	r paper.  nd must re-enrol s the test (exam). ubject. ndance (active pa	the subject in the A written exam outlicipation in the	next academic year; can be held in a regular or extraorce elessons, solving case studies, mal- ting and presenting the seminar pa	inary exam period;
	Attendance 1		1	Write	ten exam	2 (by submitting both colloquiums the student is relieved of an written examination)		Project	1
3.2. Monitoring student work	Experi	mental work		Rese	arch			Practical work	
(enter the share of ECTS credits for each activity so that the total	Essay			Repo	ort			Continuous examination	
number of ECTS points corresponds to the credit score of the course)	Colloq	uium	3 (by submitting both colloquiums the student relieved of a written and examination)		nar paper	1		Other (inscribe)	
	Class a	activities		Oral	exam	1 (by submitting colloquiums the relieved of an examination)	e student is	Other (inscribe)	

3.3. Student workload	1. Attending classes 2. Creating and Pres	on all bases amounts to 1 E enting seminar paper e Colloquium / exam through self	•	Hours of work per se		s estimated	as:	
4. GRADING								
	Valuation Element	Poor		Sati	Satisfying		Above average	
4.1. Seminar paper grading	Organization	The paper is not organize order and its structure is l		The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.		clear on, the insion.	The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another	
	Terminology, writing style	Words and phrases are lo with official terminology, not appropriate, sentences modest vocabulary, and fi repeated grammatical mis	terminology. The writing appropriate, the sentence the vocabulary is appropriate.		retailing at the irreminology their meanin excellent, the concise, the		terminology their meanin excellent, th concise, the	ohrases are aligned with official and show an understanding of ag. The writing style is e sentences are clear and vocabulary is rich and there matical errors.
	Quoting and referencing	Sources are not specified references do not match to a superficial approach to	he topic and show	errors. The reference	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research attitude.		Sources are consistent. Their list is "	accurate, complete and The references are appropriate, rich" and comprehensive and ust research approach.
	P	oor	Satisfying		isfying		Above average	
4.2. Colloquium / exam grading	Give answer by memory, no deeper understanding Does not know and does not apply the basic term and concepts. Cannot apply or explain the content of the course.		ply the basic terms new knowledge, und		terms, without difficulty transfers inderstands subject matter, explains the notions that substantiate by		thoroughly explains the content of the subject, a	
	Active participation in the	70-75% of attendance	76-8	36% of attendance	87-10	00% of attend	dance	Solved case study and project
4.3. Creating a final grade	lessons	2 points		4 points		7 points		3 points
according to evaluation	Seminar paper	2		3		4		5
elements	Seminar paper	5 points		7 points		8 points		10 points
		2		3		4		5

	Colloquium / written exam  Oral exam		50-64,9%		65-79,9%			80-89,9%	90-100%
			25 points		30 points			35 points	40 points
					3			5	5
			25 points		30 points			35 points	40 points
AA Carrier o Carl and		kno	centage of adopted owledge, skills and ences (teaching + final exam)	Numerou	ıs grade	ECTS grade			
4.4. Creating a final grade		90 – 100%		<u> </u>		A			
according to absolute allocation			80 – 89,9%	4 (very	good)	В			
			65 – 79,9%	3 (go	ood)	С			
			60 – 64,9%	2 (suffi		D			
			50 – 59,9%	2 (suffi	icient)	E			

### 5. ADDITIONAL INFORMATION ABOUT THE COURSE

5.1. Compulsory literature	Title	Number of copies in the library	Availability via other media
(available in the library and through other media)	1. Kotler, P., Bowen, J. T., Makens, J. C. (2010). *Marketing u ugostiteljstvu, hotelijerstvu i turizmu*. Mate, Zagreb	1	
tinough other media)	2. Kotler, P. (2001). *Upravljanje Marketingom, Analiza, Planiranje, Primjena i Kontrola*. Informator, Zagreb	3	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	3. Kotler, P., Armstrong, G. (2013). *Principles of Marketing*, Prentice Hall, Boston	0	
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By k classes and provided information on students' progress through short colloquiums and homework, information for further guidance to stude of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature. Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual stat Alumni association.	ents will be provided in order to	increase the efficiency
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or ar pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one he can be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) the working days from the receipt of e-mail).	our per week), while brief ques	stions and explanations

1. GENERAL	INFORMATION		
1.1. Course lecturer	Anita Grubišić	1.8. Course code in ISVU	
1.2. Course title	Fundamentals of Accounting	1.9. Course code in MOZVAG	
1.3. Assistants and/or associates		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	45 P + 30 P
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.10.1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1st, course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.11.1.12. Number of course revisions	3
1.6. Year of study	П	1.13. Modernization	Yes
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% X□ More than 20 % □
2. COURSE DES	CRIPTION		
2.1. Course objectives	accounting plan, asset accounting and amortization, accounting of business results, inventory of assets and lia	and policies, international accounting standards and the environmounting for liabilities and equity, cost accounting, income accounting bilities, acquisitions and consolidated reports, financial statements, fing, accounting ethics. Exercises include solving characteristic tas RIF Accounting Plan for Entrepreneurs.	g, inancial indicators, understanding of financial
2.2. Terms of course entry and required competences	No conditions	•	

2.3. Learning outcomes on the study programme level	To use s	To apply and link economic terms in more complex written and oral communication in Croatian and foreign languages.  To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages.  To collect, calculate and graphically display statistical data from the field of economics and business by using advanced software tools and further comment and analyse them.  To analyse and link basic concepts and apply content related to the area of economics, management, accounting, and finance.  To interpret business and financial reports and propose solutions to improve financial performance and profitability.  To link basic terms and apply contents related to the area of law for the preparation of legal acts (contracts, rulebook) connected to a company or organization. To use software packages to manage business units, processes, and organizations.									
2.4. Expected learning	Learn	ing outcomes according to the Bloom's taxono	Level of LO:  1- remembering, 2- understanding, 3- application, 4-analysis, 5-evaluation, 6-synthesis								
outcomes on the course level	To analy To class To comp	in, link and analyse the features of accounting for entreprese the effects of key business transactions on financial statisfy business events.  Bute and record business events in basic and auxiliary accordance, link and analyse financial statements.	4,5 4,5 3,4 5,6								
	Numb er	Thematic unit	_	Duration							
	1.	Introductory lecture, Accounting concepts and content,	1,2,3	They listen to a lecture and read literature. They work on their own and in team workouts.	concepts of accounti	the written and oral exam they define the basic oncepts of accounting. Analyse the types and users of accounting information.					
2.5. Course content according to	Types of accounting, Accounting information users, Basic models of balance sheet and income statement,		1,2,3	They work on their own and in team workouts.  disting exampunderly		In the written and oral exam they know how to distinguish between accounting categories and set ar example, with an understanding of the positions of the underlying financial statements and the application of the law.					
according to		sheet and income statement,		1 -	underlying financial law.	statements and the application of the					
	3.	Accounting harmonization, Accounting documents and controls, Accounting types and accounts.	1,2,3	1 -	underlying financial law.  In the written and or and evaluate the cha	statements and the application of the all exam they know how to analyse rt of accounts and the chart of them correctly with the double					

5.	Legal accounting framework for financial accounting in Croatia, Fundamental financial statements, Accounting records, Tax system in the Republic of Croatia,	1,2,3	They listen to a lecture and read literature. They work on their own and in team workouts.	On the written and oral exam they know how to apply the Legal Framework for Financial Accounting and the Croatian Tax System for the preparation of business books and basic financial statements.	12
6.	Recording of business changes following the chart of accounts, Preparation of annual accounts, Repetition for exam, allocation of signatures.	1,2,3	They listen to a lecture and read literature. They work on their own and in team workouts.	On the written and oral exam they know how to apply the Legal Framework for Financial Accounting and the Croatian Tax System for the preparation of business books and basic financial statements.	12
7.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events entries using RRIF Accounting Plan for Entrepreneurs.	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12
8.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events entries using RRIF Accounting Plan for Entrepreneurs. 2	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12
9.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events entries using RRIF Accounting Plan for Entrepreneurs. 3	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12
10.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events entries using RRIF Accounting Plan for Entrepreneurs. 4	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12
11.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events entries using RRIF Accounting Plan for 4Entrepreneurs. 5	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12
12.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12

	entries using RRIF Accounting Plan for Entrepreneurs. 6				
13.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events entries using RRIF Accounting Plan for Entrepreneurs. 7	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12
14.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events entries using RRIF Accounting Plan for Entrepreneurs. 8	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12
15.	Exercises include solving characteristic task groups as part of a written part of exams through recording business events entries using RRIF Accounting Plan for Entrepreneurs. 9	4	They listen to a lecture and read literature. They work on their own and in team workouts.	They can evaluate and synthesize business changes in both the written and oral exam	12

#### 3. EVALUATION OF STUDENTS' WORK

3.1. Students` obligations	Attendance (in accordance with the Rulebook on Studying) and the preparation of homework assignments are required for signature.								
3.2. Monitoring student work	Attendance	1	Written exam (theory + practical)	2 +2	Project				
(enter the share of ECTS credits	Experimental work		Research		Practical work				
for each activity so that the total	Essay		Report		Continuous examination	0,5			
number of ECTS points	Colloquium		Seminar paper		Other				
corresponds to the credit score of the course)	Class activity	0,5	Oral exam		Other				
3.3. Student workload	Student workload on all bases for 1 ECT  1. Attending classes and exercises 2. Preparing colloquia or exams the	s 60 hours		as:					

4. GRADING SY	4. GRADING SYSTEM									
4.1. Grading seminar papers	-									
	U	Insatisfactory		Satisfactory						
4.2. Grading colloquia/ written and oral exam	Responds by me understanding. I basic terms and how to apply or course with exam	Does not know of concepts. Does a explain the cont	or apply not know understands the		basic concepts and without parts new knowledge, material, explains the terms ported with examples.		Knowledge is at the level of analysis, synthesis and evaluation. Observes the principles, accurately and thoroughly explains the content of the material, and logically connects and explains the terms and concepts supported with examples. Finds solutions that were not originally given. Notes correlations with related material.		ains the ins the itions that	
	Active course attendance		70-75%	of attendance	70	6-86% of attenda	nce	87-100% of attendance		Max. Points
			4 points		7 points			210points		20 points
4.3. Final grade	Seminar paper									
according to evaluation		Colloquia/ Written exam		2		3		4		5
elements	Colloquia/ Write			-64,9%	65-79,9%			80-89,9%		90-100%
			24	1points	53 points		65 points			72 points
	Oral exam			2		3	4			5
	Oral exam		9	points		12 points		15 points		18 points
4.3. Final grade		Percentage of knowledge, competences (te	skills and eaching + final	cills and hing + final Numerical		ECTS g	rade			
according to absolute		90 – 1	00%	5 (excelle		A				
division		80 - 89		4 (very go 3 (good		B C				
		60 - 6		2 (satisfac		D				
		50 - 59	9,9%	2 (satisfac	tory)	Е				

5.1. Compulsory literature	Title	Number of copies in the library	Availability via other media
(available in the library and via other media)	1. Grubišić, A.; Osnove računovodstva, Veleučilište u Šibeniku, 2016.		YES
5.2 Additional literature (at the moment of changes and/or amended of study programme)	1. grupa autora: Računovodstvo poduzetnika s primjerima knjiženja, X naklada, 2014, RRIF Plus, Zagreb	2	
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactivity during classes and provided information on students` progress through short colloquiums and homework, in be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations a literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service surveys from employers and Alumni association.	nformation for further guid as well as the methods of w	ance to students wi ork and the require
5.4. Informing about the course and contacting the teacher	It is the responsibility of each student to be regularly informed about the course, the coursework, and the classroom activities will be published in a timely manner on the e-learning site of the course and on the website of the Polytechnic. Students can (at least one hour per week), while for short questions and explanations they can be contacted during class. It is also possible e-mail address at @ vus.hr), which will be answered as soon as possible (no later than five working days after receiving the	contact teachers during the ole to ask questions by e-m	e consultation perio

1. GENERAL INFORMATION A	1. GENERAL INFORMATION ABOUT THE SUBJECT									
1.1. Title	ECONOMICS OF NON-PROFIT ORGANISATION	1.8. ISVU course code	140750							
1.2. Lecturer	Divna Goleš, Master of Economics, Senior lecturer	1.9. MOZVAG course code								
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+15+0+0)							
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%							
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	3.							
1.6. Study year	2st	1.13. Modernization	■ yes □ no							
1.7. Credit score (ECTS)	3	1.14. Percentage estimate of course changes and/or supplements	Less than 20%							
2. COURSE DESCRIPTION										
		he basic concepts of economics from the aspect of rational d the common needs of the wider social community or a sp								
2.2. Terms of course entry and required competences	Admission requirements for the 2nd year of study									

	I 01:	To apply and link economic terms in mo	re complex	written and oral communication is	Croatian and foreign languages					
2.2 Learning outcomes on the	LO2: To organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders									
2.3. Learning outcomes on the study programme level	LO3:	To independently and responsibly search	n relevant lite	erature for decision making and co	onclusion in Croatian and foreign language					
study programmie iever	LO6:	To analyze and link basic concepts and a	apply conten	t related to the area of economics,	management, accounting, and finance					
					study skills (case studies, projects, seminar	s) using				
	advar	ced software tools for document prepara	tion, present	tation and budget implementation	1	O Level:				
2.4. Expected learning outcomes on the course level	(up to	ning outcomes towards Bloom's taxonon two verbs per LO) plain and critically evaluate the role and i		of organizations acting for the con	7 8 9 1 1 1	. Recapture, . Understanding,				
		alyse the specifics of individual manager			mion 500 <b>u</b> .	4,6				
	3. Design a work program for a non-profit organization.									
	4. Pre	sent an approach paper that addresses the	e business of	f a non-profit organization		6				
	Constructive alignment									
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed				
	1	Introduction to the course and a detailed performance plan.	-	Listen to the lecture. On seminary teaching, by independent work on the computer students get acquainted with course content and documents on the e-learning course page.	-	3 hours				
2.5. Course content according to detailed curriculum schedule	2.	Economics as social science, the characteristics of non-profit organizations	1,2.4	They listen to a lecture. They read the literature.	At the colloquium or the written and oral exam define basic insights on the characteristics of the non-profit sector.	3 hours				
	3.	Organizations that work for the common good.	1,2,4	They listen to a lecture. They read the literature.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit.	4 hours				
	4.	Overview of the legal framework of non-profit organizations.	1,2	They listen to a lecture, they read the literature.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit.	4 hours				
	5.	Businesses of non-profit organizations.	1,2,3,4	They listen to a lecture, they read the literature.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit,	6 hours				
	6.	Assessment of needs and priorities of non-profit organizations.	1,2,3	They listen to a lecture, they read the literature, work in a team on case	At the colloquium or the written and oral exam they define and explain the concepts that occur in this	6 hours				

			work present a seminar paper, followed by a discussion.	thematic unit, then they should present and analyse the same on a concrete example.	
7.	Development of business behavior of non-profit organizations - management of non-profit organizations.	1,2,3	They listen to a lecture, they read the literature, work in a team on case work present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example	6 hours
8.	Develop business behavior of non- profit organizations-marketing non- profit organizations.	1,2,3	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	6 hours
9.	Creating a program of non-profit organizations, I. colloquium.	1,2,3,4	They listen to a lecture, they read the literature, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	16 hours
10.	Asset, financing and accounting of non-profit organizations.	2,3	They listen to a lecture, they read the literature, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit.	6 hours
11.	Making a proposal for budgeting the cost of implementing the work program.	2,3,4	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example-	6 hours
12.	Make a proposal for a project funding grant.	3,4	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	10 hours
13.	Quality Management Systems of Non Profit Organizations.	1,2	They listen to a lecture, they read the literature, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit,	4 hours
14.	Example: Croatian national tourist board.	1,2	They listen to a lecture, they read the literature.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit.	4 hours
15.	Final lecture, course signatures, II. colloquium	1,2,3,4	They listen to a lecture and prepare independently for the exam.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit.	12 hours

## 3. EVALUATION OF STUDENT WORK

3.1. Students' obligations

In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.

Students who have during the course achieved:

- From 0 24,9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;
- From 25 49,9% ECTS credits is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;
- More than 50% ECTS credits students have the right to access the final exam of the subject.

Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, making and presenting the seminar paper, passing two colloquia); b) during the course (active participation in the lessons, creating and presenting the seminar) and passing the exam (written and oral exam).

	Valuation Element	Poor		Satisfying	Above The paper is well-str	average
4. GRADING						
	6. Preparation for the	Colloquium / exam through self-	study	30		
ole Stadent Hollitone	4. Attending classes 5. Creating and Prese	enting seminar paper		45   15		
3.3. Student workload	Commitment			Hours (estimate)		
		n all bases amounts to 1 EC	CTS point for 30 hours of	of work per semester and is es	timated as:	
	Class activities 0,5		Oral exam	0,5 (by submitting both colloquiums the student is relieved of an oral examination)	Other (inscribe)	
number of ECTS points corresponds to the credit score of the course)	Colloquium  1,5 (by submitting both colloquiums the student is relieved of a written and oral examination)		Seminar paper		Other (inscribe)	0,5
(enter the share of ECTS credits for each activity so that the total	Essay		Report		Continuous examination	
3.2. Monitoring student work	Experimental work		Research		Practical work	
	Attendance	0,5	Written exam	1 (by submitting both colloquiums the student is relieved of an written examination)	Project	

	Valuation Element	Poor	Satisfying	Above average
	Organization	The paper is not organized in a logical order and its structure is lacking.	The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.	The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another
4.1. Seminar paper grading	Terminology, writing style	Words and phrases are low harmonized with official terminology. Writing style is not appropriate, sentences are too long, modest vocabulary, and frequent and repeated grammatical mistakes.	Words and phrases are aligned with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and has little grammatical errors.	Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.
	Quoting and referencing	Sources are not specified at all. The references do not match the topic and show a superficial approach to the research topic.	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research attitude.	Sources are accurate, complete and consistent. The references are appropriate, their list is "rich" and comprehensive and shows a robust research approach.

		]	Poor			Satisfying			Above average		
4.2. Colloquium / exam grading	Does not know and does not apply the basic terms and concepts. Cannot apply or explain the contents			ns new nts the	Reproduces basic terms, without difficulty transfers new knowledge, understands subject matter, explains the terms and the notions that substantiate by examples.			Knowledge is at the level of analysis, synthesis and evaluation. It observes legitimacy, accurately and thoroughly explains the content of the subject, and logically links and explains the terms and concepts that it encapsulates. Find solutions that are not originally given. There is a correlation with correlative subjects.		accurately and the subject, and ms and concepts that are not	
	Active participation	in the	70-75% of atter	ndance	76-86	% of attendance	87-10	0% of a	ttendance	Solved ca	se study and project
	lessons		2 points			4 points		7 point	:S		3 points
	Si		2			3		4			5
4.3. Creating a final grade	Seminar paper		5 points			7 points		8 point	:S		10 points
according to evaluation	Colloquium / written exam		2		3			4			5
elements			50-64,9%		65-79,9%		80-89,9%		%		90-100%
			25 points		30 points		35 points		ts	40 points	
	Oral exam		2		3			5			5
			25 points		30 points			35 poin	ts		40 points
		kno	centage of adopted owledge, skills and ences (teaching + final exam)	Numer	ous grade	ECTS grade					
4.4. Creating a final grade			90 – 100%		cellent)	A					
according to absolute allocation			80 – 89,9% 65 – 79,9%		ry good) good)	B C					
			60 – 64,9%		fficient)	D					
			50 – 59,9%	2 (su:	fficient)	Ē					
5. ADDITIONAL INFORMAT	ION ABOUT TH	E COU	VRSE								
5.1. Compulsory literature				Title					Number of cop library		Availability via other media
(available in the library and		Alfirević N., and associates (2013). Osnove marketinga i menadžmenta neprofitnih organizacija, Školska knjiga. Zagreb. (selected chapters)							2		

Alfirević N., and associates (2013). Osnove marketinga i menadžmenta neprofitnih organizacija, Školska knjiga, Zagreb, (selected chapters)

2. Dobre R.(2005). Ekonomika poduzeća, VŠTM, Šibenik,( selected chapters)

through other media)

10

5.2. Additional literature (at the moment of changes and/or amended of study programme)	<ol> <li>Group of authors (2018).Računovodstvo neprofitnih organizacija RRIF, Zagreb</li> <li>Meler M.,(2003). Neprofitni marketing, Ekonomski fakultet Osijek, Osijek</li> <li>Legislation (NN)</li> </ol>	2 0	On line			
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on students` progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from employers and Alumni association.					
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or any delay in teaching will be published on the e-learning pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one hour per week), while brief questions and explanations can be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) that will be answered in a short time (no later than five working days from the receipt of e-mail).					

2. GENERAL INFORMATION	N							
1.1. Course lecturer	Ivica Poljičak, PhD	1.8. Course code in ISVU	140748					
1.2. Course title	<b>Business Communication</b>	1.9. Course code in MOZVAG						
1.3. Assistants and/or associates		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+0+30+0)					
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1st, course materials are on-line, 0%					
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	4					
1.6. Year of study	2 <sup>nd</sup>	1.13. Modernization	Yes					
1.7. Credit score (ECTS)	5	1.14. Percentage estimate of course changes and/or supplements	Less than 20% X□ More than 20 % □					
2. COURSE DESCRIPTION								
2.1. Course objectives	Getting familiar with basic communi purpose of effective application in bu	cation terms, forms and processes. Recognition and understanding cusiness communication	of communication models and styles, with a					
2.2. Terms of course entry and required competences	4 year secondary education complete	4 year secondary education completed						
2.3. Learning outcomes on the study programme level	LO 2: To organize and lead team work, and critically judge the opinions and attitudes of team members  LO 10: To develop team and interpersonal teamwork skills, master communication skills and presentation skills of set topics and tasks (case studies, projects, seminars) using advanced software tools for document creation, presentation and budget implementation.							

	Lear	Learning outcomes according to the Bloom's taxonomy: (up to two verbs per LO)						
2.4. Expected learning outcomes on	1. 0	lefine forms and processes of com	municatio	n		2	2,3,4,5.6	
the course level	2. i	dentify and explain interpersonal	communic	ation		2	2,3,4,5.6	
	3. c	ategorize and analyse verbal and nonver	bal commun	ication		2	2,3,4,5.6	
		lefine and analyse communication styles				2	2,3,4,5.6	
		nalyse and apply different forms of elect	ronic comm	unication			2,3,4,5.6	
		lefine public speaking					2,3,4,5.6	
	7. a	nalyse and apply basic presentation skill	S			2	2,3,4,5.6	
	Cons	tructive alignment	T					
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation		Time	
	1	Introduction into the course and detailed plan.	-	Listen to lectures. Work independently on computer, get to know course content and eLearning documents.	-		5 h	
2.5. Course content according to detailed curriculum schedule	2.	Forms and processes of communication	2,3,4,5.6	Listen to lectures and read literature. Independently and in a team, analyse individual examples of different forms and processes of communication.	At the colloquium or written / or they know how to identify and the model of the communication and the participants in the communication process.	evaluate n process	10 h	
detailed curriculum schedule	3.	Interpersonal communication	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research examples of interpersonal communication, explain and present them.	At the colloquium or written / or they know how to identify and interpersonal communication principles of successful commun	evaluate n and	10 h	
	4.	Business communication – structure of communication	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research the content of this thematic field and present it individually.	At the colloquium or written / or they know how to identify verba nonverbal, written and electronic communication.	1,	10 h	

5.	Effective communication	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research the content of effective communication and present it individually.	At the colloquium or written / oral exam, they can analyse and explain the key elements of effective communication: concise presentation, active listening, asking questions, a positive atmosphere and avoiding meta-languages.	10 h
6.	Nonverbal communication – body language	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research nonverbal communication.	At the colloquium or written / oral exam, they can distinguish and explain different aspects of the impact of nonverbal communication on interpersonal communication.	10 h
7.	Communication styles – assertive communication style	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research communication styles, especially assertive communication style.	They know how to define and interpret an assertive communication style in a colloquium or written / oral exam.	10 h
8.	Communication styles – aggressive and submissive	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research communication styles, especially aggressive and submissive communication style.	They know how to define and interpret aggressive and submissive communication style at a colloquium or written / oral exam.	10 h
9.	Communication and cultural differences	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research the influence of cultural differences on communication process.	At the colloquium or written / oral exam, they can identify certain types of cultural differences and explain how they affect communication.	10 h
10.	Business correspondence	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research business correspondence.	At the colloquium or written / oral exam, they can explain, analyse and apply various forms of business correspondence.	10 h
11.	Electronic communication	2,3,4,5.6	Listen to lectures and read literature. In the seminar	At the colloquium or written / oral exam, they can describe electronic	10 h

			classes, individually research electronic correspondence.	communication and analyse various forms of electronic communication.	
12.	Public relations	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research the infuence of public relations in modern organizations.	At the colloquium or written / oral exam, they know how to define public relations and describe the components of the public relations function.	10 h
13.	Public speaking and meeting management	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research the content of public speaking and meeting management.	At the colloquium or written / oral exam, they can explain and analyse public speaking and describe the key elements of meeting management.	10 h
14.	Preparation of presentations and presenting	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research how to prepare and make presentations.	At the colloquium or written / oral exam, they know how to identify the main parts of the presentation preparation and make a quality ppt.	10 h
15.	Negotiating as a communication skill	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research negotiating as a communication skill.	At the colloquium or written / oral exam, they can define negotiation and describe the basic types of negotiation.	10 h

## 3. EVALUATION OF STUDENTS' WORK

In accordance with the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students attendance of at least 70%. Part-time students are required to attend classes at least 50%. All students are required to prepare, present and positively pass the seminar paper.

Students who have during the course achieved:

- from 0 24,9% ECTS credits- are rated F (unsuccessful) and cannot obtain ECTS credits, and must re-enroll in the next academic year;
- from 25 49,9% are assessed by FX (insufficient) and must pass the written exam (test). Written exam (test) can be held in a regular or extraordinary exam period;
- more than 50% students have the right to take the final exam.

Students can pass the final exam from the course in two ways: a) during classes through continuous monitoring of students (active participation in classes and preparation and presentation of seminar paper and two colloquia); b) during classes (active participation in classes and preparation and presentation of seminar work) and taking exams (written and oral exam).

Students can take the final exam from the course in two ways: a) during the course of teaching through continuous monitoring of students (active participation in classes and through two colloquia); b) by passing the exam (written and oral part of the exam).

# 3.1. Students' obligations

	Attendance	0,5	Written	n exam	2 (without	colloquia)	Project				
3.2. Monitoring student work (enter	Experimental work		Resear	ch			Practical wo	rk			
the share of ECTS credits for each activity so that the total number of	Essay		Report				Continuous examination				
ECTS points corresponds to the credit score of the course)	Colloquium	4,5 (without written and oral exam)	Semina	ar paper			Other				
	Class activity	0,5	Oral ex	kam	2,5		Other				
3.3. Student workload	3. Attending cl	t workload on all bases for 1 ECTS credit is 30 hours in a semester and is estimated as: Attending classes and exercises 60 hours Preparing colloquia or exams through individual work 90 hours									
4. GRADING SYSTEM											
4.1. Grading seminar papers											
	Unsatis		Satisfactory				ove average				
4.2. Grading colloquia/ written and oral exam	Responds by memory, understanding. Does n basic terms and conce how to apply or explain course with examples.	difficulty understands	Reproduces the basic concepts and without difficulty imparts new knowledge, understands the material, explains the terms and concepts supported with examples.			, content of the material, and logically connects and explains the					
				1							
	Active course attendar	70-74,9% of a	ittendance	75-79,9% of atte	endance	80-89,9% of	attendance	90-100% of attendance			
		2 poir	nts	5 points		10 poi	ints	20 points			
		2		3		4		5			
4.3. Final grade according to evaluation elements	Colloquia/ Written exa	am 50-64,	9%	65-79,9%	ó	80-89,	9%	90-100%			
C. Manion Clements		25 poi	nts	30 points	S	35 poi	ints	40 points			
	0.01	2		3		5		5			
	Oral exam	25 poi	25 points		rs 35		ints	40 points			

4.3. Final grade according to absolute division	Percentage of acquired knowledge, skills and competences (teaching + final exam)  90 - 100%  80 - 89,9%  65 - 79,9%  60 - 64,9%  50 - 59,9%	Numerical grade  5 (excellent) 4 (very good) 3 (good) 2 (satisfactory) 2 (satisfactory)	ECTS grade  A B C D E							
5. ADDITIONAL COURSE INFOI	RMATION									
5.1. Compulsory literature (available in the library and via		Title								
other media)	Lamza-Maronić, M. i Glavaš, J. (2008.), Po	5								
5.2. Additional literature (at the moment of changes and/or amended	Fox, R. (2006.), Poslovna komunikacija, Za – Zagreb.	5								
of study programme)	Reardon, K., K. (1988.), Interpersonalna ko	5								
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	of attendance and student activity during cla for further guidance to students will be pr obligations as well as the methods of work	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on students` progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student								
5.4. Informing about the course and contacting the teacher	It is the responsibility of each student to be possible adjournment will be published in contact teachers during the consultation pe class. It is also possible to ask questions by than five working days after receiving the	a timely manner on the e- riod (at least one hour per e-mail (from the official e	learning site of the course and oweek), while for short questions	n the website of the Polyte and explanations they can	echnic. Students can be contacted during					

3. GENERAL INFORMATION				
1.1. Course lecturer	Ivana Bratić, prof., higher lecturer	1.8. Course code in ISVU	140745	
1.2. Course title	Business English 3	1.9. Course code in MOZVAG		
1.3. Assistants and/or associates		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+15+0+0)	
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> , course materials are on-line, 0%	
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2	
1.6. Year of study	1 <sup>st</sup>	1.14. Modernization	Yes	
1.7. Credit score (ECTS)	3	1.14. Percentage estimate of course changes and/or supplements  Less than 20% More than 20 %		
2. COURSE DESCRIPTION				
2.1. Course objectives	related to the world of business, glo communicating, and writing business The aim of the course is also to fami	s English 3 is to upgrade the learned grammar structures with new bal trends and intercultural diversity. Developing competence in restleters in English. liarize students with multicultural diversity at European and globaling skills, active listening, writing a business letter (business etiquetter).	eading and understanding professional texts, level and to develop competencies and skills	
2.2. Terms of course entry and required competences	Four-year secondary education comp level.	leted; Possession of a Level 4.2 qualification according to the CRO	QF. Proficiency in English at minimum B1	
2.3. Learning outcomes on the study programme level	LO2: Organize and lead team work, a LO3: Independently and responsibly	s in more complex written and oral communication in Croatian and and critically evaluate the opinions and attitudes of team stakeholders search the relevant literature for decision-making and conclusion in pts and apply content related to economics, management, accounting	rs. Croatian and foreign languages.	

		Develop team and interpersonal teamwore tools for document preparation, present			skills (case studies, projects, sem	inars) usir	ng advanced			
2.4. Expected learning outcomes on the course level	Lear	ning outcomes accroding to the Bloom's	s taxonomy:	(up to two verbs per LO)			embering, erstanding, ication, esis, action,			
	1. Un	1. Understand and apply basic terms in professional terminology of economic character in English								
	2. To	translate and interpret in English language	ge texts of bu	siness and economic character pr	ocessed during the course		2,3			
	3. De	velop and demonstrate (in front of fellow	students) a	brief presentation within the topic	s of the course		3			
	4. for	mulate and compose a business letter in l	English				6			
	5. pre	pare and compose an essay in English					6			
	6. sel	6. select and evaluate one of the topics within the course								
		7. Explain and translate specific business text								
		8. Organize and implement teamwork								
	Constructive allignement  LO of the									
	no	Thematic unit	course	Content/teaching methods	Evaluation		Time			
	1	Introduction into the course and detailed plan.	-	Listen to lectures. Work independently on computer, get to know course content and eLearning documents.	-		2 h			
2.5. Course content according to detailed curriculum schedule	2.	Communication Listening, reading	1, 2, 3,5, 7	Students read the text in English. They notice new and / or unfamiliar vocabulary and professional expressions, paraphrase them into English and offer an adequate translation into Croatian. They express their opinions in written and spoken form.	At the colloquia or the written and oral exam, students are able to paraphrase new expressions related to the notion of a good communicator and explain what are the characteristics of a successful communicator in today's global environment. They will know how to use professional vocabulary and idioms from the business world as well as to paraphrase them accurately as well as to find Croatian versions for the same.		4 h			
	3.	Good communicators "A quiet word beats sending e-mail"	1, 2, 3,5, 7	Students read the text in English. They understand new and / or unfamiliar vocabulary and professional terms, paraphrase them into English and offer adequate translation into Croatian. They answer the questions.	At the colloquium or the written and oral students know to evaluate and explain he companies can handle the modern way o communication; whether the technology to establish successful communication or principles of communication remain the same.	ow f has helped	4 h			

4.	International marketing "Diego della Valle: Italian atmosphere is central to Tod's global expansion"	1, 2, 3,5, 7	Students read the text in English. They notice new and / or unfamiliar vocabulary and professional expressions, paraphrase them into English and offer an adequate translation into Croatian. They express their opinions in written and spoken form.	At the colloquium or the written and oral exam, students are able to express their opinions about well-known international brands and to explain in English what makes them successful. They will be able to explain terms and phrases related to creating a brand image and target market.	4 h
5.	How to market internationally Brainstorming, writing	1, 2, 3,5, 7,	Students read the text in English. They understand new and / or unfamiliar vocabulary and professional terms, paraphrase them into English and offer adequate translation into Croatian. They answer the questions.	At the colloquium or written and oral exam students are able to interpret marketing strategies that are used today in the global market and justify their opinion regarding their use. Furthermore, they will be able to explain the concept of "international marketeers" and "world learning" as well as the importance of the brainstorming skill.	4 h
6.	Building relationships Describing relations; multiword words	1, 2, 3, 5, 7	Students read the text in English. They understand new and / or unfamiliar vocabulary and professional terms, paraphrase them into English and offer adequate translation into Croatian. They answer the questions.	At the colloquium or the written and oral exam students can explain the term "business relationships" within the business milieu and adopt a new professional vocabulary related to the same. He will be able to defend his opinion in English on how companies can build a good relationship with consumers.	4 h
7.	Business partnerships ,,How East is meeting West" Networking	1, 3, 4, 5, 6, 7, 8	Students read the text in English. They notice new and / or unfamiliar vocabulary and professional expressions, paraphrase them into English and offer an adequate translation into Croatian. They express their opinions in written and spoken form.	The colloquium or written and oral exam students know and explain the term "networking" and the reasons why networking is important for establishing good business relationships. Students will be able to paraphrase the processed vocabulary. They will know how to recognize it in context and use it in writing and speaking.	6 h
8.	. Revision 1		Students solve exercises. They write an essay.	The student is required to be proficient in the written text in terms of new vocabulary and expression, which implies; completing the sentences with the correct words, identifying synonyms for the English vocabulary, adequately translating the given business context sentences into English, presenting their opinions on one of the given topics dealt within the study.	4 h
9.	Writing formal emails Arranging a meeting	1,4,8	Students listen to a lecture. They write a business letter.	At the colloquium or the written and oral exam students can write a business letter in English. They know how to differentiate formal from informal writing. They know how to use the basic parts of a business letter or e-mail and use the basic phrases needed to write a business letter.	4 h
10	Writing requests O. Arranging a visit Giving news	1,4,8	Students listen to a lecture. They write a business letter.	At the colloquium or the written and oral exam, students can make a formal inquiry in English, write a notice or a complaint.	10 h

	Writing a complaint				
11	Success Successful businesses Prefixes	1,2,3,5,7	Students read the text in English. They understand new and / or unfamiliar vocabulary and professional terms, paraphrase them into English and offer adequate translation into Croatian. They answer the questions.	At the colloquium or the written and oral exam students can explain the term "successful businesses" and the term business success. They know how to use new vocabulary in speaking and writing as well as the most commonly used prefixes in verbs relating to successful business.	4 h
12	Job satisfaction Staff motivation Working for the best companies	1,2,3,5,7	Students read the text in English. They understand new and / or unfamiliar vocabulary and professional terms, paraphrase them into English and offer adequate translation into Croatian. They answer the questions.	At the colloquium or the written and oral exam students know how to use new vocabulary related to the concept of business success. They will be able to give a critical review regarding business motivation.	10 h
13	Risk Describing risk Managing risks	1,2,3,5,7	Students read the text in English. They understand new and / or unfamiliar vocabulary and professional terms, paraphrase them into English and offer adequate translation into Croatian. They answer the questions.	At the colloquium or the written and oral exam students can learn to use in their speech and writing a new, professional vocabulary related to the issue of business risk.	4 h
14	Internationalisation – risk or opportunity? Reaching agreement	1,2,3,5,7	Students read the text in English. They understand new and / or unfamiliar vocabulary and professional terms, paraphrase them into English and offer adequate translation into Croatian. They express their opinions in written and spoken form.	At the colloquium or the written and oral exam, students are able to express their opinions on the different types of risks that have developed in the last thirty years in global international business.	4 h
15	Review 2	1,2,3,4,5,6, 7,8	Students solve grammar tasks and tasks related to comprehension, translation and paraphrasing.	Students know how to complete grammar assignments in writing related to grammar units studied during the course. With regard to vocabulary exercises, they will be able to use new vocabulary and phrases accurately in the text.	16 h

3. EVALUATION OF STUDENTS` WORK											
3.1. Students` obligations	least 70%. Part-time Students who have d  from 0 - 24. from 25 - 4 extraordina more than 5 Students can take th	<ul> <li>accordance with the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students attendance of at ast 70%. Part-time students are required to attend classes at least 50%. All students are required to carry calculator and formulae list.</li> <li>tudents who have during the course achieved:</li> <li>from 0 - 24,9% ECTS credits- are rated F (unsuccessful) and cannot obtain ECTS credits, and must re-enroll in the next academic year;</li> <li>from 25 - 49,9% - are assessed by FX (insufficient) and must pass the written exam (test). Written exam (test) can be held in a regular or extraordinary exam period;</li> <li>more than 50% - students have the right to take the final exam.</li> <li>tudents can take the final exam from the course in two ways: a) during the course of teaching through continuous monitoring of students (active articipation in classes and through three colloquia); b) by passing the exam (written and oral part of the exam).</li> </ul>									
3.2. Monitoring student work (enter the share of ECTS credits for each activity so that the total number of	Attendance	0,5	Written exam	1 (without	colloquia)	Project					
	Experimental work		Research			Practical work					
	Essay		Report			Continuous examination					
ECTS points corresponds to the credit score of the course)	Colloquium	2 (without written exam)	Seminar paper			Other					
	Class activity	0,5	Oral exam	1 (without	colloquia)	Other					
3.3. Student workload	<ol> <li>Attending c</li> </ol>	classes and exercises 4	credit is 30 hours in a semes 5 hours ough individual work 45 hou		nated as:						
4. GRADING SYSTEM											
4.1. Grading seminar papers											
	Unsati	isfactory	Satisfactory		Above average						
4.2. Grading colloquia/ written and oral exam	Responds by memory understanding. Does basic terms and conce how to apply or explacourse with examples	not know or apply epts. Does not know ain the contents of the	Reproduces the basic concept difficulty imparts new understands the material, exp and concepts supported with the support of the concepts supported with the support of the concepts support of the co	knowledge, lains the terms	content of the material, and logically connects and explains the						

	A -4:	70-74,9% of a	ttendance	75-79,9% of	attendance	80-89,9% of	attendanc	e 90-100%	of attendance
	Active course attendance	2 poin	nts	5 poi	nts	10 po	ints	20	points
		2	2		3 4			5	
4.3. Final grade according to evaluation elements	Colloquia/ Written exa	n 50-64,9	50-64,9%		9%	80-89	,9%	90	-100%
evaluation elements		25 poir	nts	30 poi	nts	35 po	ints	40	points
	0.01	2		3		5			5
	Oral exam	25 poir	nts	30 poi	nts	35 po	ints	40	points
4.3. Final grade according to	kı	rcentage of acquired towledge, skills and tences (teaching + final exam) 90 – 100%		erical grade	EC	TS grade			
absolute division		80 - 89,9%	4 (ve	5 (excellent) 4 (very good)		A B			
		65 – 79,9% 60 – 64,9%		(good) tisfactory)		C D			
5. ADDITIONAL COURSE INFO	DMATION	50 – 59,9%	2 (sa	tisfactory)		Е			
				Number of copies in the library	Availability via other media				
5.1. Compulsory literature (available in the library and via other media)	Upper Intermediate English Course Book MARKET LEADER (Third edition), D. Falvey, D. Cotton, S. Kent, Pearson Longman (2011) (the mandatory part only applies to the topics described in this performance plan)							1	e-materijal available to all students on Claroline system of the Polytechnic of Šibenik
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Upper Intermediate Engli     Essential Business Gramm	nar and Usage, Business F	English, MARI	KET LEADER, Pet	er Strutt, Pears		1 1	Available on-line	
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	and student activity duri students will be provided and the required literature Indicators of quality assu- surveys from employers	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on students` progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment,							
5.4. Informing about the course and contacting the teacher	It is the responsibility possible adjournment contact teachers during class. It is also possible than five working days	of each student to be will be published in g the consultation pe e to ask questions by	regularly in a timely ma riod (at leas e-mail (fro	anner on the e- st one hour per	learning site week), whil	of the course a e for short quest	and on the	e website of the Polyto explanations they can	echnic. Students can be contacted during

1. GENERAL INFORMA	ATION							
1.1. Course title	Business German 3	1.8. Course code in ISVU	140746					
1.2. Course lecturer	Goran Crnica, prof., pred. (lecturer)	1.9. Course code in MOZVAG						
1.3. Assistants and/or associates	-	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+15+0+0)					
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e-learning application (1st, 2nd, 3rd level), percentage of online course performance (max. 20%)	1st, course materials are on-line, %					
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	2					
1.6. Year of study	2nd	1.13. Modernization	yes 🗆 no					
1.7. Credit score (ECTS)	3	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %					
2. COURSE DESCRIPTION								
2.1. Course objectives  The aim of the course is to develop language structures, lexis and grammar from the business German language at elementary level. Special attention is given to perfecting the techniques of listening, reading, speaking and writing. Professional vocabulary should be mastered at an elementary level. The objectives also include the repetition and determination of basic tenses, the adoption of professional vocabulary related to the language of information technologies, as well as international and intercultural economic issues.								

2.2. Terms of course entry and required competences		Four-year secondary education completed; possessing a Level 4.2 qualification according to the CROQF. Knowledge of German at a minimum basic level (A1-A2) is desirable but not nandatory.									
		LO 1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign language									
2.3. Learning outcomes on the	LO 3	LO 3: To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages									
study programme level	and p	LO 10: To develop team and interpersonal teamwork skills, master communication skills and presentation skills for assigned topics and tasks (case studies, projects, seminars) using advanced software tools for document creation, presentation and budget implementation									
2.4. Expected learning outcomes on the course level (4-10	Lea	Learning outcomes according to Bloom's taxonomy:									
learning outcomes)	1.	To define and explain busin					1,2				
	2.				in the field of Business German		2,3				
	4.										
	5.	<ul> <li>To argue critically the views expressed and express your own views on the topic of Business German</li> <li>To use part of the Common European Framework of Reference for Languages (CEF) level A2 language competences to generate new ideas</li> </ul>									
	6.	To use part of the Common	European Framework of Re	ference for Lan	guages (CEF) level A2 language compet	ences to generate new ideas	6				
	Cons	Constructive alignment									
	r.br.	Thematic topic of the lecture	Thematic topic of the language exercises	LO of the course	Content / teaching method	Evaluation	Hours needed				
2.5. Course content according to	1	Stellenangebote	Präsens; Präpositionen mit Dativ und/oder Akkusativ	3,5,6	Students listen to the lectures. They work independently on the computer, inform themselves about the course content and eLearning documents. Students discuss the reasons for choosing their studies and explain what they expect from their future career.	In the oral part of the final exam, students introduce themselves or their colleagues. They express their opinion about their own linguistic progress and point out their shortcomings and strengths.	3				
detailed curriculum schedule	2.	Berufe im Tourismus	Kausalsätze	1,4,5,6	Students listen to the lecture and take an active part by asking questions and answering questions. In the lectures, students are encouraged to engage in dialogue and discussion, as well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. They solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3				

3		Ein Tag in einem Reisebüro	Perfekt; Konjunktiv 2 (Hilfsverben, Modalverben), Konditional 1	2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3
4		Keine Autos in der Innenstadt	Prijedlozi s dativom i akuzativom	1,4,5,6	Students listen to the lecture and take an active part by asking questions and answering questions. In the lectures, students are encouraged to engage in dialogue and discussion, as well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. They solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
5		DasMobiltelefon verändert den Alltag	Komparativ i superlativ	2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3
6		Das mobile Fernsehen	Preterit glagola dürfen; zavisne rečenice	1,4,5,6	Students listen to the lecture and take an active part by asking questions and answering questions. In the lectures, students are encouraged to engage in dialogue and discussion, as well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. They solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
7		Was essen die Deutschen?	Deklinacija pridjeva bez člana	2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3
8		Essen früher und heute		2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3
9	9.		Prezent glagola essen; perfekt	1,2,4,5,6	The students listen to the lecture and prepare individually for the exam.	At the colloquium or in the written part of the final exam, the pupils define and explain the	25

			T		1		
			glagola sagen essen		Before the colloquium, students are	most important terms of the learning units. They	
			i kommen		asked to ask questions about content	solve language exercises that demonstrate an	
					or grammar.	understanding of the meaning of key terms.	
						In the oral part of the final exam, the students	
						critically discuss their views on the unit topics	
						and texts and use part of the general language	
						skills at level A2 of the Common European	
						Framework of Reference for Languages by	
						presenting their ideas and findings.	
		Lebensqualität und			Students listen to a lecture on	Students apply grammar structures and solve	
		Lebensstandard			grammar and spelling. The students	grammar and spelling problems at the colloquium	
	10.	Lebensstandard		2,3,4,6	exchange their own experiences on a	or in the written part of the final exam.	2
	10.			2,3,4,0	certain topic and practice language	In the oral part of the final exam, students use	3
					structures by formulating their own	everyday examples to explain how to use certain	
					examples.	grammatical structures.	
		Kolloquium 1	Upotreba perfekta i		Students listen to the lecture and	At the colloquium or in the written part of the	
		1	preterita; partizip			final exam, the pupils define and explain the	
					take an active part by asking questions and answering questions.	most important terms of the learning units. They	
			drugi		In the lectures, students are	solve language exercises that demonstrate an	
						understanding of the meaning of key terms.	
	11.			1,4,5,6	encouraged to engage in dialogue	In the oral part of the final exam, the students	3
					and discussion, as well as to express	critically discuss their views on the unit topics	
					opinions and points of view. The	and texts and use part of the general language	
					four language skills (listening,	skills at level A2 of the Common European	
					speaking, reading and writing) are	Framework of Reference for Languages by	
					used extensively.	presenting their ideas and findings.	
					Students listen to a lecture on	Students apply grammar structures and solve	
					grammar and spelling. The students	grammar and spelling problems at the colloquium	
	12.			2246	exchange their own experiences on a	or in the written part of the final exam.	2
	12.			2,3,4,6	certain topic and practice language	In the oral part of the final exam, students use	3
					structures by formulating their own	everyday examples to explain how to use certain	
					examples.	grammatical structures.	
		Folgen des zu	Rekcija glagola,		•	At the colloquium or in the written part of the	
					Students listen to the lecture and	final exam, the pupils define and explain the	
		großen Konsums	rekcija imenica		take an active part by asking	most important terms of the learning units. They	
					questions and answering questions.	solve language exercises that demonstrate an	
					In the lectures, students are	understanding of the meaning of key terms.	
	13.			1,4,5,6	encouraged to engage in dialogue	In the oral part of the final exam, the students	3
					and discussion, as well as to express	critically discuss their views on the unit topics	
					opinions and points of view. The	and texts and use part of the general language	
					four language skills (listening,	skills at level A2 of the Common European	
					speaking, reading and writing) are	Framework of Reference for Languages by	
					used extensively.	presenting their ideas and findings.	
		Öffentliche	Passiv: prezent i		Students listen to a lecture on	,	
					grammar and spelling. The students	Students apply grammar structures and solve	_
	14.	Verkehrsmittel	preterit 3. lica	2,3,4,6	exchange their own experiences on a	grammar and spelling problems at the colloquium	3
			jednine		certain topic and practice language	or in the written part of the final exam.	
		1	-		toriam topic and practice language		

	s	Transrapid, die schnelle Magnetbahn	Rezent glagola sollen	1,2,4,5,6	The students liste prepare individua Before the collog	n to the lecture and lly for the exam. uium, students are tions about content	everyday exar grammatical s Students apply grammar and or in the writte In the oral par everyday exar	y grammar structures and solve spelling problems at the colloqui en part of the final exam. t of the final exam, students use nples to explain how to use certa	um 26
3. EVALUATION OF STUDE	NTWOR	RK					grammatical s	tructures.	
3.1. Student obligations	to attend of The stude in teachin he/she is of Student and Student and Students of a) by pass	classes and teach at least 5 ent's acquired knowledge is and their presentation of exempted from the written achievements:  Students with 0 - 24.9% Students with 25 - 49.9% period; Students with more than can pass the final exam in sing two colloquia and an orangement of the students with the students with more than can pass the final exam in sing two colloquia and an orangement with the students with more than can pass the final exam in sing two colloquia and an orangement with the students w	0%; they are also required to stested during the course con homework. Of particular im part of the final exam and is of ECTS credits - are graded of ECTS credits - are grade 50% of ECTS credits - stude	write homewontent. Students portance for the obliged to take with an F (under FX (insufficients have the rior extraordinal)	ork. Students are recare evaluated during a final grade are the tense or all final examples of the case of the tense of the case of the ca	puired to bring writing the teaching process two written tests that.  not earn ECTS credit the written exam (test) exam.	g materials (pape s, with particular tt the student tak s and must re-en	ttendance is at least 70%. Part-tiner and pen/ballpoint pen) to the er attention being paid to the studes during the semester. If the stude of the course in the next acadenexam can be held in a regular or exam can be held in a regular or example.	exercises. ent's active participation dent passes both exams, nic year;
3.2. Monitoring student work	Attendand	ce	0,5	Writte	en exam	1 (without col	loquia)	Project	
(enter the share of ECTS credits for each	Experime	ental work		Resea	rch			Practical work	
activity so that the total	Essay			Repor	t			Continuous evaluation	
number of ECTS points corresponds to the credit score	Colloquiu	um	1 (without written exam)	Semir	nar paper			(Homework for part-time students)	0,5
of the course)	Active pa	articipation	0,5	Oral e	xam	1		(Other)	
3.3. Student workload	The wor	Obligation  Attending classes and	all bases is 1 ECTS creating anguage exercises exams through individual wo		1	rs) and is estimated Hours (estimated 15			

4. GRADING SYSTEM	. GRADING SYSTEM									
4.1. Grading seminar papers	-									
		Unsatisfac	ctory			Satisfactory		Above average		
4.2. Grading colloquia/ written and oral exam	understanding. I and concepts. De	Responds by memory, without a deeper understanding. Does not know or apply basic terms and concepts. Does not know how to apply or explain the contents of the course with examples.			Reproduces the basic concepts and without difficulty imparts new knowledge, understands the material, explains the terms and concepts supported with examples.  Knowledge is at the level of analysis, synthesis and evaluation. Observes the principles, accurately and thoroughly explains the content of the material, and logically connects and explains the terms and concepts supported with examples. Finds solutions that were not originally given. Notes correlations with related material.					
	Active participation		70-74,9%	74,9% of attendance 75-79,9% of attendance 80			80-8	39,9% of attendance	90-100% of attendance	
	lectures and languexercises	iage	2	points	5 points 10 points 20 poi			20 points		
	Colloquia/Written exam			2		3		4	5	
4.3. Final grade according to evaluation elements			50	-64,9%		65-79,9%		80-89,9% 90-100%		
evaruation elements				25 points		30 points		35 points	40 points	
				2		3		5 5		
	Oral exam		25	points		30 points		35 points	40 points	
	knowledge competences (to		e of acquired ge, skills and (teaching + final xam)	Numeric	al grade	ECTS grade				
4.4. Final grade according to absolute division		90 -	- 100%	5 (exce		A				
ausorate division			89,9% 79,9%	4 (very 3 (go		B C				
			64,9%	2 (satisf		D D				
			59,9%	2 (satisf	3 /	E				

5. ADDITIONAL COURSE	INFORMATION						
5.1. Compulsory literature (available in the library and	Title	Number of copies in the library	Availability via other media				
via other media)	1. Blažević, N. (1998). Deutsch in Hotellerie und Tourismus. Zagreb: Školska knjiga.						
5.2. Additional literature (at the moment of changes and/or amended of study programme)	www.goethe.de		Availability via e- Learning platform				
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of student work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on student progress through short colloquiums and homework, information for further guidance to students will be provided to increase the efficiency of their work Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from employers and Alumni association.						
5.4. Informing about the course and contacting the teacher	It is the responsibility of each student to be regularly informed about the course, the coursework, and classroom activities. All notices of class on the e-learning site of the course and the website of the Polytechnic. Students can contact teachers during the consultation period (at leas explanations they can be contacted during class. It is also possible to ask questions by e-mail (from the official e-mail address at @vus.hr), whi five working days after receiving the e-mail).	st one hour per week), while f	or short questions and				

4. GENERAL	INFORMATION						
1.1. Course lecturer	Ivana Kardum Goleš	1.8. Course code in ISVU	140747				
1.2. Course title	Business Italian language III	1.9. Course code in MOZVAG					
1.3. Assistants and/or associates	Asistent	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+15+0+0)				
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	4.10.1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> , course materials are on-line, 0%				
1.5. Course status (obligatory, optional)	Optional	4.11.1.12. Number of course revisions	1				
1.6. Year of study	$2^{\mathrm{nd}}$	1.13. Modernization	Yes				
1.7. Credit score (ECTS)	3	1.14. Percentage estimate of course changes and/or supplements	Less than 20% X□ More than 20 % □				
2. COURSE DES	SCRIPTION						
2.1. Course objectives	I language classes students are introduced with new communication systems, enabling their easier and more direct involvement in world events and getting acquainted.						
2.2. Terms of course entry and required competences	Completed course Business Italian language II						
2.3. Learning outcomes on the study programme level	LO1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign languages LO3: To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages						

2.4 Europeted	Learn	ing outcomes accroding to the Bloom's taxono	Level of LO:  1 - remembering, 2 - understanding, 3 - application, 4 - analysis, 5 - evaluation, 6 - synthesis					
2.4. Expected learning		understand and interpret concepts from profes	2, 4					
outcomes on the		write CV in Italian by using the Europass temp	2,3					
course level		write business letters in Italian				2, 6		
	A2	recognize and apply grammatical structures on 2/B2	2, 6					
		read and analyse more complex texts in areas t	3, 4					
	6. to communicate at the intermediate level in the foreign within the subject of the course but in real life situations as well language							
	Numb er	Thematic unit	LO of the course	Content/teaching method	Evaluation		Duration	
	1.	Introduction into the course and detailed plan.	-	Listen to lectures. Work independently on computer, get to know course content and eLearning documents.	-		2 hours	
	2.	Il viaggio d'affari, linguaggio e struttura	1, 2, 5	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	describe the acti occupations related apply basic gram	or the written and oral exam they can vities and the most important to tourism in Italian, identify and matical structures on texts and part of the general language and A2 level	4 hours	
2.5. Course content according to detailed	3.	Noleggiare, il condizionale presente 1,2		Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium of describe the activities occupations related apply basic gramma assignments using properties at A1 and assignments are also assignments as a signment as a signment and assignments are also assignments as a signment	quium or the written and oral exam they can activities and the most important related to tourism in Italian, identify and grammatical structures on texts and using part of the general language		
curriculum schedule	4.	L`italiano al telefono, fare le conversazioni	1, 2, 5	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium o understand and appl terminology related describe the activitic occupations related apply basic gramma	r the written and oral exam they can by basic concepts from professional to business and tourism in Italian, es and the most important to tourism in Italian, identify and dical structures on texts and part of the general language	4 hours	
	5.	Curriculum vitae I, Linguaggio e struttura del curriculum: cosa scrivere e come scriverlo. Modelli di CV (Europass)	1, 2, 3, 5, 6	Listen to lectures and read literature. Use multimedia and internet. Solve exercises. Participate in discussions.	At the colloquium o understand and appl terminology related describe the activitic occupations related	r the written and oral exam they can by basic concepts from professional to business and tourism in Italian, as and the most important to tourism in Italian, identify and tical structures on texts and	4 hours	

				assignments using part of the general language competences at A1 and A2 level and explain the specifics of Italy in the context of etymology, history, geography and culture.	
6.	Curriculum vitae II, struttura e lingua	1, 2, 3, 5, 6	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can understand and apply the basic terms in professional terminology related to business and tourism in Italian, identify and apply basic grammatical structures on texts and assignments using part of the general language competences at A1 and A2 level	4 hours
7.	La cultura degli affari – cercando notizie sull`Italia e Parma	1, 2, 5, 6	Listen to lectures and read literature. During lectures individually research the content of this thematic field by searching data bases, presentt acquired knowledge, express their own ideas and ways of problem solving. Brainstorming, discussion. Solve exercises.	At the colloquium or the written and oral exam they can understand and apply the basic terms in professional terminology related to business and tourism in Italian, identify and apply basic grammatical structures on texts and assignments using part of the general language competences at A1 and A2 level and are able to read and analyse simple texts in the areas that are discussed during the course.	6 hours
8.	Introduzione alla corrispondenza commerciale, Le parti di una lettera formale	1, 2, 4, 5, 6	Listen to lectures and read literature. Use multimedia and internet. Solve exercises and colloquium.	At the colloquium or the written and oral exam they can understand and apply basic concepts in professional terminology related to business and tourism in Italian, to be able to independently read and analyse simpler texts in the fields and areas covered during the course, to explain the specificities of Italy in the context of etymology, history, geography, culture, identify and apply basic grammatical structures to texts and tasks using part of the general language competencies at A1 and A2 level	10 hours
9.	La richiesta di informazioni via posta elettronica, le regole - Il linguaggio delle referenze: cosa scrivere e come scriverlo	1, 2, 4, 5, 6	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can understand and apply basic concepts in professional terminology related to business and tourism in Italian, to be able to independently read and analyse simpler texts in the fields and areas covered during the course, to explain the specificities of Italy in the context of etymology, history, geography, culture, identify and apply basic grammatical structures to texts and tasks using part of the general language competencies at A1 and A2 level	6 hours
10.	La corrispondenza commerciale – la domanda di lavoro, Descrivere la propria carriera: esperienza professionale passata (mansioni,trasferimenti, promozioni), descrivere i propri studi	1, 2,3, 4	Listen to lectures and read literature. Use multimedia and internet. Solve exercises. Participate in discussion.	At the colloquium or the written and oral exam they can understand and apply basic concepts in professional terminology related to business and tourism in Italian, to be able to independently read and analyse simpler texts in the fields and areas covered during the course, to explain the specificities of Italy in the context of etymology, history, geography, culture, identify and apply basic grammatical structures to texts and tasks using part of the general language competencies at A1	6 hours

					and A2 level, listen to short conversations individually and work on solving tasks	
	11.	Visita a una ditta, il testo	4	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can understand and apply basic concepts in professional terminology related to business and tourism in Italian, to be able to independently read and analyse simpler texts in the fields and areas covered during the course, to explain the specificities of Italy in the context of etymology, history, geography, culture, identify and apply basic grammatical structures to texts and tasks using part of the general language competencies at A1 and A2 level	10 hours
	12.	L`arte di negoziazione, Offerte, reclami, ordini	1, 4	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can understand and apply the basic terms in professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to tourism in Italian, describe the most important sectors and elements of business within companies, be able to read and analyse independently texts in the areas and areas covered during the class, identify and apply basic grammatical structures on texts and assignments using part of general language competences at A1 and A2 level, be able to communicate at the basic level in a foreign language within the course topics	10 hours
	13.	Le fasi di negoziazione - Attività professionali (funzioni, mansioni)	5, 6	Listen to lectures and read literature. During lectures individually research the content of this thematic field by searching data bases, presentt acquired knowledge, express their own ideas and ways of problem solving. Brainstorming, discussion. Solve exercises.	At the colloquium or the written and oral exam they can understand and apply the basic terms in professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to tourism in Italian, describe the most important sectors and elements of business within companies, be able to read and analyse independently texts in the areas and areas covered during the class, identify and apply basic grammatical structures on texts and assignments using part of general language competences at A1 and A2 level, be able to communicate at the basic level in a foreign language within the course topics	4 hours
	14.	Descrivere le proprie motivazioni professionali e i benefit, revisone	5, 6	Listen to lectures and read literature. During lectures individually research the content of this thematic field by searching data bases, presentt acquired knowledge, express their own ideas and ways of problem solving. Brainstorming, discussion. Solve exercises.	At the colloquium or the written and oral exam they can understand and apply the basic terms in professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to tourism in Italian, describe the most important sectors and elements of business within companies, be able to read and analyse independently texts in the areas and areas covered during the class, identify and apply basic grammatical structures on texts and assignments using part of general language	6 hours

					competences at A1 and A2 level, be able to communicate at the basic level in a foreign language within the course topics				
	15.	Revisione - Il testo	1, 2, 3, 4, 5, 6	Solve exercises.	At the colloquium or the written and oral exam they can understand and apply the basic terms in professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to tourism in Italian, describe the most important sectors and elements of business within companies, be able to read and analyse independently texts in the areas and areas covered during the class, identify and apply basic grammatical structures on texts and assignments using part of general language competences at A1 and A2 level, be able to communicate at the basic level in a foreign language within the course topics	10 hours			
3. EVALUATION	3. EVALUATION OF STUDENTS` WORK								
	In accor	dance with the Regulations on Stu-	dying and the Regulations or	Student Assessment and	Evaluation: for all full-time students attendance of at least 70%	% is			

	In accordance with the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students attendance of at least 70% is									
3.1. Students` obligations	In accordance with the Regulations on S required. Part-time students are required given to the student's evaluation during this/her presentation of the written work take during the semester. If the student sonly. The final exam consists of a writte creation, etc. The obligation of each stupublished on the web site of the Polytecl and the list of literature are also available.	to attend classes at least and the course of the teaching that the student produces uccessfully passes both earn and an oral part. Ways to dent is to regularly information of Šibenik and the e-	50%. The students` acquire process, with particular at for homework. Of particular and particular and process, with particular at for homework. Of particular and particula	ed knowledge is tested durattention being paid to the star importance for the final from the written part of stare: essays, objective ty. All notices about mainte	ring the course classes. Sp student's active participated all evaluation are the two we the final exam and is oblig pe assignments, discussion nance or eventual postpon	pecial consideration is on in teaching as well as written tests that students ged to take the oral exam n, role play, presentation mement of teaching will be				
3.2. Monitoring student work	Attendance	0,5	Written exam	1 (without colloquia)	Project					
(enter the share	Experimental work		Research		Practical work					

3.2. Monitoring student work	Attendance	0,5	Written exam	1 (without colloquia)	Project	
(enter the share of ECTS credits	Experimental work		Research		Practical work	
for each activity so that the total	Essay		Report		Continuous examination	
number of ECTS points	Colloquium	1 (without written exam)	Seminar paper		Other	
corresponds to the credit score of the course)	Class activity	0,5	Oral exam	1	Other	

3.3.	Student
wor	kload

Student workload on all bases for 1 ECTS credit is 30 hours in a semester and is estimated as:

1. Attending classes and exercises 45 hours

2. Preparing colloquia or exams through individual work 45 hours

4. GRADING SYSTEM									
-									
U	nsatisfactory		;	Satisfactory			Above average		
understanding. I basic terms and how to apply or	or apply not know	know difficulty imparts new knowledge,		Knowledge is at the level of analysis, synthesis and evaluation. Observes the principles, accurately and thoroughly explains the content of the material, and logically connects and explains the terms and concepts supported with examples. Finds solutions that were not originally given. Notes correlations with related material.		ains the ains the ations that			
Active course attendance		70-75%	of attendance	70	6-86% of attenda	nce	87-100% of attendance	Max. points	
		3	3 points		7 points		20 points	20 points	
Seminar paper									
			2		3		4	5	
Colloquia/ Writt	en exam	50-	0-64,9% 65-79,9%			80-89,9%	90-100%		
		25	points	ints 30 points 35 points		40 points			
0.1			2		3		4	5	
Oral exam		25	points		30 points		35 points	40 points	
knowledge, competences (to		skills and eaching + final	Numerical	grade	ECTS g	rade			
					A				
					C				
					D				
	Responds by me understanding. I basic terms and how to apply or course with exart Active course at Seminar paper	Tunsatisfactory  Responds by memory, without a understanding. Does not know or basic terms and concepts. Does how to apply or explain the control course with examples.  Active course attendance  Seminar paper  Colloquia/ Written exam  Oral exam  Percentage of knowledge, competences (to examate of the exam	Tunsatisfactory  Responds by memory, without a deeper understanding. Does not know or apply basic terms and concepts. Does not know how to apply or explain the contents of the course with examples.  Active course attendance  70-75%  Seminar paper  Colloquia/ Written exam  50  25  Oral exam	Responds by memory, without a deeper understanding. Does not know or apply basic terms and concepts. Does not know how to apply or explain the contents of the course with examples.  Active course attendance  70-75% of attendance  3 points  Colloquia/ Written exam  2  Colloquia/ Written exam  Percentage of acquired knowledge, skills and competences (teaching + final exam)  90 - 100%  80 - 89.9%  4 (very g 65 - 79.9%  3 (goo 60 - 64.9%  2 (satisfac	Responds by memory, without a deeper understanding. Does not know or apply basic terms and concepts. Does not know how to apply or explain the contents of the course with examples.    To-75% of attendance   To-75% of attendance	Colloquia/ Written exam   Percentage of acquired knowledge, skills and competences (teaching + final exam)	Colloquia/Written exam   Percentage of acquired knowledge, skills and competences (teaching + final exam)	Responds by memory, without a deeper understanding. Does not know or apply basic terms and concepts. Does not know how to apply or explain the contents of the course with examples.  Active course attendance  70-75% of attendance  87-100% of attendance  87-100	

5.1. Compulsory literature	Title	Number of copies in the library	Availability via other media			
(available in the library and via other media)	L`ITALIANO IN AZIENDA, Giovanna Pelizza, Marco Mezzadri; GUERRA EDIZIONI, 2003. (selected chapters)	10	X			
5.2. Additional literature (at the moment of changes and/or amended of study programme)	<ol> <li>L`ITALIANO PER GLI AFFARI, N. Cherubini, Bonacci Editore, 2000.</li> <li>Dizionario italiano-croato, M.Deanović, J.Jernej, Školska knjiga Zagreb</li> </ol>	10	X (eLearning, handouts)			
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on students` progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from employers and Alumni association.					
5.4. Informing about the course and contacting the teacher	It is the responsibility of each student to be regularly informed about the course, the coursework, and the classroom activities. All notices of classes or possible adjournment will be published in a timely manner on the e-learning site of the course and on the website of the Polytechnic. Students can contact teachers during the consultation period (at least one hour per week), while for short questions and explanations they can be contacted during class. It is also possible to ask questions by e-mail (from the official e-mail address at @ vus.hr), which will be answered as soon as possible (no later than five working days after receiving the e-mail).					

# IV. SEMESTER

1. GENERAL INFORMATION ABOUT THE SUBJECT					
1.1. Title	SERVICE MANAGEMENT	1.8. ISVU course code			
1.2. Lecturer	Ana Vukičević, Ph.D.	1.9. MOZVAG course code			
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45+0+15+0)		
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%		
1.5. Course status (obligatory, optional)	obligatory	1.12. Number of course revisions	1.		
1.6. Study year	3	1.13. Modernization	<b>■</b> yes □ no		
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %		
2. COURSE DESCRIPTION					
2.1. Course Qualitative presentation of conceptual work frames that lead towards strategic decision-making. Understanding and introduction with service management practice of domestic and world known organizations.					

2.2. Terms of course entry and required competences	Four-year high school education completed; having a qualification at level 4.2						
2.3. Learning outcomes on the study programme level	LO5: To use planning, organizing, management and control methods on practical examples, analyze the problem and propose appropriate solutions to problem situations  LO11: To analyze new roles of organizations, systems, processes, products and services and quality standards in companies and propose valorization of new trends in corporanizations  LO13: To understand specific human resource management processes and propose a proper value system in judgment process and assessment of work achievements and perform						
2.4. Expected learning outcomes on	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)				LO Level: 1. Recapture, 2. Understanding, 3. Application, 4. Analysis, 5. Evaluation, 6. Synthesis		
the course level	analyze processes of service management and new roles of planning, controlling, implementation and enhancement				1,2		
	2. Critically analyze business models and innovation methods.				5,2		
	<ul><li>3. Comment the problematic of innovations</li><li>4. Critically judge the process of innovation implementation and methods of innovations</li></ul>				4,2 6		
	Constructive alignment						
2.5. Course content according to detailed curriculum schedule	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed	
	1.	Introduction to course, course objectives	-	Listen to the lecture. On seminary teaching, by independent work on the computer students get acquainted with course content and documents on the e-learning course page.	-	2 hours	
		Definition of service	1,6	Listen to the lecture and read the literature.	In a colloquy or written and oral exam students, define service and characteristics of service.	4 hours	
	2.	Service management – definition	1, 6,	Listen to the lecture and read the literature.	In a colloquy or written and oral exam, students can define service management.	6 hours	

	3.	Types of service systems	1, 6, 7	Listen to the lecture and read the literature.	In a colloquy or written and oral exam students can define and describe different service systems and their specifics.	8 hours
	4.	Service enhancement and measurement	1, 2, 3, 4, 5, 6,	Listen to the lecture and read the literature. At the seminar student individually, in pairs or Socrates threes solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquy or written and oral exam students can define what service enhancement and measurement is and the different techniques used in this process Solved case study.	8 hours
	5.	Introduction to innovation management	1, 5, 6, 7	Listen to the lecture and read the literature.  At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam students can define what is innovation management and its characteristics. Created and Presented seminar paper (by independent use of computer programs).	14 hours
	6.	Innovation as management process	1, 3, 5, 6, 7	Listen to the lecture and read the literature.  At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam they can define and describe innovations and the process of making innovations.  Created and Presented seminar paper (by independent use of computer programs).	12 hours
	7.	Keeley & Pikkel – types of innovation	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature.  At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam they can define and describe Keeley and Pikkel innovation process.  Created and Presented seminar paper (by independent use of computer programs).	14 hours

8.	Quinn &Walters – types of innovation	1, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and network. Listen to the lecture and read the literature. At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam they can define and describe Quinn and Walters types of innovation. Presented seminar paper (by independent use of computer programs).	14 hours
9.	Innovation strategy and risks	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. Listen to the lecture and read the literature. At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam students can define and describe risks that involves creation of innovation and different strategies. Created and Presented seminar paper (by independent use of computer programs).	10 hours
10.	TQM and business excellence	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. At the seminar, students solve the case study.	In a colloquy or written and oral exam students can define and describe what is RQM and business excellence.  Created and Presented seminar paper (by independent use of computer programs).	8 hours
11.	EFQM, Malcolm Baldrige excellence model	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. At the seminar, students solve the case study.	In a colloquy or written and oral exam they can define and describe EFQM model and MBEM.  Created and Presented seminar paper (by independent use of computer programs).	8 hours
12.	Japan excellence model	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and network. Listen to the lecture and read the literature. At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write	In a colloquy or written and oral exam students can define and describe Japanese excellence model.  Created and Presented seminar paper (by independent use of computer programs).	10 hours

			seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.		
13.	Business excellence in Croatia	1, 2, 3, 4,	Listen to the lecture and read the literature. Listen to the lecture and read the literature. At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam students can define and describe the situation with the business excellence in Croatia.  Created and Presented seminar paper (by independent use of computer programs).	8 hours
14.	Case studies	2-3	Listen to the lecture and read the literature.		2 hours
15.	Concluding Considerations / Repeating and Preparing for Exam.		Listen to the lecture and individual preparation for the exam.		20 hours

In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.

# 3.1. Students` obligations

Students who have during the course achieved:

- From 0 24,9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;
- From 25 49,9% ECTS credits is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;
- More than 50% ECTS credits students have the right to access the final exam of the subject.

Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, , solving case studies, making and presenting the seminar paper and passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting the seminar paper) and passing the exam (written and oral exam).

						The paper is well-structured with a clear				
	Valuation Element	Poor			Satisfying	Above average				
4. GRADING										
	1117	1								
		e Colloquium / exam through self-	-study		65					
.3. Student workload	9. Attending classes 10. Creating and Prese	enting seminar paper			45 10					
	Commitment				Hours (estimate)					
		The student's workload on all bases amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:								
	Class activities		Oral exam		1 (by submitting both colloquiums the student is relieved of an oral examination)	Other (inscribe)				
3.2. Monitoring student work (enter the share of ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the course)	Colloquium	2 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper		0,5	Other (inscribe)				
	Essay		Report			Continuous examination				
	Experimental work		Research		0,5	Practical work				
	Attendance		Written exam		2 (by submitting both colloquiums the student is relieved of an written examination)	Project				

4.1. Seminar paper grading

ı	valuation Exement	1 001	Satisfying	Above average			
Organization		The paper is not organized in a logical order and its structure is lacking.	The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.	The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another			
	Terminology, writing style	Words and phrases are low harmonized with official terminology. Writing style is not appropriate, sentences are too long, modest vocabulary, and frequent and repeated grammatical mistakes.	Words and phrases are aligned with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and has little grammatical errors.	Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.			
	Quoting and referencing	Sources are not specified at all. The references do not match the topic and show a superficial approach to the research topic.	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research attitude.	Sources are accurate, complete and consistent. The references are appropriate, their list is "rich" and comprehensive and shows a robust research approach.			

		I	Poor			Satisfying		Ab	ove average	
4.2. Colloquium / exam grading	Give answer by memory, no deeper understanding.  Does not know and does not apply the basic terms and concepts. Cannot apply or explain the contents of the course.				v knowledge, un	terms, without difficunderstands subject mat ne notions that subs	ter, explains	Knowledge is at the level of analysis, synthesis and evaluation. It observes legitimacy, accurately and thoroughly explains the content of the subject, and logically links and explains the terms and concepts that it encapsulates. Find solutions that are not originally given. There is a correlation with correlative subjects.		
	Active participation	in the	70-75% of atte	endance	76-869	% of attendance	87-10	0% of attendance	Created mental map. Solved case study.	
	lessons		2 points	S		4 points		7 points	3 points	
	Seminar paper	2				3	4		5	
4.3. Creating a final grade	Semmar paper		5 points			7 points		8 points	10 points	
according to evaluation			2			3		4	5	
elements	Colloquium / written exam		50-64,9%		65-79,9%			80-89,9%	90-100%	
			25 points		30 points		35 points		40 points	
	Oral mare		2		3		5		5	
	Oral exam		25 point	S	3	30 points	35 points		40 points	
		kno	Percentage of adopted knowledge, skills and petences (teaching + final exam)		fumerous grade ECTS grade					
4.4. Creating a final grade according to absolute allocation			90 – 100%		ccellent)	A				
according to absolute anocation			80 - 89,9% 65 - 79,9%		ry good) good)	B C				
			60 - 64,9%	2 (su	fficient)	D				
			50 – 59,9%	2 (su	fficient)	Е				

5. ADDITIONAL INFORMATION ABOUT THE COURSE										
5.1. Compulsory literature (available in the library and through other media)	Title	Number of copies in the library	Availability via other media							
	<ol> <li>Žilić. I.: Inoviranje, menadžment usluga i poslovna izvrsnost u organizacijama, udžbenik,</li> <li>Veleučilište u Šibeniku, 2015. –avaialble in pdf. file at e-learning</li> </ol>		Available On-line							
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1.									
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By I classes and provided information on students` progress through short colloquiums and homework, information for further guidance to stude of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature. Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual stat Alumni association.	ents will be provided in order to	increase the efficiency							
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or ar pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one he can be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) the working days from the receipt of e-mail).	our per week), while brief ques	tions and explanations							

1. GENERAL INFORMATION AB	OUT THE SUBJECT								
1.1. Title	Theory and organization of tourism	1.8. ISVU course code	140753						
1.2. Lecturer	Jelena Šišara, univ.spec.oec.	1.9. MOZVAG course code							
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45+0+30+0)						
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%						
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	4.						
1.6. Study year	2 <sup>st</sup>	1.13. Modernization	yes 🗆 no						
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %						
2. COURSE DESCRIPTION									
The goal is: - Understand the basic trends in tourism, learning about the features of modern tourism, and understanding the complexity of the tourism organization system Understand the ways in which tourism influences the economic, social and environment of the receptive country To acquaint the student with the basic terminology of the profession and the historical development and social context of tourism To understand the basic principles of touristic attractions and attractions Build a basis for understanding the economic aspects of tourism Introduce students to the leaders of tourism development and the consequences of tourism development.									

2.2. Terms of course entry and required competences	Accord	ling to Directive									
	LO1: Apply and link economic terms in more complex written and oral communication in Croatian and foreign languages										
	LO2: 0	LO2: Organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders									
2.2 I	LO3: Independently and responsibly search relevant literature for decision making and conclusion in Croatian and foreign language										
2.3. Learning outcomes on the study programme level		Develop team and interpersonal teamwork skills, nation, presentation, and budget implementation	naster communi	cation and case study skills (case studies,	projects, seminars) using advanced software tools for	document					
	LO14:	Evaluate the cause and effect relationships of the in opose opportunities and strategies for their improve			iplier impact of tourism on social change and the state	of the environment					
		LO Level: 7. Recapture,									
2.4. Expected learning outcomes	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)										
on the course level		To explain and critically evaluate tourism as a separate economic category,									
	<ol> <li>To assess the location and extent of tourism in the structure of the national economy,</li> <li>To comment and analyze the subjects of the tourism organization system in the Republic of Croatia and their tasks and manner of functioning,</li> </ol>										
	4. To interpret and link the economic functions of tourism,										
	5. To suggest selective types of tourism for a specific example,										
	6. To evaluate tourism resources and analyze space as a component of tourism development and analyze natural and social tourism resources by activity level,										
	Constructive alignment										
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed					
2.5. Course content according to detailed curriculum schedule	1	Introduction to the course and a detailed performance plan		They listen to a lecture. In the course of the seminar, they become acquainted with the course content and documents on the e-learning page of the course by working independently on a computer.	-	6 hours					
	2.	Definitions of tourism and tourist	1	They listen to a lecture, a discussion based on an exposed topic	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	6 hours					

3.	Tourism as a system	1,2	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	8 hours
4.	Historical development of tourism	1, 2	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	8 hours
5.	Tourism market	1,2	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	8 hours
6.	Impacts of tourism	1,4	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	10 hours
7.	Organizational structure of tourism	1, 2, 3, 4	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	12 hours
8.	Touristic needs and motives	1, 2, 3, 4	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	12 hours
9.	Types and forms of tourism, I. Colloquium	1, 2, 3, 4, 5	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	15 hours
10.	The interdependence of tourism and transport	1, 2, 3, 4, 5	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	15 hours

11.	Characteristics of a tourist destination	1, 2, 3, 4, 5, 6	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	20 hours
12.	Tourism product	1, 2, 3, 4, 5, 6	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	20 hours
13.	Tourism resources and attractions	1, 2, 3, 4, 5, 6	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	20 hours
14.	Trends in the tourism market	1, 2, 3, 4, 5, 6	They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	20 hours
15.	Final lecture, course signatures, II. colloquium		They listen to a lecture, read the suggested literature, discuss based on an exposed topic, present a seminar paper followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge on the basis of the presented problem and propose a solution to the same problem.	4 hours

In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.

Students who have during the course achieved:

- From 0
  3.1. Students` obligations From 25
- $From \ 0-24,9\% \ ECTS \ credits-is \ rated \ F \ (unsuccessful) \ and \ cannot \ get \ ECTS \ credits \ and \ must \ re-enrol \ the \ subject \ in \ the \ next \ academic \ year;$ 
  - From 25 49,9% ECTS credits is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;
  - More than 50% ECTS credits students have the right to access the final exam of the subject.

Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting the seminar paper) and passing the exam (written and oral exam).

	Organization	The paper is not organized order and its structure is law.  Words and phrases are lov	cking.	The paper is well structured with a distinction between the introduction main part of the text and the conclusion.	on between the introduction, the		The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another  Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is	
	Valuation Element	Poor		Satisfying		Above a		
4. GRADING								
		Colloquium / exam through self-	study	105	105			
3.3. Student workload	12. Attending classes 13. Creating and Prese	nting seminar paper		60				
22.5.1	The student's workload or Commitment	n all bases amounts to 1 E0	CTS point for 30	hours of work per semester and  Hours (estimate)				
number of ECTS points corresponds to the credit score of the course)	Class activities		Oral exam	2 (by submitting both colloquiums the student is relieved of an oral examination)	Other	r (inscribe)		
	Colloquium	4 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper	1	Other	r (inscribe)		
(enter the share of ECTS credits for each activity so that the total	Essay		Report		Conti	inuous examination		
3.2. Monitoring student work	Experimental work		Research		Pract	tical work		
	Attendance	1	Written exam	2 (by submitting both colloquiums the student is relieved of an written examination)	Proje	ect		

the vocabulary is appropriate and has little

Sources are listed, but incomplete and with

the subject and show a satisfactory research

errors. The references are appropriate for

grammatical errors.

attitude.

modest vocabulary, and frequent and

Sources are not specified at all. The

references do not match the topic and show

a superficial approach to the research topic.

repeated grammatical mistakes.

Quoting and referencing

concise, the vocabulary is rich and there

consistent. The references are appropriate,

their list is "rich" and comprehensive and

Sources are accurate, complete and

shows a robust research approach.

are no grammatical errors.

		]	Poor			Satisfying			Above average		
4.2. Colloquium / exam grading	Does not know and does not apply the basic terms and concepts. Cannot apply or explain the contents			ms ne	Reproduces basic terms, without difficulty transfers new knowledge, understands subject matter, explains the terms and the notions that substantiate by examples.				Knowledge is at the level of analysis, synthesis and evaluation. It observes legitimacy, accurately and thoroughly explains the content of the subject, and logically links and explains the terms and concepts that it encapsulates. Find solutions that are not originally given. There is a correlation with correlative subjects.		
	Active participation	in the	70-75% of atte	endance	76-86	% of attendance	87-10	0% of att	endance	Solv	red case study.
	lessons		2 points	1		4 points		7 points	3		3 points
	G		2			3		4			5
4.3. Creating a final grade	Seminar paper		5 points	•		7 points		8 points	3		10 points
according to evaluation	Colloquium / written exam		2		3		4			5	
elements			50-64,9%		65-79,9%		80-89,9%		90-100%		
			25 points			30 points		35 point	s		40 points
	Oral exam		2			3		5			5
			25 points		3	30 points		35 point	s		40 points
		kno	centage of adopted owledge, skills and ences (teaching + final exam)	Nume	erous grade	ECTS grade					
4.4. Creating a final grade according to absolute allocation			90 – 100%		excellent)	A					
according to apportude anocation			80 – 89,9% 65 – 79,9%		ery good) (good)	B C					
			60 – 64,9% 50 – 59,9%		ufficient) ufficient)	D E					
5. ADDITIONAL INFORMAT	ION ABOUT TH	E COU		= (2							
5.1. Compulsory literature				Title	2				Number of copies in library	the	Availability via other media
(available in the library and		-	rija i organizacija tur								Available On-line
through other media)	2. Čavlek, N., Ba	rtoluci,	M., Prebežac, D., i da Š		Turizam –ekon jiga, Zagreb.	omske osnove i organ	nizacijski su	stav*.	3		

5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Hitrec,T., Hendija,Z. (2008). *Politika,organizacija i pravo u turizmu*. Zagrebačka škola za menadžment, Zagreb.	0				
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on students` progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from employers and Alumni association.					
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or ar pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one he can be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) the working days from the receipt of e-mail).	our per week), while brief ques	tions and explanations			

1. GENERAL INFORMATION ABOUT THE SUBJECT								
1.1. Title	Selective forms of tourism	1.8. ISVU course code	201479					
1.2. Lecturer	Mijana Matošević Radić, PhD, Senior Lecturer	1.9. MOZVAG course code						
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+0+15+0)					
1.4. Study programme (specialist, undergraduate, graduate)			1 <sup>st</sup> – materials available On-line, 0%					
1.5. Course status (obligatory, optional)	Obligatory 1.12. Number of course revisions		1.					
1.6. Study year	2 <sup>nd</sup>	1.13. Modernization	□ yes <b>I</b> no					
1.7. Credit score (ECTS)	4	1.14. Percentage estimate of course changes and/or supplements	Less than 20%					
2. COURSE DESCRIPTION								
The goal is to provide students with theoretical knowledge and case studies:  • Define the basic concepts related to selective forms of tourism;  • Understand the link between the motives of tourism trips, the segmentation of the tourism market and the selective forms of tourism;  • Learn how to recognize the potential of the resource base for developing selective forms of tourism;  • Critically review the development of selective forms of tourism in the destination;  • Apply the learned content of this course in business practice.								
2.2. Terms of course entry and required competences	Four-year secondary education completed; qualification level 4.2 according to the CROQF.							

	LO 1:	Use and connect technical terms related to selective	e forms of touris	sm in written and oral communication in C	Croatian and English language.				
2.3. Learning outcomes on the study programme level	LO 3: Independently and responsibly search relevant literature for decision-making and conclusion.								
	LO 6: .	Analyse and associate resource base with selective	forms of tourisi	m.					
		Develop team and interpersonal teamwork skills, I or document preparation, presentation and budget in			topics and tasks (case studies, projects, seminars) using	g advanced software			
	LO 12:	Design and apply a selective form of tourism in a	tourist destinati	on.					
	LO 16:	Recognize contemporary trends in the tourism ma	rket, taking into	account the diversity of motives for touri	st travel.				
		ning outcomes towards Bloom's taxonon o two verbs per LO)			1   1   1   1   1	A Level: 3. Recapture, 4. Understanding, 5. Application, 6. Analysis, 7. Evaluation, 8. Synthesis			
2.4. Expected learning outcomes on the course level	1	<ul> <li>demonstrate knowledge and understanding of t tourism,</li> </ul>	the course conte	ent by defining and connecting fundament	al concepts in the field of selective forms of	1, 1			
	describe and analyze the characteristics of selective forms of tourism,								
	<ul> <li>3. choose an appropriate selective form of tourism and adapt it to the resource base in the destination,</li> <li>4. anticipate market trends in the tourism market and recommend the development of certain selective forms of tourism,</li> </ul>								
	5. comment and critically evaluate the relevance of the development of a particular selective form of tourism in the destination,								
	6. use materials and tools to search scientific and professional literature in their native and English languages								
	7. present the acquired knowledge, ideas, problems and solutions independently and in a team								
	Constructive alignment								
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed			
2.5. Course content according to		Introduction to the course and detailed curriculum.  Parameters for creating a seminar paper and selecting a topic for the paper.	-	Listen to the lecture. They are introduced to the course content and documents on the e-learning page of the course by working independently on a computer.	-	2 hours			
detailed curriculum schedule	1	Contemporary trends in tourism.	1,4,6,7	They listen to a lecture and read literature.	At the colloquium or the written and oral exam they define the basic trends in tourism. They describe trends in the tourism supply and demand market. They connect market trends and changes in the motives of tourist movements.	4 hours			
	2	Definition, classification and development of the selective forms of tourism.	1,5,6,7	They listen to a lecture and read literature.	At the colloquium or the written and oral exam they define the term selective forms of tourism. They can explain the reasons for the emergence of selective forms of tourism. They know how to list, distinguish and give an example of selective forms of tourism.	4 hours			

3.	Resource base of a tourist destination - the basis for the development of the selective forms of tourism.	1,3,6,7	They listen to a lecture and read literature.	At the colloquium or the written and oral exam they can define the resource base of the tourist destination. They know how to list, differentiate and give an example of tourism resources. They know how to recognize the tourism resources needed to develop a particular selective form of tourism in a destination.	4 hours
4.	Summer tourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,5,6,7	They listen to a lecture and read literature, watch multimedia and networking.  They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define summer tourism and describe its characteristics. They know how to explain the prerequisites for the development of summer tourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of summer tourism development. A mental map created.  Seminar paper created and presented (using computer programs independently).	8 hours
5.	Health tourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5,6,7	They listen to a lecture and read literature, watch multimedia and networking.  They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define health tourism and describe its characteristics. They know how to explain the prerequisites for the development of health tourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of health tourism development.  A mental map created.  Seminar paper created and presented (using computer programs independently).	8 hours
6.	Sport and recreational tourism - preconditions for development, characteristics, analysis of the situation in the Republic of Croatia.	1,2,3,4,5,6,7	They listen to a lecture and read literature, watch multimedia and networking.  They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define sport and recreational tourism and describe its characteristics. They know how to explain the prerequisites for the development of sport and recreational tourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of sport and recreational tourism development.  A mental map created.  Seminar paper created and presented (using computer programs independently).	8 hours
7.	Nautical tourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5, 6,7	They listen to a lecture and read literature, watch multimedia and networking. They individually explore the content of this topic area by searching the	At the colloquium or the written and oral exam they can define nautical tourism and describe its characteristics. They know how to explain the prerequisites for the development of nautical tourism, analyse the current situation in the	8 hours

			database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	Republic of Croatia and critically evaluate the perspective of nautical tourism development. A mental map created. Seminar paper created and presented (using computer programs independently).	
8.	Camping tourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5,6,7	They listen to a lecture and read literature, watch multimedia and networking. They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define camping tourism and describe its characteristics. They know how to explain the prerequisites for the development of camping tourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of camping tourism development. A mental map created.  Seminar paper created and presented (using computer programs independently).	8 hours
9.	Urban tourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5,6,7	They listen to a lecture and read literature, watch multimedia and networking. They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define urban tourism and describe its characteristics. They know how to explain the prerequisites for the development of urban tourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of urban tourism development.  A mental map created.  Seminar paper created and presented (using computer programs independently).	8 hours
10.	Rural tourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5,6,7	They listen to a lecture and read literature, watch multimedia and networking. They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define rural tourism and describe its characteristics. They know how to explain the prerequisites for the development of rural tourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of rural tourism development.  A mental map created.  Seminar paper created and presented (using computer programs independently).	8 hours
11.	Ecotourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5, 6,7	They listen to a lecture and read literature, watch multimedia and networking. They individually explore the content of this topic area by searching the	At the colloquium or the written and oral exam they can define ecotourism and describe its characteristics. They know how to explain the prerequisites for the development of ecotourism, analyse the current situation in the Republic of	8 hours

15.	Concluding Observations / Repeat and preparing for the exam.		They listen to a lecture and prepare individually for the exam.		20 hours
14.	Voluntourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5,6,7	They listen to a lecture and read literature, watch multimedia and networking. They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define voluntourism and describe its characteristics. They know how to explain the prerequisites for the development of voluntourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of voluntourism development.  A mental map created.  Seminar paper created and presented (using computer programs independently).	6 hours
13.	Religious tourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5,6,7	They listen to a lecture and read literature, watch multimedia and networking. They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define religious tourism and describe its characteristics. They know how to explain the prerequisites for the development of religious tourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of religious tourism development. A mental map created.  Seminar paper created and presented (using computer programs independently).	8 hours
12.	Cultural tourism - preconditions for development, characteristics, analysis of the current situation in the Republic of Croatia.	1,2,3,4,5,6,7	They listen to a lecture and read literature, watch multimedia and networking.  They individually explore the content of this topic area by searching the database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	At the colloquium or the written and oral exam they can define cultural tourism and describe its characteristics. They know how to explain the prerequisites for the development of cultural tourism, analyse the current situation in the Republic of Croatia and critically evaluate the perspective of cultural tourism development. A mental map created.  Seminar paper created and presented (using computer programs independently).	8 hours
			database, and on the basis of it and reading the literature, they create a seminar paper which presents their acquired knowledge and own ideas. In the group work are applied the brainstorming method and the discussion method on the topic.	Croatia and critically evaluate the perspective of ecotourism development.  A mental map created.  Seminar paper created and presented (using computer programs independently).	

3.1. Students` obligations	In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:  • From 0 – 24,9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From 25 – 49,9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;  • More than 50% ECTS credits - students have the right to access the final exam of the subject.  Students can pass the final exam in two ways:  a) during the course through continuous student attendance (active participation in the lessons, creating mental map, analysing the case studies, making and presenting the seminar paper, passing two colloquia);  b) during the course (active participation in the lessons, creating mental map, analysing case studies, creating and presenting the seminar paper) and passing the exam (written and oral exam).						
3.2. Monitoring student work	Attendance		Written exam	2 (without colloquiums)	Project		
(enter the share of ECTS credits	Experimental work		Research		Practical work		
for each activity so that the total number of ECTS points	Essay		Report		Continuous examination		
corresponds to the credit score of the course)	Colloquium	3 (without the written and oral exams)	Seminar paper	0,5	Other (inscribe)		
of the course)	Class activities	0,5	Oral exam	1 (without colloquiums)	Other (inscribe)		
3.3. Student workload	15. Attending classes 16. Creating and prese	enting seminar paper		work per semester and is es Hours (estimate) 45 10 65	stimated as:		

4. GRADING									
4.1. Seminar paper grading	Valuation Element	Valuation Element Poor		Satist		fying		Above average	
	Organization	The paper is not organize order and its structure is		The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.			The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another		
	Terminology, writing style	Words and phrases are low harmonized with official terminology. Writing style is not appropriate, sentences are too long, modest vocabulary, and frequent and repeated grammatical mistakes.		Words and phrases are aligned with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and has little grammatical errors.		Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.			
	Quoting and referencing	Sources are not specified references do not match t a superficial approach to	he topic and show	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research		Sources are accurate, complete and consistent. The references are appropriate,			
4.2. Colloquium / exam grading	Po	oor	Satisfying				Above average		
	Give answer by memory, I Does not know and does n and concepts. Cannot appl of the course.	ot apply the basic terms	new knowledge, ι	terms, without difficulanderstands subject mate the notions that subs	ter, explains	evaluation thorough logically that it er	on. It observed the state of the state of th	evel of analysis, synthesis and s legitimacy, accurately and ne content of the subject, and plains the terms and concepts ind solutions that are not the is a correlation with	
	Active participation in the	70-75% of attendance	76-86% of attendance		87-100% of atter		ndance	Mental map created	
	lessons	2 points		4 points	7 points			3 points	
	December was a	2		3	4			5	
4.3. Creating a final grade	Research paper	5 points		7 points		8 points		10 points	
according to evaluation		2		3	4			5	
elements	Colloquium / written exam	50-64,9%		65-79,9%	80-89,9%			90-100%	
		25 points		20 points		35 points		40 points	
	Oral avera	2		3		5		5	
	Oral exam	25 points		30 points		35 points		40 points	

4.4. Creating a final grade	Percentage of adopte- knowledge, skills and competences (teaching + exam)	Numerous grade	ECTS grade	
	90 - 100%	5 (excellent)	A	
according to absolute allocation	80 - 89,9%	4 (very good)	В	
	65 - 79,9%	3 (good)	С	
	60 - 64,9%	2 (sufficient)	D	
	50 - 59,9%	2 (sufficient)	E	

### 5. ADDITIONAL INFORMATION ABOUT THE COURSE

5.1. Compulsory literature	Title	Number of copies in the library	Availability via other media				
(available in the library and through other media)	<ol> <li>Geić, S. (2011) Menadžment selektivnih oblika turizma, Split: Sveučilište u Splitu, Sveučilišni studijski centar za stručne studije</li> </ol>	7					
tinough other media)	2. Čorak, S., Mikačić, V., (ur.) (2006) Hrvatski turizam: plavo, bijelo, zeleno, Zagreb: Institut za turizam	2	e-learnigng VUŠ-a				
5.2. Additional literature (at the moment of changes and/or	2. Pančić Kombol, T. (2000) Selektivni turizam, Matulji: TMCP Sagena d.o.o.						
amended of study programme)	3. Kušen, E. (2002) Turistička atrakcijska osnova, Zagreb: Institut za turizam						
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on students` progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from employers and Alumni association.						
5.4. information on the course and contact with the teacher	pages of the constraint of the respective for the respective the constraint of the respective for the respec						

1. GENERAL INFORMATION ABOUT THE SUBJECT								
1.1. Title	Business Statistics	1.8. ISVU course code	201321 202221					
1.2. Lecturer	Ana Perišić	1.9. MOZVAG course code						
1.3. Assistants and/or associates	-	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+30+0+0)					
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%					
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2.					
1.6. Study year	2 <sup>nd</sup>	1.13. Modernization	yes 🗆 no					
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %					
2. COURSE DESCRIPTION								
2.1. Course objectives	Train students to be able to comprehend, effectively understand and recognize fundamental statistical procedures and methods;  Provide theoretical and practical knowledge which enables students to develop and apply acquired knowledge, independently and/or within a team.							
2.2. Terms of course entry and required competences	Four-year secondary education completed; qualification level 4.2 according to the CROQF.							

2.3. Learning outcomes on the study programme level	furth LO 5 prob LO 7 LO 1	LO 4: To collect, calculate and graphically display statistical data from the field of economics and business by using advanced software tools and further comment and analyze them.  LO 5: To use planning, organizing, management and control methods on practical examples, analyze the problem and propose appropriate solutions to problem situations.  LO 7: To interpret business and financial reports and propose solutions to improve financial performance and profitability.  LO 10: To interpret, solve and / or graphically present solutions in the fields of maths, statistics and information technology and apply their methods and techniques in analyzing economic problems by using advanced software tools.							
	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)								
2.4. Expected learning outcomes on		To define and explain fundamental conc				1,2			
the course level		To prepare tabular and graphical data re				3,4			
		<ol> <li>To calculate and to interpret measures of central tendency and measures of dispersion</li> <li>To perform correlation and regression analysis, to comment the results and to draw a conclusion about the relationship</li> </ol>							
		between variables							
	5. To identify time series type								
	6. To calculate and to interpret values of dynamics indicators								
	7. To estimate the linear trend equation and to apply it for forecasting future values of the time series								
	8.	To set the statistical hypothesis and to co	onduct the cl	ni square test.		6,3			
	Constructive alignment								
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed			
2.5. Course content according to detailed curriculum schedule		Introduction into the course and detailed plan.  Fundamental statistical terms	1	Attending lectures. Familiarize with course content, e-learning documents, literature and students' obligations.	Students define and explain fundamental concepts of descriptive statistics through colloquia or written/oral exams.	1 h 4h 8 h			
		rundamentai stausticai telliis			Students define and explain fundamental concepts				
	2.	Fundamental statistical terms	1	Attending lectures. Familiarize with course content, e-learning documents, literature and students' obligations.	of descriptive statistics through colloquia or written/oral exams.	4h 8h			
	3.	Grouping data and graphical data representation	2	Attending lectures. Actively involving students through problem solving and discussion.	Students will prepare tabular and graphical data representation of statistical data through colloquia or written/oral exams.	4h 8h			

4.	Measures of central tendency	1,3	Attending lectures. Actively involving students through problem solving and discussion.	Students will define and explain fundamental concepts of descriptive statistics and calculate and to interpret measures of central tendency and measures of dispersion through colloquia or written/oral exams.	4h 8h
5.	Measures of central tendency	1,3	Attending lectures. Actively involving students through problem solving and discussion.	Students will define and explain fundamental concepts of descriptive statistics, calculate and interpret measures of central tendency and measures of dispersion through colloquia or written/oral exams.	4h 8h
6.	Measures of dispersion	1,3	Attending lectures. Actively involving students through problem solving and discussion.	Students will define and explain fundamental concepts of descriptive statistics and calculate and interpret measures of central tendency and measures of dispersion through colloquia or written/oral exams.	4h 8h
7.	Standardized value. Outlies. Data distribution rules.	1,3	Attending lectures. Actively involving students through problem solving and discussion. Group problem solving and discussion. Exam preparation.	Students will define and explain fundamental concepts of descriptive statistics and calculate and interpret measures of central tendency and measures of dispersion through colloquia or written/oral exams.	4h 8h
8.	Exam preparation.		Attending lectures. Actively involving students through problem solving and discussion. Group problem solving and discussion. Exam preparation.		2h 4h
9.	Time series	5	Attending lectures. Actively involving students through problem solving and discussion.	Students will identify time series type through colloquia or written/oral exams.	4h 8h
10.	Time series, index numbers	6	Attending lectures. Actively involving students through problem solving and discussion.	Students will calculate and interpret the values of dynamics indicators through colloquia or written/oral exams.	3h 6h
11.	Index numbers	6	Attending lectures. Actively involving students through problem solving and discussion.	Students will calculate and interpret the values of dynamics indicators through colloquia or written/oral exams.	4h 8h
12.	Trend	7	Attending lectures. Actively involving students through problem solving and discussion.	Students will estimate the linear trend equation and apply it for forecasting future values of the time series through colloquia or written/oral exams.	4h 8h

	13.	Correlation and	regression	4	Attending lectures. Ac involving students thro solving and discussion	ough problem	analysis, com conclusion ab	perform correlation and regression ment the results and draw a out the relationship between ugh colloquia or written/oral exams.	6h 12h
	14.	Chi-square test		8	Attending lectures. Ac involving students thro solving and discussion	ough problem		set the statistical hypothesis and ni square test through colloquia or cams.	6h 12h
	15.	Final conclusion	s. Exam preparation		Attending lectures. Ac involving students thre solving and discussion problem solving and d Exam preparation.	ough problem . Group			2h 6h
3. EVALUATION OF STUDEN	T WOR	K							
3.1. Students` obligations	least 70 Studen	ow. Part-time stud ts who have during from 0 - 24,9% from 25 - 49,99 extraordinary extraordinary ext	ents are required to att g the course achieved: ECTS credits- are rated 6 - are assessed by F. am period; - students have the rigl	end classes and F (unsucce X (insufficient to take the e in two way	essful) and cannot of ent) and must pass e final exam. ys: a) during the cou	dents are requotain ECTS creates written expressed the written expressed of teaching the desired that the control of the contr	edits, and m cam (test). V g through co	on: for all full-time students a calculator and formulae list.  ust re-enroll in the next acade vitten exam (test) can be he entinuous monitoring of stude (tam).	emic year; eld in a regular or
	Attenda	ance	0,5	Writte	en exam	3,5 (without	colloquia)	Project	
3.2. Monitoring student work (enter the share of ECTS credits	Experi	mental work		Resea	rch			Practical work	
for each activity so that the total number of ECTS points	Essay			Repor	t			Continuous examination	),5
corresponds to the credit score of the course)	Colloq	uium	3,5 (without written exam)	Semir	nar paper			Other	
,	Class a	ctivity	0,5	Oral e	exam	1		Other	
3.3. Student workload	Studen 1. 2.	Attending classe	pases for 1 ECTS credies and exercises 60 hou juia or exams through	ırs		s estimated as	:		

4. GRADING							
4.1. Seminar paper grading							
		Poor		Satisfying		Above average	
4.2. Colloquium / exam grading	Does not know	memory, no deeper understandin and does not apply the basic term annot apply or explain the conter	new knowledge,	Reproduces basic terms, without difficulty transfers new knowledge, understands subject matter, explains the terms and the notions that substantiate by			is, synthesis and accurately and the subject, and ms and concepts that are not tion with
4.3. Creating a final grade according to evaluation elements	to the oral exar	During the semester, students have the possibility to partially take written exams through colloquia (twice during the semester). In order to have a to the oral exam, students need to achieve at least 50% on each colloquium. Also, students have a possibility to retake one colloquium. Students did not pass at least one colloquia (or retaken colloquia) need to take part in the written exam. In this case, in order to have access to the oral ex students need to achieve at least 50% on written exam. The final grade is formed after the oral exam by aggregating scores achieved through the we exam/colloquia, oral exam and during classes.					Students who the oral exam,
		Percentage of adopted knowledge, skills and competences (teaching + final exam)  Numerous grade ECTS grade					
4.4. Creating a final grade		90 – 100%	5 (excellent)	A			
according to absolute allocation		80 – 89,9%	4 (very good)	В			
		65 – 79,9%	3 (good)	С			
		60 – 64,9%	2 (sufficient)	D			
		50 – 59,9%	2 (sufficient)	Е			
5. ADDITIONAL INFORMAT	TION ABOUT TH	IE COURSE					
5.1. Compulsory literature	Compulsory literature  Title					Number of copies in the library	Availability via other media
(available in the library and	1. Dumičić	, K. i suradnici (2011) Poslovi	na statistika. Zagreb: El	ement (selected chapters)		5	
through other media)	2. Šošić I.,	Primijenjena statistika, Školsk	ka knjiga, Zagreb, 2004			12	

5.2. Additional literature (at the moment of changes and/or amended of study programme)	Šošić I., Serdar V., Uvod u statistiku, Školska knjiga, Zagreb, 2002. Azcel A. Sounderpandian J., Complete Business Statistics, McGraw Hill, 2009. Čižmešija M., Kurnoga Živadinović N., Zbirka riješenih zadataka iz osnova statistike, Mirorad d.o.o., Zagreb, 2006 Patrick R. McMullen, Poslovna statistika za stručne studije [prijevod Devčić, K., Perišić, A.], Veleučilište u Šibeniku, 2017 Teaching materials		e-learnigng VUŠ-a
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured the attendance and student activity during classes and provided information on students` progress through short confurther guidance to students will be provided in order to increase the efficiency of their work. Students will be as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employer employment, surveys from employers and Alumni association.	olloquiums and homewor informed about their righ	k, information for ts and obligations
5.4. information on the course and contact with the teacher	It is the responsibility of each student to be regularly informed about the course, the coursework, and the clapossible adjournment will be published in a timely manner on the e-learning site of the course and on the webs teachers during the consultation period (at least one hour per week), while for short questions and explanations possible to ask questions by e-mail (from the official e-mail address at @ vus.hr), which will be answered as a days after receiving the e-mail).	site of the Polytechnic. Stathey can be contacted duri	idents can contact ing class. It is also

1. GENERAL INFORMATION AF	BOUT THE SUBJECT					
1.1. Title	Use of DDD Method and HACCP in Hotel Industry	1.8. ISVU course code	187572			
1.2. Lecturer	Nikolina Gaćina mag.ing., Senior Lecturer	1.9. MOZVAG course code				
		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+0+15+0)			
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%			
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	1.			
1.6. Study year	2 <sup>nd</sup>	1.13. Modernization	yes 🗆 no			
1.7. Credit score (ECTS)	4	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %			
2. COURSE DESCRIPTION						
2.1. Course objectives	The goal is to provide students with theoretical knowledge and case studies:  • Acquiring basic knowledge in the field of food safety  • Understanding the importance of food safety in the hospitality industry  • Understanding the importance of using preventive measures in food manipulation, maintenance of space, equipment and accessories  • Apply and understand the importance of personal hygiene to all participants who have any contact with food					
2.2. Terms of course entry and required competences	one					

	LO 3:	Independently and responsibly search relevant liter	rature for decision	on-making and conclusion in Croatian a	nd foreign language				
2.3. Learning outcomes on the	LO 5: Use planning, organizing, leading, and controlling methods using case studies, and analyse the problem and propose appropriate solutions to problem situations								
study programme level	LO 13: Analyse the new roles of organizations, systems, processes, products and services and quality standards in the enterprise and propose the valorisation of new trends in enterprises and organizations								
	LO 15	: Suggest and evaluate the importance of food and	nutrition and hy	gienically correct production and prepar	ration of food in the tourism industry				
	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)								
2.4. Expected learning outcomes on the course level		nonstrate knowledge and understanding of course of			food and food safety	1, 2			
on the course level		alyze and compare the importance of hygiene in th		ring industry		2 ,3,4,5,6			
		icipate the consequences of poor and inefficient hy llyse measures of personal hygiene, space hygiene,		accessories and the environment		4, 2, 5			
		lyse and compare ways to prevent food contaminat				4, 5,6			
	6. Plan processes and actively contribute to protecting food from potential contamination hazards								
		7. use materials and tools to search the scientific and professional literature in their native and English languages 8. Present the acquired knowledge, ideas, problems and solutions independently and in a team							
	8. Pres	sent the acquired knowledge, ideas, problems and s	olutions indeper	ndently and in a team		4, 2, 6			
	Cons	structive alignment							
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed			
	1	Introduction to the course and detailed curriculum.  Parameters for creating a seminar paper and selecting a topic for the paper.	-	Listen to the lecture.	-	2 hours			
2.5. Course content according to detailed curriculum schedule		Introduction to Food Security. Food safety legislation in the Republic of Croatia.	1, 2	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know define and describe basic food safety, enumerate basic legislative acts related to food safety.	4 hours			
	2.	Biological, chemical and physical hazards in food.	1, 2, 3, 4, 5	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define, classify and distinguish biological, chemical, and physical hazards in food.	4 hours			
	3.	Biological hazards in food: bacteria, viruses, parasites.	1, 2, 3, 4, 5	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define and distinguish bacterial, viral and parasitic food hazards	4 hours			
	4.	Protecting food from microbial spoilage. Storage and transport conditions of individual food groups.	1, 2, 3, 4, 5	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to describe and analyse the conditions of storage and transportation of particular groups of foods.	10 hours			

	5.	Chemical contaminants: heavy metals, industrial pollutants, drugs and mycotoxins.	1, 2, 3, 4, 5	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: define and classify chemical contaminants and describe their specificities.	4 hours
	6.	Chemical contaminants: plant protection products.	1, 2, 3, 4, 5	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define, describe and compare plant protection products as contaminants.	4 hours
	7.	Declaring food. Food security within dietary restrictions.	1, 2, 3, 4, 5	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know to analyse the basic food declaration, to understand the labelling of food with restrictions on certain ingredients.	10 hours
	8.	Food allergies and intolerances.	1, 2	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: define and describe food allergies and intolerances, list the most common food allergens, define and describe lactose intolerance and gluten intolerance, enumerate substitute functional foods for the same intolerances and analyse its specifics and its marking.	4 hours
	9.	HACCP system and risk analysis in food.	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know explain the specifics of the HACCP system, CCT and food risk analysis.	6 hours
	10.	Food traceability.	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to explain the importance of food traceability, to describe ways of carrying out traceability by example.	6 hours
	11.	Personal hygiene of employees in contact with food.	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: personal hygiene of employees in contact with food.	6 hours
	12.	Hygiene facilities, equipment and accessories.	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to describe and analyse the basic hygiene of space, equipment, and accessories.	4 hours
	13.	DDD - Disinfection, Disinsection, Pest Control	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define basic concepts of DDD, and to analyse individual procedures of DDD.	6 hours
	14.	Health safety of drinking water.	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: define basic terms and explain the parameters of health safety of drinking water.	6 hours
	15.	Concluding Observations / Repeat and preparing for the exam.		They listen to a lecture and prepare individually for the exam.		30 hours

#### 3.1. Students' obligations

In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.

Students who have during the course achieved:

- From 0 24,9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;
- From 25 49,9% ECTS credits is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;
- More than 50% ECTS credits students have the right to access the final exam of the subject.

	Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and project, passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting the seminar paper and project) and passing the exam (written and oral exam).					
3.2. Monitoring student work	Attendance	0,25	Written exam	2 (without colloquiums)	Project	
(enter the share of ECTS credits	Experimental work		Research		Practical work	
for each activity so that the total number of ECTS points	Essay		Report		Continuous examination	
corresponds to the credit score	Colloquium	3 (without the written and oral exams)	Seminar paper	0,75	Other (inscribe)	
of the course)	Class activities		Oral exam	1 (without colloquiums)	Other (inscribe)	
	The student's workload o	n all bases amounts to 1 E	CTS point for 30 hours of	work per semester and is es	stimated as:	
	Commitment			Hours (estimate)		
3.3. Student workload	18. Attending classes			45		
		enting seminar paper		10		
	20. Preparation for the	Colloquium / exam through self	t-study	65		
	<u> </u>					

## 4. GRADING

	Valuation Element	Poor	Satisfying	Above average
4.1. Seminar paper grading	Organization	The paper is not organized in a logical order and its structure is lacking.	The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.	The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another
	Terminology, writing style	Words and phrases are low harmonized with official terminology. Writing style is not appropriate, sentences are too long, modest vocabulary, and frequent and repeated grammatical mistakes.	Words and phrases are aligned with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and has little grammatical errors.	Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.
	Quoting and referencing	Sources are not specified at all. The references do not match the topic and show a superficial approach to the research topic.	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research attitude.	Sources are accurate, complete and consistent. The references are appropriate, their list is "rich" and comprehensive and shows a robust research approach.

		]	Poor			Satisfying			Ab	ove average	
4.2. Colloquium / exam grading	Does not know a	and does	does not apply the basic terms of apply or explain the contents the t		eproduces basic terms, without difficulty transfers ew knowledge, understands subject matter, explains he terms and the notions that substantiate by examples.		evalua thorou logica that it origin	Knowledge is at the level of analysis, synthesis and evaluation. It observes legitimacy, accurately and thoroughly explains the content of the subject, and ogically links and explains the terms and concepts that it encapsulates. Find solutions that are not originally given. There is a correlation with correlative subjects.			
	Active participation	in the	70% of attend	dance	71-80	% of attendance	81-90	)% of at	tendance	91-100	% of attendance
	lessons		2 points			3 points		4 poin	ts		5 points
	Research paper		2			3		4			5
4.3. Creating a final grade	Research paper		8 points	l.		10 points		12 poir	nts		15 points
according to evaluation elements			2			3		4			5
	Colloquium / written exam		50-64,9%			65-79,9%		80-89,9	0-89,9% 90		90-100%
			25 points			35 points		40 poir	s 50 points		
	Oral exam		2			3		5			5
			15 points			20 points		25 poir	nts		30 points
4.4. Constitue o Guellande		kno	centage of adopted owledge, skills and ences (teaching + final exam)	Numer	ous grade	ECTS grade					
4.4. Creating a final grade according to absolute allocation			90 – 100%	90 – 100% 5 (exc		A					
decording to absorate anocation			80 – 89,9% 65 – 79,9%		ry good) good)	B C					
			60 – 64,9%	2 (su	fficient)	D					
		T COL	50 – 59,9%	2 (su	fficient)	E					
5. ADDITIONAL INFORMAT	TON ABOUT TH	E COU	IRSE						1		
	Title							Number of co librar		Availability via other media	
5.1. Compulsory literature (available in the library and	2. Havranek, J., Tudor Kalit, M. (Eds.) (2014). Food security from field to table. M.E.P., Zagreb. (selected chapters)						4				
through other media)	3. Krešić, C	G. (2012	). Nutrition trends. Fa	aculty of To	ourism and H	ospitality Managemen	nt, Opatija.		4		
			e sanitary quality of di/sluzbeni/2008 04 47		ter (NN 47/08	). https://narodne-					On-line

5.2. Additional literature (at the moment of changes and/or amended of study	1. Marinculic, A., Haburn, B., Barbic, Lj., Bech, R. (2009). Biological hazards in food. HAH, Osijek. <a href="https://www.hah.hr/pdf/Prirucnik%20bioloske%20opasnosti.pdf">https://www.hah.hr/pdf/Prirucnik%20bioloske%20opasnosti.pdf</a>		On-line
programme)	3. Food safety. <a href="https://www.mingo.hr/public/documents/5-vodic-sigurnost-hrane-lowresfinalweb.pdf">https://www.mingo.hr/public/documents/5-vodic-sigurnost-hrane-lowresfinalweb.pdf</a>		On-line
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By k classes and provided information on students` progress through short colloquiums and homework, information for further guidance to stude of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature. Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual stat Alumni association.	ents will be provided in order to i	ncrease the efficiency
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or an pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one he can be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) th working days from the receipt of e-mail).	nour per week), while brief quest	ions and explanations

5. GENERAL INFORMATION							
1.1. Course lecturer	Ivana Bratić, prof., higher lecturer	1.8. Course code in ISVU	140758				
1.2. Course title	Business English 4	1.9. Course code in MOZVAG					
1.3. Assistants and/or associates		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+15+0+0)				
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1st, course materials are on-line, 0%				
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2				
1.6. Year of study	1 <sup>st</sup>	1.15. Modernization	Yes				
1.7. Credit score (ECTS)	3	1.14. Percentage estimate of course changes and/or supplements	Less than 20% X□ More than 20 % □				
2. COURSE DESCRIPTION							
2.1. Course objectives	environment related to the world of b The aim of the course is to introduce	ss English 4 is to upgrade the acquired language structures with a business and global movements, and to improve oral and written con students to multicultural diversity at European and global level and lation, telephone, public speaking skills through Power Point presen	nmunication in English.  I to develop competencies and skills that will				
2.2. Terms of course entry and required competences	Four-year secondary education comp level.	eleted; Possession of a Level 4.2 qualification according to the CRO	QF. Proficiency in English at minimum B1				
2.3. Learning outcomes on the study programme level	LO2: Organize and lead team work, a LO3: Independently and responsibly						

		Develop team and interpersonal teamwore tools for document preparation, present			y skills (case studies, projects, sem	inars) usir	g advanced	
2.4. Expected learning outcomes on the course level	Learning outcomes accroding to the Bloom's taxonomy: (up to two verbs per LO)						Level of LO:  1- remembering, 2- understanding, 3- application, 4-analysis, 5-evaluation, 6-synthesis	
	1. Ur		2,3					
	2. Translate and interpret texts from business and economy (learnt during the course)						2,3 6,3	
		3. Develop and demonstrate a brief presentation in English						
		4. Prepare and write an essay in English						
	5. Se	5. Select and evaluate one of the topics dealt within the course						
	6. Ex	6. Explain and translate a text of business character					5	
	7. Or	7. Organize and implement teamwork						
		· · · 5 ····· · · · · · · · · · · ·						
2.5. Course content according to detailed curriculum schedule	Constructive allignement							
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation		Time	
	16.	Introduction into the course and detailed plan.	-	Listen to lectures. Work independently on computer, get to know course content and eLearning documents.	-		2 h	
	17.	Management styles Different aspects of Management styles (discussion)	1,2,5,6,7	Students read the text in English. They understand new and / or unfamiliar vocabulary and professional terms. They express their opinions in written and oral form. They participate in a discussion.	At the colloquium or written and oral exam students know to explain the differences between the different styles of management and use adjectives related to quality in management.		4 h	
	18.	How to make a good presentation	1, 2, 3, 7,8	Students follow the lecture and take part in practical exercises.	At the colloquium or the written and oral exam students are able to prepare a successful presentation; they know how to organize their presentation into meaningful units, how to put themself on the listener's place.		4 h	
	19.	Team building Listening activity; An interview with a founder of a team building company	1, 2, 3,4,5,6 7,8	Students participating in the exercise of listening and understanding. They make presentations and participate in the discussion.	At the colloquium, or in the written and of students know how to explain what a teal successful teams function, what the role is in the team, and what type of commun	m is, how of a leader	4 h	

	Students' presentations			problems people are most likely to encounter at work and how to avoid this type of problem.  Each of the students will know how to present to their classmates, individually or in a group of two, a topic in the form of a presentation.	
20.	Case study: Motivating the sales team	4,5,6,7	Students participate in a case study working in teams of 3-5 students each. They participate in the discussion.	At the colloquium, or in the written and oral exam, students know how to find a solution to the problem and discuss ways in which the team can achieve a better result within the project assigned through the case study activity.	4 h
21.	Raising finance Reading: No more easy money Students' presentations	1,2,3,4,5,6, 7	Students participate in a listening and understanding exercise. They make presentations and participate in the discussion.	At the colloquium or in the written and oral exam students are able to explain the term "finance" in English as well as other terminology related to the above term.  Each student will individually, or in a group of two, present a topic in the form of a presentation to their classmates.	4 h
22.	Negotiating Students' presentations	1, 3, 4, 5, 6, 7,	Students process the text in English. They make presentations and participate in the discussion.	At the colloquium or in the written and oral exam students are able to independently explain the basic concepts and processes related to the term business negotiation.  Each student will individually, or in a group of two, present a topic in the form of a presentation to their classmates.	6 h
23.	Revision 1	1,2,3,4,5,6,	Students do the exercises. They write the essay.	Students will be able to complete exercises related to the new vocabulary which implies; completing the sentences with the correct words, identifying synonyms for the English vocabulary, adequately translating the given sentences from the business context into English, presenting their opinions on one of the given topics within the study.	4 h
24.	Customer service Reading: Customer service is changing the world Students' presentations	1,2,5,6,7	Students participate in listening and understanding exercise. They make presentations. They participate in the discussion.	At the colloquium or in the written and oral exam students know how to use new idiomatic expressions and vocabulary related to the term "customer service".  Students give presentations on a specific tourist product.	4 h
25.	Active listening	1,2,5	Students listen to a lecture. They participate in the exercise.	At the colloquium or in the written and oral exam students know which techniques and behaviors to use to improve their ability of active listening, how to put themselves in "the listener's shoes", how to control the conversation.	10 h
26.	Crisis management  Dealing with crisis	1,2,3,7	Students participate in listening and understanding exercise.	At the colloquium, or in the written and oral exam, students are able to explain the some topics from the coursebook.	4 h

	27.	Mergers and acquisitions Describing mergers and acquisitions Acquiring a green business	1,2,5,6,7	Students participate in listening and understanding exercise. They do exercises related to new professional vocabulary.	At the colloquium or in the written and oral exam, students know how to define the terms mergers and acquisitions, as well as the accompanying terminology related to these terms. They are able to paraphrase new expressions and use them in spoken and written English.	10 h
	28.	Making acquisitions Listening activity Expressing prediction and probability	1,2,5,6,7	Students participate in listening and understanding exercise. They do exercises related to new professional vocabulary.	At the colloquium or in the written and oral exam students know how to use the new technical terms in speaking and writing.	4 h
	29.	Case study "Rinnovar International"	4,5,6,7	Students participate in a group work (teamwork).  They participate in the discussion and write a report on a task completed.	At the colloquium or in the written and oral exam students know how to analyse, evaluate and justify their position regarding the advantages and disadvantages of companies that choose to expand to other markets. They are able to choose a solution and defend their position on the matter and formulate it all into a short report.	4 h
	30.	Review 2	1,2,3,4,5,6,	Students solve grammar tasks and tasks related to comprehension, translation and paraphrasing.	Students know how to complete grammar assignments in writing related to grammar units from the coursebook. With regard to vocabulary exercises, they will be able to use new vocabulary and phrases accurately in the text.	16 h

#### 3.1. Students' obligations

In accordance with the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students attendance of at least 70%. Part-time students are required to attend classes at least 50%. All students are required to carry calculator and formulae list. Students who have during the course achieved:

- from 0 24,9% ECTS credits- are rated F (unsuccessful) and cannot obtain ECTS credits, and must re-enroll in the next academic year;
- from 25 49,9% are assessed by FX (insufficient) and must pass the written exam (test). Written exam (test) can be held in a regular or extraordinary exam period;
- more than 50% students have the right to take the final exam.

Students can take the final exam from the course in two ways: a) during the course of teaching through continuous monitoring of students (active participation in classes and through three colloquia); b) by passing the exam (written and oral part of the exam).

	Attendance	0,5	Writter	n exam	1 (without	colloquia)	Project		
3.2. Monitoring student work (enter	Experimental work		Resear	ch			Practical wor	rk	
the share of ECTS credits for each activity so that the total number of	Essay		Report				Continuous examination		
ECTS points corresponds to the credit score of the course)	Collogiiiim	2 (without written exam)	Semina	ar paper			Other		
	Class activity	0,5	Oral ex	kam	1 (without	colloquia)	Other		
3.3. Student workload		all bases for 1 ECTS asses and exercises 4: lloquia or exams thro	5 hours			mated as:			
4. GRADING SYSTEM									
4.1. Grading seminar papers									
	Unsatisf		Satisfactory			Ab	ove average		
4.2. Grading colloquia/ written and oral exam	Responds by memory, understanding. Does no basic terms and concep how to apply or explain course with examples.	difficulty understands	the basic concepts imparts new the material, expla as supported with ex	knowledge, ins the terms	Knowledge is at the level of analysis, synthesis and evaluation. Observes the principles, accurately and thoroughly explains the content of the material, and logically connects and explains the terms and concepts supported with examples. Finds solutions that were not originally given. Notes correlations with related material.			noroughly explains the nects and explains the ples. Finds solutions that	
		70-74,9% of a	ttandanaa	75-79,9% of atte	andanaa	80-89,9% of	ottondonas	00	100% of attendance
	Active course attendan			5 points	endance	10 po		90-	20 points
		2 pon		3		4	ints		5
4.3. Final grade according to evaluation elements	Colloquia/ Written exa	m 50-64,9	9%	65-79,9%	5	80-89	,9%		90-100%
Cvaruation elements		25 poi	nts	30 points	3	35 po	ints		40 points
	Out and	2		3		5			5
	Oral exam	25 poi	nts	30 points	S	35 points		40 points	

4.3. Final grade according to	Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade	ECTS grade	
	90 - 100%	5 (excellent)	A	
absolute division	80 - 89,9%	4 (very good)	В	
	65 – 79,9%	3 (good)	С	
	60 - 64,9%	2 (satisfactory)	D	
	50 - 59,9%	2 (satisfactory)	Е	

## 5. ADDITIONAL COURSE INFORMATION

	Title	Number of copies in the library	Availability via other media
5.1. Compulsory literature (available in the library and via other media)	<ol> <li>Upper Intermediate English Course Book MARKET LEADER (Third edition), D. Falvey, D. Cotton, S. Kent, Pearson Longman (2011) (the mandatory part only applies to the topics described in this performance plan)</li> </ol>	1	e-material available to all students on Claroline system of the Polytechnic of Šibenik
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Upper Intermediate English Practice File MARKET LEADER (Third edition), Pearson Longman     Essential Business Grammar and Usage, Business English, MARKET LEADER, Peter Strutt, Pearson Longman     3. 3. Fifty ways to improve your business English, Ken Taylor, Summertime Publishing Limited, 2006	1 1 1	Available on-line
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensure of attendance and student activity during classes and provided information on students` progress through stored for further guidance to students will be provided in order to increase the efficiency of their work. Students as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian emplement, surveys from employers and Alumni association.	hort colloquiums and hon lents will be informed ab	nework, information bout their rights and
5.4. Informing about the course and contacting the teacher	It is the responsibility of each student to be regularly informed about the course, the coursework, and the possible adjournment will be published in a timely manner on the e-learning site of the course and on contact teachers during the consultation period (at least one hour per week), while for short questions ar class. It is also possible to ask questions by e-mail (from the official e-mail address at @ vus.hr), which we than five working days after receiving the e-mail).	the website of the Polyte and explanations they can	echnic. Students can be contacted during

2. GENERAL INFORM	ATION							
1.1. Course title	Business German 4	1.8. Course code in ISVU	140746					
1.2. Course lecturer	Goran Crnica, prof., pred. (lecturer)	1.9. Course code in MOZVAG						
1.3. Assistants and/or associates	-	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+15+0+0)					
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e-learning application (1st, 2nd, 3rd level), percentage of online course performance (max. 20%)	1st, course materials are on-line, %					
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	2					
1.6. Year of study	2nd	1.13. Modernization	<b>■</b> yes □ no					
1.7. Credit score (ECTS)	3	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %					
2. COURSE DESCRIPTION								
2.1. Course objectives	The aim of the course is to develop language structures, lexis and grammar from the business German language at elementary level. Special attention is given to perfecting the techniques of listening, reading, speaking and writing. Professional vocabulary should be mastered at an elementary level. The objectives also include the repetition and determination of basic tenses, the adoption of professional vocabulary related to the language of information technologies, as well as international and intercultural economic issues.							
	Four-year secondary education completed; possessing a Level 4.2 qualification according to the CROQF. Knowledge of German at a minimum basic evel (A1-A2) is desirable but not mandatory.							

	LO	1: To apply and link economi	c terms in more complex write	ten and oral cor	nmunication in Croatian and foreign lan	guage			
2.3. Learning outcomes on the study programme level	LO	3: To individually and respon	sibly search relevant literature	e for reaching s	olutions and conclusions in Croatian and	foreign languages			
study programme lever						signed topics and tasks (case studies, projects, sen	ninars)		
	usin	g advanced software tools for	document creation, presentat	ion and budget	implementation		LO level:		
2.4. Expected learning outcomes on the course level (4-10		Learning outcomes according to Bloom's taxonomy:							
learning outcomes)	1.	To <b>define</b> and <b>explain</b> busin					1,2		
,	2.				n the field of Business German		2,3		
	3.		I present content in the field or ofessional texts and solve lar		man		3 4		
	5.				the topic of Business German		5		
	6.				uages (CEF) level A2-B1 language com	petences to generate new ideas	6		
	r.br.	Thematic topic of the lecture	Thematic topic of the language exercises	LO of the course	Content / teaching method	Evaluation	Hours needed		
2.5. Course content according	1	Das ist Kroatien	Artikelgebrauch und/oder Akkusativ	3,5,6	Students listen to the lectures. They work independently on the computer, inform themselves about the course content and eLearning documents. Students discuss the reasons for choosing their studies and explain what they expect from their future career.	In the oral part of the final exam, students introduce themselves or their colleagues. They express their opinion about their own linguistic progress and point out their shortcomings and strengths.	3		
to detailed curriculum schedule	2.	Kroatische Nationalparks	Präpositionen mit Dativ	1,4,5,6	Students listen to the lecture and take an active part by asking questions and answering questions. In the lectures, students are encouraged to engage in dialogue and discussion, as well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. The solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2-B1 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3		
	3.	Zagreb, die Hauptstadt Kroatiens	Passiv	2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.	3		

				language structures by formulating their own examples.	In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	
4.	Opatija, die Wiege des kroatischen Tourismus	Relativpronomen	1,4,5,6	Students listen to the lecture and take an active part by asking questions and answering questions. In the lectures, students are encouraged to engage in dialogue and discussion, as well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. They solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
5.	Dubrovnik	Temporalsätze	2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3
6.	Split	Komparativsätze	1,4,5,6	Students listen to the lecture and take an active part by asking questions and answering questions. In the lectures, students are encouraged to engage in dialogue and discussion, as well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. They solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
Zadar 7.	Kausalsätze	2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3	
8.	Šibenik - Wiederholung		2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3

9.		Vergleichssätze	1,2,4,5,6	The students listen to the lecture and prepare individually for the exam.  Before the colloquium, students are asked to ask questions about content or grammar.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. They solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2-B1 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	25
10.	Pula;		2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3
11.	Kolloquium 1	Infinitiv mit zu	1,4,5,6	Students listen to the lecture and take an active part by asking questions and answering questions. In the lectures, students are encouraged to engage in dialogue and discussion, as well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. They solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2-B1 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
12.			2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.  In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	3
13.	Bestandteile des Geschäftsbriefs - Rundschreiben	Infinitiv ohne zu	1,4,5,6	Students listen to the lecture and take an active part by asking questions and answering questions. In the lectures, students are encouraged to engage in dialogue and discussion, as well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	At the colloquium or in the written part of the final exam, the pupils define and explain the most important terms of the learning units. They solve language exercises that demonstrate an understanding of the meaning of key terms. In the oral part of the final exam, the students critically discuss their views on the unit topics and texts and use part of the general language skills at level A2-B1 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3

	14.	Anfrage	Wunschsätze	2,3,4,6	Students listen to a lecture on grammar and spelling. The students exchange their own experiences on a certain topic and practice language structures by formulating their own examples.	grammar and colloquium of exam.  In the oral pa	y grammar structures and solve spelling problems at the r in the written part of the final rt of the final exam, students use mples to explain how to use certa structures.			
	15.	Anfrage/Angebot	Temporalsätze	1,2,4,5,6	The students listen to the lecture and prepare individually for the exam.  Before the colloquium, students are asked to ask questions about conten or grammar.	grammar and colloquium of exam.  In the oral pa	by grammar structures and solve spelling problems at the r in the written part of the final rt of the final exam, students use mples to explain how to use certa structures.			
3. EVALUATION OF STUDE	NTW(	ORK								
3.1. Student obligations	to atten The stu in teach he/she Studen	llowing the Rulebook on Studying and the Rulebook on Student Assessment and Evaluation: for all full-time students, the required attendance is at least 70%. Part-time students are required attend classes and teach at least 50%; they are also required to write homework. Students are required to bring writing materials (paper and pen/ballpoint pen) to the exercises. The student's acquired knowledge is tested during the course content. Students are evaluated during the teaching process, with particular attention being paid to the student's active participation teaching and their presentation of homework. Of particular importance for the final grade are the two written tests that the student takes during the semester. If the student passes both exams, she is exempted from the written part of the final exam and is obliged to take the oral final exam.  The students with 0 - 24.9% of ECTS credits - are graded with an F (unsuccessful) and cannot earn ECTS credits and must re-enrol the course in the next academic year;  Students with 25 - 49.9% of ECTS credits - are graded FX (insufficient) and must pass the written exam (test). The written exam can be held in a regular or extraordinary exam period;  Students with more than 50% of ECTS credits - students have the right to take the final exam.  Students can pass the final exam in two ways:  by passing two colloquia and an oral exam during the regular or extraordinary exam;								
3.2. Monitoring student work	Attend	ance	0,5	Writte	en exam 1 (without c	olloquia)	Project			
(enter the share of ECTS credits for each	Experi	mental work		Resea	ırch		Practical work			
activity so that the total	Essay			Repor	rt		Continuous evaluation			
number of ECTS points corresponds to the credit score	Colloq	uium	1 (without written exam)	Semin	nar paper		(Homework for part-time students)	0,5		
of the course)	Active	participation	0,5	Oral e	exam 1		(Other)			
3.3. Student workload		Obligation  1. Attending classes and l			semester hours) and is estimated  Hours (estimated)  45  45					

4. GRADING SYSTEM											
4.1. Grading seminar papers	-										
	Unsatisfactory					Satisfactory		Above average			
4.2. Grading colloquia/ written and oral exam	understanding and concepts.		or apply basic terms impa how to apply or explain expl		Reproduces the basic concepts and without diffic imparts new knowledge, understands the mate explains the terms and concepts supported vexamples.		material,	i, logically connects and explains the		e principles, content of the explains the to examples. I	accurately and ne material, and erms and Finds solutions
	Active participa		70-74,9%	of attendance	;	75-79,9% of attendance	80-8	89,9% of a	ttendance	90-100	% of attendance
and language		rercises	2	points		5 points		10 poi	nts		20 points
				2 3		3		4		5	
4.3. Final grade according to evaluation elements	Colloquia/Written exam		50-64,9%			65-79,9%		80-89,9%		90-100%	
-			25	points		30 points		35 poi	nts		40 points
		01		2		3		5			5
	Oral exam		25 points			30 points	35 points		nts	40 points	
		Percentage of acquired knowledge, skills and competences (teaching + final exam)		Numerica	al grade	ECTS grade					
4.4. Final grade according to absolute division		90 –	100%	5 (exce	,	A					
absolute division			89,9% 79,9%	4 (very 3 (go		B C					
			64,9%	2 (satisf		D					
			59,9%	2 (satisfa	factory)	Е					
5. ADDITIONAL COURSE I	NFORMATIO	N							1		
5.1. Compulsory literature (available in the library and		Title						Number of the lib		Availability via other media	
via other media)	1. Blažev	ić, N. (1998). <i>I</i>	Deutsch in Hotel	llerie und To	ourismus. Z	agreb: Školska knjiga.					
5.2. Additional literature (at the moment of changes and/or amended of study programme)	www.goethe.de										Availability via e- Learning platform

5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of student work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on student progress through short colloquiums and homework, information for further guidance to students will be provided to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from employers and Alumni association.
5.4. Informing about the course and contacting the teacher	It is the responsibility of each student to be regularly informed about the course, the coursework, and classroom activities. All notices of classes or possible adjournment will be published on time on the e-learning site of the course and the website of the Polytechnic. Students can contact teachers during the consultation period (at least one hour per week), while for short questions and explanations they can be contacted during class. It is also possible to ask questions by e-mail (from the official e-mail address at @vus.hr), which will be answered as soon as possible (no later than five working days after receiving the e-mail).

1. GENERAL INFORMATION				
1.1. Course lecturer	Ivana Bratić, prof., higher lecturer	1.8. Course code in ISVU	140760	
1.2. Course title	Business Italian 4	1.9. Course code in MOZVAG		
1.3. Assistants and/or associates		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+15+0+0)	
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1st, course materials are on-line, 0%	
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2	
1.6. Year of study	1 <sup>st</sup>	1.16. Modernization	Yes	
1.7. Credit score (ECTS)	3	1.14. Percentage estimate of course changes and/or supplements	Less than 20% X□ More than 20 % □	
2. COURSE DESCRIPTION				
2.1. Course objectives				
2.2. Terms of course entry and required competences	Four-year secondary education complevel.	oleted; Possession of a Level 4.2 qualification according to the CRO	QF. Proficiency in Italian at minimum B1	
2.3. Learning outcomes on the study programme level	LO2: Organize and lead team work, LO3: Independently and responsibly LO6: Analyse and relate basic conce LO10: Develop team and interpersor	and critically evaluate the opinions and attitudes of team stakeholde search the relevant literature for decision-making and conclusion in pts and apply content related to economics, management, accounting the laterature states are communication and case study skills (castion, presentation and budget implementation.	rs.  Croatian and foreign languages.  g and finance.	

2.4. Expected learning outcomes on the course level	1. Ex 2. Pa 3. Tr 4. Co 5. Pr 6. sel 7. Ex	plain and apply complex verb structures raphrase and apply new vocabulary in Italianslate and interpret in Italian texts of bumpose and demonstrate a presentation we pare and compose an essay in Italian ect and evaluate one of the topics within plain and translate specific business text ganize and implement teamwork		embering, erstanding, ication, esis, ation,			
		tructive alignment  Thematic unit	LO of the	Content/teaching methods	Evaluation		Time
	1	Introduction into the course and detailed plan.	-	Listen to lectures. Work independently on computer, get to know course content and eLearning documents.	-		2 h
2.5. Course content according to detailed curriculum schedule	2.	Le presentazioni negli incontri di lavoro  La cultura italiana (esercizi di ascolto e comprensione)	2,3,5,6,7,8	Students process the text in Italian. They participate in listening and understanding exercises. They solve tasks.	On the colloquium or in written and oral students know how they will access the introduction as part of the Italian busines environment.  Students will be able to formally introdu themselves and start conversations throu activities such as roleplay.	formal ss ice	4 h
	3.	Come rapportarsi nell'ambito lavorativo	2,3,5,6,7,8	Students listen to a lecture. Participate in practical exercises. They participate in the discussion.	In the colloquium or in the written and oral exam, students are know how to set themselves in a business environment in terms of communicating ir Italian through a series of situations that they improvise during their lectures.		4 h
	4.	Appuntamenti d'affari Come iniziare e finire un contatto telefonico	2,3,5,6,7,8	Students participate in an listening and understanding exercise.  They participate in discussion and in group work.	At the colloquium or in the written and of students can speak in Italian; they know terms to use, how to organize a conversa how to build a positive relationship.	4 h	
	5.	Impiegato di agenzia di viaggi	2,3,5,6,7,8	Students deal with the new text.	At the colloquium or the written and ora students can present one tourist destinati		4 h

	Come presentare una destinazione turistica		Participate in hands-on exercises, listen to audio-visual material, test comprehension.	choice in Italian, taking into account the use of the correct vocabulary and sentence structures.	
6.	Il passato remoto	1,2,3,7	Students listen to a lecture. They complete grammatical tasks.	At the colloquium or in the written and oral exam students know how to put verbs in grammatical tense "passato remoto#. They know how to recognize it in text and use it correctly in sentences.	4 h
7.	Il congiuntivo presente (La forma e uso)	1,2,3,7	Students listen to a lecture. They complete grammatical tasks.	At the colloquium or in the written and oral exam, students know how to use "il congiuntivo presente" in sentences in written and oral form.  They know how to recognize it in text and use it correctly in sentences.	6 h
8.	Revisione I	1,2,3,4,5,6, 7	Students solve grammar tasks and tasks related to comprehension, translation and paraphrasing.	The student is required to be proficient in the written test in terms of the correct use of the learned grammatical structures and new vocabulary and expressions.	4 h
9.	Il congiuntivo passato Gli esercizi con il congiuntivo passato e il congiuntivo presente	1,2,3,7	Students listen to a lecture. They complete grammatical tasks.	At the colloquium, or in the written and oral examination, students can form and use a conjunctive sentence. They can distinguish between the use of "congiuntivo passato" and "congiuntivo presente".	4 h
10.	Il congiuntivo imprefetto Gli esercizi con il congiuntivo: presente, passato e il congiuntivo imprefetto	1,2,3,7	Students listen to a lecture. They complete grammatical tasks.	At the colloquium or in the written and oral exam students know how to use the verbs in the conjunctive of the imperfect.  They know the basic uses of "congiuntivo imperfetto".	10 h
11.	Prenotazioni Come prenotare un viaggio turistico o chiedere le informazioni su un soggiorno all'estero	2,3,5,6,7,8	Students listen to a lecture. They write and discuss.	At the colloquium, or in the written and oral exam, students know how to form a query related to a three-way trip. They know how to use specialized vocabulary and sentence structure.	4 h
12.	La descrizione del prodotto truistico Esercizi, l'ascolto e la scrittura	2,3,5,6,7,8	Students read the text in Italian. They do vocabulary exercises, listen to audio-visual material;as well as in test comprehension.	At the colloquium or in the written and oral exam students can write an essay on how to present a tourist product, they know how to express their opinions and observations.	10 h
13.	Le presentazioni I	1,2,4,8	Students do the presentation in Power Point	At the colloquium or in the written and oral exam students can describe one Croatian tourist destination.	4 h

	14. Le presen	tazioni II	1,2,4,8	Students do th Point	e presentation in Power	At the colloquium or in the written a students can describe one Croatian t destination.		4 h
	15. Revisione I	I			grammar tasks and o comprehension, I paraphrasing.	Students know how to complete gra assignments in writing related to gra processed during the course. With re vocabulary exercises, they can use n and phrases in the text.	ammar units egard to	16 h
3. EVALUATION OF STUDENTS	`WORK							
In accordance with the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students attendance of at least 70%. Part-time students are required to attend classes at least 50%. All students are required to carry calculator and formulae list.  Students who have during the course achieved:  • from 0 - 24,9% ECTS credits- are rated F (unsuccessful) and cannot obtain ECTS credits, and must re-enroll in the next academic year;  • from 25 - 49,9% - are assessed by FX (insufficient) and must pass the written exam (test). Written exam (test) can be held in a regular or extraordinary exam period;  • more than 50% - students have the right to take the final exam.  Students can take the final exam from the course in two ways: a) during the course of teaching through continuous monitoring of students (active participation in classes and through three colloquia); b) by passing the exam (written and oral part of the exam).								
	Attendance	0,5	Written exa	m	1 (without colloquia	Project		
3.2. Monitoring student work (enter	Experimental work		Research			Practical work		
the share of ECTS credits for each activity so that the total number of ECTS points corresponds to the	Essay		Report			Continuous examination		
credit score of the course)	Colloquium	2 (without written exam)	Seminar pap	per		Other		
	Class activity	0,5	Oral exam		1 (without colloquia	Other		
3.3. Student workload	Student workload on all bases for 1 ECTS credit is 30 hours in a semester and is estimated as:  1. Attending classes and exercises 45 hours  2. Preparing colloquia or exams through individual work 45 hours							

4. GRADING SYSTEM									
4.1. Grading seminar papers									
	Unsatisfact	ory		Satisfactory			Above average		
4.2. Grading colloquia/ written and oral exam	understanding. Does not know basic terms and concepts. I	Responds by memory, without a deeper understanding. Does not know or apply basic terms and concepts. Does not know how to apply or explain the contents of the and concepts supported with examples.  Reproduces the basic concepts and without difficulty imparts new knowledge, understands the material, explains the terms and concepts supported with examples.		Reproduces the basic concepts and without difficulty imparts new knowledge, understands the material, explains the terms and concepts supported with examples.  Reproduces the basic concepts and without difficulty imparts new knowledge, understands the material, explains the terms and concepts supported were not originally given. Notes		analysis, synthesis and evaluation. urately and thoroughly explains the logically connects and explains the d with examples. Finds solutions that otes correlations with related			
		70-74,9% of a	70-74,9% of attendance		attendance	ance 80-89,9% of atte		90-100% of attendance	
	Active course attendance	2 points		5 poi	oints 10		oints	20 points	
		2		3		2	4	5	
4.3. Final grade according to evaluation elements	Colloquia/ Written exam	50-64,9%		65-79,9%		80-8	9,9%	90-100%	
evaruation elements		25 poi	25 points		30 points		oints	40 points	
	01.	2		3		:	5	5	
	Oral exam	25 poi	nts	30 po	nts	35 p	oints	40 points	
4.2 Final and according to	know	lage of acquired edge, skills and es (teaching + final exam)		rical grade	ECTS	grade			
4.3. Final grade according to absolute division		90 – 100%	,	xcellent)	A		]		
		80 – 89,9% 65 – 79,9%		ery good) (good)	E (		-		
		60 – 64,9%		isfactory)	Ι		]		
		50 – 59,9%	2 (sat	isfactory)	I	1			

5. ADDITIONAL COURSE INFORMATION							
	Title	Number of copies in the library	Availability via other media				
5.1. Compulsory literature (available in the library and via other media)	3. L'ITALIANO IN AZIENDA, Giovanna Pelizza, Marco Mezzadri; GUERRA EDIZIONI, 2003	1	e-material available to all students on Claroline system of the Polytechnic of Šibenik				
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. L'Italiano per gli affari, Bonacci Editore, 2000 2. Dizionario italiano- croato, M. Deanović, J. Jernej, Školska knjiga Zagreb	1	Available on-line				
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	obligations as well as the methods of work and the required literature						
It is the responsibility of each student to be regularly informed about the course, the coursework, and the classroom activities. All notices of classes of possible adjournment will be published in a timely manner on the e-learning site of the course and on the website of the Polytechnic. Students can contacting the teacher during the consultation period (at least one hour per week), while for short questions and explanations they can be contacted during class. It is also possible to ask questions by e-mail (from the official e-mail address at @ vus.hr), which will be answered as soon as possible (no later than five working days after receiving the e-mail).							

## V.SEMESTAR

1. GENERAL INFORMATION ABOUT THE SUBJECT						
1.1. Title	Human Resources Management	1.8. ISVU course code	187576			
1.2. Lecturer	Anita Krolo Crvelin, Senior Lecturer	1.9. MOZVAG course code				
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45+0+15+0)			
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 20%			
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	1.			
1.6. Study year	3 <sup>th</sup>	1.13. Modernization	yes 🗆 no			
1.7. Credit score (ECTS)	5	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %			
2. COURSE DESCRIPTION						
The objective is, that students based on the acquired theoretical knowledge and case studies:  Understand the role of Human Resources Management in business organizations.  Know and master the knowledge of human resource planning.  Know and master the knowledge of the employee appraisals models.  Know and master the knowledge of methods and techniques of professional selection.  Know and master the knowledge of motivation and employee rewarding.  Apply learned methods and techniques on real or hypothetical examples.						

2.2. Terms of course entry and required competences	None							
2.3. Learning outcomes on the study programme level	•	<ul> <li>Organize and lead teamwork, and critically evaluate opinions and attitudes of the team members.</li> <li>Independently and responsibly search the relevant literature in Croatian and foreign language.</li> <li>Correlate basic concepts and apply content related to legal framework of Human Resources Management.</li> <li>Develop team and interpersonal skills of teamwork, master communication skills and presentation skills of assigned topics and tasks (case studies, projects, seminars) using advanced software tools for document and presentation development.</li> <li>Understand the specific processes of Human Resources Management and propose correct value system in the employee performance appraisal.</li> <li>Analyse new roles of organizations, systems, processes, goods and services and quality standards in organization and propose new trends valorisation.</li> </ul>						
2.4. Expected learning outcomes	(up to	to two verbs per LO)  LO Level:  1. Recapture,  2. Understanding,  3. Application,  4. Analysis,  5. Evaluation,  6. Synthesis						
on the course level	It is ex	Linderstand the basic factors of Human Resour	urse and prepar	ing the seminar paper, will be able to:		2		
	1. Understand the basic factors of Human Resource Management, 2. Apply acquired knowledge in HR planning and recruiting processes for the different units of the organisations, 3. Understand and apply methods and techniques of professional selection and work motivation, 4. Analyse selection and employment procedures, 5. Create training and development methods and techniques, 6. Evaluate specific HR processes.							
		. 2. alado specific fire processes.				5		
	Cons	tructive alignment						
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed		
2.5. Course content according to		Introductory lesson	-	Listen to the lecture. Get basic information about the course and their tasks on it.	-	2 hours		
detailed curriculum schedule	1	HRM development.	1, 10, 11	They listen to a lecture and read literature.	At the colloquium and written or oral exam, they define basic HRM concepts. They describe the development of different HRM approaches and philosophies in business organizations. They understand contemporary trends that influence HRM.	2 hours		
	2.	Principles of HRM.	1, 10, 11	They listen to a lecture, individually or in teamwork on case studies and show the level of previously acquired knowledge, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they define basic HRM concepts. They are able to differentiate and explain specific features of human resources. They define HRM in broad and narrow meaning, and differentiate hard and soft HRM.	2 hours		

3.	HRM basic factors.	1, 3, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they identify elements from external and internal environment that influence HRM.	3 hours
4.	Strategic HRM.	1, 3, 9, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they explain SHRM. They understand the importance of efficient HRM for organizational goal achieving. They recognize basic strategic approaches and connect them with the adequate HRM activities. They understand HR portfolio matrix.	3 hours
5.	Job Analysis.	1, 5, 6, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they explain job analysis, job design and re-design.  They differentiate basic approaches to job design and advantages and disadvantages of job analysis techniques.	8 hours
6.	Employee recruiting.	1, 5, 6, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they understand and explain employee planning and recruiting. They understand advantages and disadvantages of various sources of recruiting.	4 hours
7.	Methods and techniques of professional selection.	1, 4, 7, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they explain selection procedure. Critically judge different selection procedures. They differentiate elements of selection procedure.	5 hours
8.	Employee performance.	1, 3, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they define employee work performance. They are able to connect earlier acquired knowledge of job analysis with the methods of employee performance appraisal. They can identify common mistakes of performance appraisal.	5 hours
9.	Work motivation.	1, 3, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they list and explain basic motivational theories. They differentiate individual characteristic, job characteristics and organizational characteristics as the motivational factors.	4 hours
10.	Motivational strategies.	1, 10,11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature	At the colloquium and written or oral exam, they define and describe material and immaterial motivational strategies.	4 hours
11.	Employee training and development.	1, 2, 8, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they define and describe training and education. They describe training process. They understand basic characteristics of learning process. Critically evaluate different training methods.	2 hours
12.	Career development and management.	1, 8, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they define and describe career, development and succession planning. They understand the career development process.	6 hours
13.	Training and Development of manager.	1, 2, 3, 4, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium and written or oral exam, they define and describe basic concepts of mangers training and development.	2 hours

	14.	Best employee selection	on – first part	1, 3, 9, 10, 11	They listen to a lecture seminar paper, followe discussion, and read lit	lecture, present a approblement a lecture, present a lecture, present a lecture approblement app		At the colloquium and written or oral exam, they apply earlier acquired knowledge in real or hypothetical situations. They use all the information necessary for proper selection of the employees	
	15.	Best employee selection	on – second part		They listen to a lecture and prepare individually for the exam.				3 hours
3. EVALUATION OF STUDEN	T WO	RK							
3.1. Students` obligations	In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Seminar paper is obligatory and precondition to approach the exam. Final exam can be passed during the semester, by passing two colloquia. If student approach the final exam without the colloquia, oral exam is obligatory.								
3.2. Monitoring student work	Attend	lance	2	Writte	en exam	1 (without coll-	oquiums)	Project	
(enter the share of ECTS credits	Experi	mental work		Resea	arch			Practical work	
for each activity so that the total number of ECTS points	Essay			Repo	rt			Continuous examination	
corresponds to the credit score of the course)	Colloq	luium	2 (without the written an oral exams)	d Semin	nar paper	1		Other (inscribe)	
of the course)	Class a	activities		Oral e	exam	1 (without coll-	oquiums)	Other (inscribe)	
3.3. Student workload	The student's workload on all bases amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:    Commitment								

4. GRADING								
	Valuation Element	Poor		Satis	fying			Above average
	Organization	The paper is not organize order and its structure is l		The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.			The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another	
4.1. Seminar paper grading	Terminology, writing style	Words and phrases are lo with official terminology not appropriate, sentence modest vocabulary, and f repeated grammatical mis	. Writing style is s are too long, requent and	Words and phrases are aligned with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and has little grammatical errors.		s clear,	Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.	
	Quoting and referencing	Sources are not specified references do not match t a superficial approach to	he topic and show	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research attitude.			consistent. The references are appropriate,	
	Po	oor		Satisfying			Ab	ove average
4.2. Colloquium / exam grading	Give answer by memory, no Does not know and does not and concepts. Cannot apply of the course.	ot apply the basic terms	new knowledge, u	eventees basic terms, without difficulty transfers by by basic terms, without difficulty transfers the by the basic terms, without difficulty transfers the by the basic terms, without difficulty transfers the by the basic terms, without difficulty transfers the basic terms and the notions that substantiate by the basic terms and the notions that substantiate by the basic terms are the basic terms.		evaluation thorough logically that it er	on. It observenly explains the links and explains. Find the links and expense of the links are appropriated in the links are a	evel of analysis, synthesis and s legitimacy, accurately and ne content of the subject, and plains the terms and concepts ind solutions that are not re is a correlation with
	Active participation in the	less than 70% of attendan	ce 70-75% of attendance		76-85% of attenda		ndance	86-100% of attendance
	lessons	0 points		5 points		7 points		10 points
	Saminan and	2		3		4		5
4.3. Creating a final grade	Seminar paper	15 points		22 points		27 points	1	30 points
according to evaluation		2		3		4		5
	Colloquium / written	50-64%		65-77%		78-89%		90-100%
		25 points		30 points		35 points		40 points
	Oral ayam	2		3	5			5
	Oral exam	10 points		15 points		18 points		20 points

4.4. Creating a final grada	Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade
4.4. Creating a final grade	90 - 100%	5 (excellent)	A
according to absolute allocation	80 - 89,9%	4 (very good)	В
	65 - 79,9%	3 (good)	С
	60 - 64,9%	2 (sufficient)	D
	50 - 59,9%	2 (sufficient)	Е
5. ADDITIONAL INFORMATI	ON ABOUT THE COURSE		

5.1. Compulsory literature (available in the library and	Title	Number of copies in the library	Availability via other media
through other media)	4. Bahtijarević-Šiber, F. (1999). Management ljudskih potencijala. Golden marketing. Zagreb		
5.2. Additional literature (at the moment of changes and/or amended of study programme)  1. Marušić, S. (2006). Upravljanje ljudskim potencijalima. IV. izmijenjeno i dopunjeno izdanje. Adeco, Zagreb 2. Noe, R. A; Hollenbeck, J. R.; Gerhart, B; Wright, P. M. (2006), Menadžment ljudskih potencijala, Mate, Zagreb 3. Beardwell, J., Thompson, A. (2014). Human Resource Management: A Contemporary Approach, Pearson Education Limited			
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By leases and provided information on students' progress through short colloquiums and homework, information for further guidance to stude of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature. Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state Alumni association.	ents will be provided in order to	increase the efficiency
5.4. Information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or ar pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one lean be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) the working days from the receipt of e-mail).	nour per week), while brief ques	tions and explanations

1. GENERAL	INFORMATION ABOUT THE SUBJECT		
1.1. Title	HOTEL ORGANIZATION AND RECEPTION OPERATIONS	1.8. ISVU course code	201943 146375
1.2. Lecturer	Jasmina Sladoljev , univ.spec. oec.	1.9. MOZVAG course code	B65b65-I
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30 + 30 + 0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	Level 1 - Materials Available Online, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2.
1.6. Study year	3 rd	1.13. Modernization	□□yes • no
1.7. Credit score (ECTS)	5	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20% □

2. COURSE I	DESCRIPTION
2.1. Course objectives	After completing the course, students will know how to classify a hotel, standards in a hotel by department, type of hotel with regard to ownership, how to set up an organizational structure, will know how to describe the main business processes of different departments in a hotel, will know how to form the price of a hotel service, make a calculation, make offer for a travel agency, conduct correspondence with a guest in foreign and Croatian language through software solutions, know how to act when a guest arrives at a hotel, calculate revenue based on forecasts, estimate the number of employees required given the complexity of the process on a daily basis at the hotel (kitchen department and households)
2.2. Terms of course entry and required competences	Terms of the pis pass the exams with the second year of study
2.3.	1. Apply and link economic terms in complex written and oral communication in Croatian and foreign languages
Learning outcomes on	2. Organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders
the study	3. Independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign language
programme	4. Collect, budget and graph economy and business statistics using advanced software tools and comment and analyze them
level	5. Use planning, organizing, leading, and controlling methods using case studies and analysing the problem
	6. Analyse and integrate core concepts and apply content related to economics, management, accounting and finance
	7. Develop team and interpersonal teamwork skills, master communication and case presentation skills (case studies, projects, seminars) using advanced software tools for document creation, presentation and budget implementation
	8. Link basic concepts and apply content related to the field of law for drafting legal acts (contracts, regulations) related to the company or organization
	9. Use software packages to manage business departments, processes, and organizations
	10. Design and economically evaluate entrepreneurial ideas, events, projects, products and services in the team and present the same
	11. Analyse the new roles of organizations, systems, processes, products and services and quality standards in the company and propose the valorisation of new trends in enterprises and organizations
	12. Analyse supply and resources (in organization, company, tourism, tourist destination) respecting the changing environment using key business indicators at global, national, regional and local levels, and develop development strategies to achieve competitiveness

2.4. Expected	Learning outcomes towards Bloom's taxono (up to two verbs per LO)	LO Level: 1. Recapture, 2. Understanding, 3. Application, 4. Analysis, 5. Evaluation, 6. Synthesis				
learning outcomes on the course	explain and critically evaluate management     develop a project plan for a		ncepts and characteristics of hotels, hotel		2, 5	
level	<ol> <li>analyse hotel environment of services the hotel</li> </ol>	on a concrete ex	sample, and based on that, determine the co		6	
	<ol> <li>draw up contracts between a service provider</li> <li>making an offer for a travel</li> </ol>	3				
	Constructive alignment		T	I		
	Thematic unit	IU course	Content / teaching method	Valuation	n	It takes time
2.5. Course	Introductory lecture, introduction to the course and student obligations	1	They listen to a lecture. In the course of the seminar they are introduced to the course content and documents on the elearning page of the course by working independently on a computer.	-		6 hours
content according to detailed curriculum schedule	Catering, hospitality, hotel development Hotel industry - concept and characteristics;	1, 4	They listen to a lecture, solve case studies. They analyse objects from a group of hotels	At the colloquium or the written and oral exam they define and explain the basic concepts that occur in this whole; then they need to show and analyse the same on a concrete example		6 hours
	Rulebook on the classification and categorization of catering establishments; Catering standards, classification and classification of hotel and restaurant establishments; Types of services and processes at the hotel	1, 4; 8, 12	Listening to a lecture, solving case studies, Creating a type of hotel service for various facilities in a group of hotels  Browse and analyse forms for categorizing objects from a group of hotels	and oral e explain th in this the should pre same on a	lloquium or the written exam they define and he concepts that occur ematic unit, then they esent and analyse the a concrete example, judge based on the	8 hours

			presented problem and propose a solution to the same problem.	
Ownership in hotel management, management, hotel manager; Hotel types and organizational structures	1, 2, 4, 8	Listening to a lecture, solving case studies, defining services for a hotel business; Defining the number of rooms, type of age	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	8 hours
Quality in hotel industry; Hotel pricing policy; forecasting	1, 2, 3, 6, 7, 8, 10, 12	Listening to a lecture, solving case studies, Pricing Hotel Services - a project	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	8 hours
Functional organization of hotel business Hotel staff (work, jobs, hotel staff)	1,2, 3, 5, 6,7, 10, 12	They listen to a lecture, solve case studies; Creating organizational st r Uktur for the project; Call for proposals by type of business; Making a job application in a foreign language	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	8 hours
Reception and accommodation of guests (reception functions and staff, sale of hotel services, reception, accommodation and records, functioning of the reception desk)	1,2, 4, 5, 6, 710, 11, 12	They listen to a lecture, solve case studies; They create a tourist arrangement in teams	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 hours

Mode of operation of the food and beverage department (catering kitchen and its function, organization of space, equipment and inventory, work organization, kitchen administration, standards in the hospitality industry)	1, 2, 5, 7,9, 10, 11, 12	Listening to lectures, solving case studies, designing organizational structures by departments in a hotel; Calculation of required number of workers according to workload and hotel needs	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 hours
School trip	11,12	They perceive different forms of hotel business and come to a conclusion	they need to present and analyse an example, critically evaluate the problem presented, and suggest a solution to the same problem.	6 hours
Hotel Price Policy;	1, 2, 5, 7,9, 10, 11, 12	They listen to a lecture, solve case studies, Analysis of hotel prices in Croatia by location, type of hotel and category Analysis of hotel prices in the selected EU country by location, type of hotel and category	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
Sale at the hotel; Types of contract; Reservations	1, 2, 5, 7,9, 10, 11, 12	They listen to a lecture, solve case studies, Correspondence with guests; Correspondence with guests and travel agencies; Drafting of the contract	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
Reservations	1, 2, 5, 7,9, 10, 11, 12	They listen to a lecture, solve case studies, Making an offer for an individual guest; Preparation of the offer for a travel agency in a language;	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the	16 hours

		Hotel occupancy forecast for example Reporting for the receptionist, director and hotel household	presented problem and propose a solution to the same problem.	
Staffing and jobs in the receiving department	12, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, Estimation of the required personnel by example	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
Business result management	1, 2, 5, 7,9, 10, 11, 12	They listen to a lecture, Team Project Defenses Entering reservations into the program; calculation of occupancy rate; Preparation of reports for the receptionist, director and hotel management based on all previous exercises	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
Business result management; Concluding Considerations; Signatures : 2nd Colloquium		Team project defence	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	6 hours

3. EVALUATION OF STU	JDENT WORK						
3.1. Students` obligations	In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:						
	<ul> <li>From 0 – 24,9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;</li> <li>From 25 – 49,9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;</li> <li>More than 50% ECTS credits - students have the right to access the final exam of the subject.</li> <li>Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and project, passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting the seminar paper and project) and passing the exam (written and oral exam).</li> </ul>						
3.2. Monitoring student work (enter the share of	Attending classes	0.5	Written exam	2 (no midterm)	Project	2	
ECTS credits for each activity so that the total	Experimental work		Research		Practical work		
number of ECTS points	Essay		Report		Continuous checking		
corresponds to the credit score of the course)	kolokviji	3 (without written and oral exam)	Seminar paper		(other type)		
	Teaching activities	0.5	Oral exam	1 (no midterm)	(other type)		
3.3. Student workload	Student workle	oad on all bases is 1 FCTS	S credit 30 semester hours and is e	estimated as:			
		imitment	credit 50 semester nours and is e	Hours (estimate	<i>ed</i> )		
	1.	Attending classes		60			
	2. and p	Creation of seminar versentation	work and project assignment	45			
	3.	Preparation for the m	idterm / exam through self-study	45			

4. GRADING							
4.1. Seminar paper grading	Valuation Element	Poor		Satisfying		Above average	
	Organization	The paper is not organized in a logical order and lacks structure.		The paper is well structured with a clear distinction between the introduction, the main body of the text and the conclusion.		The paper is well structured with a clear distinction between the introduction, the main body of the text and the conclusion, which are logically interconnected.	
	Terminology, writing style	Words and expressions low in line with official terminology. The writing style is not appropriate, the sentences are too long, of a modest vocabulary and with frequent and repeated grammatical errors.		Words and expressions are in line with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and there are few grammatical errors.		Words and expressions are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.	
	Citing and referencing references	The sources are not list all. The references do r the topic and show a cu approach to exploring topic.	not fit irsory	The sources are listed but incomplete with errors. T references are relevant to and show a satisfactory reattitude.	he the topic	The sources are accurately, completely and consistently listed. The references are appropriate, their list is "rich" and comprehensive and shows a detailed research approach.	
4.2. Colloquium / exam	Poor		Satisfy	ing	Above av	rerage	
grading	understanding. Inot apply the bas	Does not know and does assic terms and concepts. know or explain the contents of matter		evaluation deliverance in the result of the		owledge is at the level of analysis, synthesis and luation. It observes legitimacy, accurately and roughly explains the content of the subject, and ically links and explains the terms and concepts that it apsulates. Find solutions that are not originally given. ere is a correlation with correlative subjects.	

4.3. Creating a final grade according to evaluation	Active	70-75% attendance		76-86%	attendance	87-100% presence	ect asignment ed case studies
elements	attendance	2 points		4 լ	points	7 points	3 points
	g .	2			3	4	5
	Seminar paper	5 points		7 <sub>I</sub>	points	8 points	10 points
	Examination /	2			3	4	5
	Written	50 to 64.9%		65 to	79.9%	80 to 89.9%	90-100%
	examination	25 points		30	points	35 points	40 points
	Oral part of the	2			3	5	5
	exam	25 points		30	points	35 points	40 points
4.4. Creating a final grade according to absolute allocation		Percentage of acquired knowledge, skills and competences (teaching + final exam) 90 - 100% 80 - 89,9% 65 - 79,9% 60 - 64,9%	5 ( 4 (v 3 2 (	mber rating  excellent) very good) 3 (good) sufficient)	ECTS grade  AND  B  C  D		
5. ADDITIONAL INFORM	AATION ADOLU	50 - 59.9%	2 (	sufficient)	E		
	AATION ABOUT	THE COURSE					
5.1. Compulsory literature (available in the library and through other media)		Title				Number of co the librar	Availability through other media
<u>-</u>	Galičić, V., Ivanović, S. Lapić, M., Hotelska prodaja i recepcijsko poslovanje, Fakultet za turistički i hotelski menadžment u Opatiji, Opatija, 2005.					2	
	Carev, D., Hotel	ska prodaja i recepcijsko po	oslovanje,	VPŠ Libertas, Z	agreb, 2015.	5	
	e-learning hando	out					

5.2. Additional literature (at the moment of changes and/or amended of study programme)	Prijia, D.,Standardi u turističkom ugostiteljstvu, Visoka škola za turizam, 2003.  Medlik, S., Ingram, H., Hotelsko poslovanje, Golden marketing, 2002.  Berc Radišić, B., Cerović, Z., Cicvarić, A., i dr., Organizacija rada u hotelu, Sveučilište u Rijeci, Hotelijerstki fakultet Opatcija, 1994.  Vrtiprah, V., Pavlić, I., Menadžerska ekonomija u hotelijerstvu, Sveučilište u Dubrovniku, 2005.		Da
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	Quality control of students' work and the acquisition of necessary knowledge and skills will be e records of students' attendance and activity in the classroom and information obtained about student the information needed for further guidance to students in order to increase their work efficiency. St obligations as well as working methods and required literature.  Quality assurance system indicators: Student survey, monitoring of annual data with CES - on the ar survey and Alumni Association.	t progress through the mid tudents will be instructed i	term will provide in their rights and
5.4. information on the course and contact with the teacher	It is the obligation of each student to be regularly informed about the course, the coursework and the or possible adjournment will be published in a timely manner on the e-learning site of the course and can contact teachers during the consultation period (at least one hour per week), while for shor contacted during class. It is also possible to ask questions by e-mail (from the official e-mail addre soon as possible (no later than five working days after receiving the e-mail).	on the website of the Polyrt questions and explanat	technic. Students ions they can be

1. GENERAL I	INFORMATION ABOUT THE SUBJECT		
1.1. Title	MANAGEMENT OF TOURIST AGENCIES AND TOUROPERATORS	1.8. ISVU course code	142629 202063
1.2. Lecturer	Jasmina Sladoljev , univ.spec. oec.	1.9. MOZVAG course code	B65 B65-I
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45 + 0 + 15 +0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	Level 1 - Materials Available Online, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2.
1.6. Study year	3rd	1.13. Modernization	□ yes □ no
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20% □

2. COURSE DESC	RIPTION
2.1. Course objectives	The aim of the course is to acquaint students with the specifics of tourist destinations, and to direct them to the analysis of resources and supply of them in a competitive environment to develop a destination development strategy
2.2. Terms of course entry and required competences	
2.3. Learning	1. Apply and link economic terms in complex written and oral communication in Croatian and foreign languages
outcomes on the study programme	2. Organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders
level	3. Independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign language
	4. Collect, budget and graph economy and business statistics using advanced software tools and comment and analyse them
	5. Use planning, organizing, leading and controlling methods using case studies and analysing the problem
	6. Analyse and integrate core concepts and apply content related to economics, management, accounting and finance
	7. Develop team and interpersonal teamwork skills, master communication and case presentation skills (case studies, projects, seminars) using advanced software tools for document creation, presentation and budget implementation
	8. Link basic concepts and apply content related to the field of law for drafting legal acts (contracts, regulations) related to the company or organization
	9. Use software packages to manage business departments, processes, and organizations
	10. Design and economically evaluate entrepreneurial ideas, events, projects, products and services in the team and present the same
	11. Analyse the new roles of organizations, systems, processes, products and services and quality standards in the company and propose the valorisation of new trends in enterprises and organizations
	12. Analyse supply and resources (in organization, company, tourism, tourist destination) respecting the changing environment using key business indicators at global, national, regional and local levels, and develop development strategies to achieve competitiveness

2.4. Expected		g outcomes towards Bloom's taxonomy:  o verbs per LO)			LO Level: Recapture, Understanding, Application, Analysis, Evaluation, Synthesis			
learning outcomes on the course level	1. de	explain and critically evaluate the l stination			2, 5			
course level	2. 3. de	create, calculate and present model to analyse the tourist environment termine the prices of services of the tourist	on a concrete e		4, 6	_		
	4.	design new products and services analyse and process the offer and r	6 5,6					
	Constructive alignment							
	nr.	Thematic unit	IU course	Content / teaching method	Valuation	It takes time		
2.5. Course content according to detailed	1.	Introductory lecture;	1	They listen to a lecture. In the course of the seminar they are introduced to the course content and documents on the e-learning page of the course by working independently on a computer.	-	6 hours		
curriculum schedule	2.	Tourism - classification, functions of tourism; Tourism as a system; Basic factors of tourism	1, 2,3 4	They listen to a lecture, present seminar papers	At the midterm or the written and oral exam they define and explain the basic concepts that occur in this whole; then they need to show and analyse the same on a concrete example	6 hours		
	3.	Touristic destination and destination system; Tourism trends;	1, 2,3 4;8,	They listen to lectures, solve case studies, present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically	8 o'clock		

				1		T	1
						judge based on the presented problem	
						and propose a solution to the same	
					problem.		
		4.	Planning as a function of managing a tourist destination; principles and characteristics of planning; subjective to you in the process of development planning tour with t Icke destination;	1, 2, 3, 4,	They listen to lectures, solve case studies, present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 o'clock
		5.	Planning as a function of managing a tourist destination; local planning procedures; planning of tourist sites;	1, 2, 3, 6, 7, 8, 10, 12	They listen to lectures, solve case studies, present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 o'clock
		6.	Analysis of the macro environment and the tourist destination market; SWOT analysis, 1 colloquium	1, 2, 3, 5, 6,7, 10, 12	They listen to lectures , present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyze the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 o'clock
		7.	Study trip	11.12	They analyse the elements of the tourist destination and the role of the organizations and make concrete conclusions and suggestions	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
		8.	Strategic destination management, Planning models and techniques for	1, 2, 3, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit,	12 hours

		minimizing the negative effects of tourism			then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	
	9.	Strategic marketing planning as part of the overall development planning process	1, 2, 5, 7,9, 10, 11, 12	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
	10.	Organization of economic agents of tourist intermediation.	1, 2, 3, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
	11.	Managing the destination mix marketing tools	1, 2, 3, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
	12.	Destination organization and management structure	1, 2, 3, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours

	13.	Prac learning and monitoring implementation plans	1, 2, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
	14.	Global Tourism Trends; Guest lecture; Preparation for the colloquium	1, 2, 5, 7,9, 10, 11, 12	They listen to a lecture, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
	15.	Concluding Considerations, Signatures, 2nd Colloquium	11.12	present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	4

#### 3. EVALUATION OF STUDENT WORK

# 3.1. Students` obligations

In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.

Students who have during the course achieved:

- From 0 24,9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;
- From 25 49,9% ECTS credits is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;
- More than 50% ECTS credits students have the right to access the final exam of the subject.

Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and project, passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting the seminar paper and project) and passing the exam (written and oral exam).

3.2. Monitoring	Attending classes	0.5	Written exam	2 (no	midterm)	The project	1.5			
student work (enter the share of ECTS	Experimental work		Research			Practical work				
credits for each activity so that the	Essay		Essay			Continuous checking				
total number of ECTS points	Colloquia	3 (without written and oral exam)	Seminar paper	0.5		(other type)				
corresponds to the credit score of the course)	Class activities	0.5	Oral examination	1 (no	midterm)	(other type)				
3.3. Student	Student workload of	on all bases is 1 ECTS credit 30 s	semester hours and is e	stimated as:						
workload	Obligation			Hours (est	timated)					
		Attending classes Creation of seminar work and pro	oigat aggianment	60 30						
	and presen		oject assignment	30						
		Preparation for the midterm / exa	m through self-study	n through self-study 90						
4. GRADING										
4.1. Seminar paper grading	Valuation Element	Poor	Satisfying		Above ave	rage				
	Organization	The paper is not organized in a logical order and lacks structure.	The paper is well struc clear distinction betwe introduction, the main and the conclusion.	en the	between th	is well structured with a clea the introduction, the main body inclusion, which are logically cted.				
	Terminology, writing style	Words and expressions low in line with official terminology. The writing style is not appropriate, the sentences are too long, of a modest vocabulary and with frequent and repeated grammatical errors.	Words and expressions official terminology. T is appropriate, the sent clear, the vocabulary is there are few grammat	he writing sty ence structure s appropriate a	yle terminolog e is meaning. T and sentences a	l expressions are aligned with gy and show an understanding The writing style is excellent, are clear and concise, the voc ere are no grammatical errors	g of their the abulary is			
	Citing and referencing references	The sources are not listed at all. The references do not fit the topic and show a cursory approach to exploring the topic.	The sources are listed with errors. The refere to the topic and show a research attitude.	nces are relev	rant consistentl their list is	es are accurately, completely y listed. The references are a "rich" and comprehensive ar search approach.	ppropriate,			

4.2. Colloquium /	Poor			Satisfying		Above average		
exam grading	Give answer by memory, no deeper understanding. Does not know and does not apply the basic terms and concepts. Cannot apply or explain the contents of the course.			Reproduces basic terms, w difficulty transfers new known understands subject matter the terms and the notions the substantiate by examples.	owledge, , explains	Knowledge is at the level of analysis, synthesis and evaluation. It observes legitimacy, accurately and thoroughly explains the content of the subject, and logically links and explains the terms and concepts that it encapsulates. Find solutions that are not originally given. There is a correlation with correlative subjects.		
4.3. Creating a final grade according to	Active attendance			70-75% attendance 7		5% attendance	87-100% presence	Project task Solved case studies
evaluation				2 points		4 points	7 points	3 points
elements	Seminar paper			2		3	4	5
				5 points		7 points	8 points	10 points
				2		3	4	5
	Examination / Written examination		50-64.9%		6	55-79,9%	80-89.9%	90-100%
			25 points		30 points		35 points	40 points
				2		3	5	5
	Oral part of the	exam		25 points	3	30 points	35 points	40 points
4.4. Creating a		Percentage of adopt knowledge, skills ar competences (teaching - exam)	ıd	Number rating	EC	CTS grade	,	
final grade				5 (excellent)		A		
according to		80 - 89,9%		4 (very good)		В		
absolute allocation		65 - 79,9%		3 (good)		C		
		60 - 64,9%		2 (sufficient)		D		
		50 - 59.9%		2 (sufficient)		E		

5. ADDITIONAL	INFORMATION ABOUT THE COURSE		
5.1. Compulsory literature (available in the	Title	Number of copies in the library	Availability through other media
library and through other	1. P. Gardijan, Menadžment turističke destinacije-brend menadžment turističke destinacije, Veleučilište u Šibeniku, 2010.	5	
media)	2. L. Petrić, Upravljanje turističkom destinacijom, Načela i praksa, Ekonomski fakultet u Splitu, Split, 2011.	10	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	<ol> <li>D. Magaš, Management turističke organizacije i destinacije, Adamić, Rijeka, 2003.</li> <li>R. Dobre, Menadžment turističke destinacije (skripta), Visoka škola za turistički menadžment Šibenik, Šibenik, 2004.</li> <li>Časopisi (Turizam, Tourism and Hospitality Management, Journal of Travel researsh, Acta Turistica)</li> <li>P. Mason, Tourism Impacts, Planning and Management, Elsevier, Oxford 2006.</li> </ol>	3	Yes
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive we activity during classes and provided information on students' progress through short colloquiums and homework, information for order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of and Alumni association.	further guidance to students of work and the required liter	will be provided in rature.Indicators of
5.4. Information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching the e-learning pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation questions and explanations can be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail a answered in a short time (no later than five working days from the receipt of e-mail).	on term (at least one hour per	week), while brief

1. GENERAL INFORMATION AF	1. GENERAL INFORMATION ABOUT THE SUBJECT							
1.1. Title	BUSINESS ORGANIZATION	1.8. ISVU course code	142638					
1.2. Lecturer	Ana Vukičević, Ph.D.	1.9. MOZVAG course code						
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45+0+15+0)					
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%					
1.5. Course status (obligatory, optional)	optional	1.12. Number of course revisions	1.					
1.6. Study year	3	1.13. Modernization	<b>■</b> yes □ no					
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %					
2. COURSE DESCRIPTION								
2.1. Course objectives Introduce students with organizations theories and organizations structures and types of leadership styles.								
2.2. Terms of course entry and required competences  Four-year high school education completed; having a qualification at level 4.2								

2.3. Learning outcomes on the study programme level	LO13	LO5: To use planning, organizing, management and control methods on practical examples, analyze the problem and propose appropriate solutions to problem situations  LO11: To analyze new roles of organizations, systems, processes, products and services and quality standards in companies and propose valorization of new trends in companies and organizations  LO13: To understand specific human resource management processes and propose a proper value system in judgment process and assessment of work achievements and performances							
2.4. Expected learning outcomes on the course level	1. 8 2. 0 3.	<ol> <li>critically analyze organizations theories and identify modern organization structures</li> <li>comment problematic of different organizations' structures and to recommend leadership styles</li> <li>4.5</li> </ol>							
	Cons	Constructive alignment							
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed			
2.5. Course content according	1	Introduction to course	-,	Listen to the lecture. On seminary teaching, by independent work on the computer students get acquainted with course content and documents on the e-learning course page.	-	4 hours			
to detailed curriculum schedule		Organization theories	1,6	Listen to the lecture and read the literature.	In a colloquy or written and oral exam students define main organization theories and define their representatives.	6 hours			
	2.	Organization behavior	1, 6,	Listen to the lecture and read the literature.	In a colloquy or written and oral exam students can name and distinguish organization behaviour	8 hours			
	3.	Perception and individual decision making	1,2,3,4,5,6,	Listen to the lecture and read the literature.	In a colloquy or written and oral exam students can define and describe the perception of an individual inside the organization and define the process of decision making.	8 hours			
	4.	Group behavior	1, 5,6,	Listen to the lecture and read the literature. At the seminar student individually, in pairs or Socrates	In a colloquy or written and oral exam students can define group behaviour and name the	14 hours			

			threes solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	specifics of an formal and informal group Solved case study.	
5.	Team work	1, 3,5,6	Listen to the lecture and read the literature.  At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam students can define and describe team work as a part of decision making and problem solving technique in organization. Created and Presented seminar paper (by independent use of computer programs).	12 hours
6.	Motivation	1, 3, 5, 6,	Listen to the lecture and read the literature.  At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam they can define and describe different types of motivation. Created and Presented seminar paper (by independent use of computer programs).	14 hours
7.	Communication	1, 2, 3, 4, 5, 6,	Listen to the lecture and read the literature.  At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam they can define and describe communicational channels in organization. Seminar paper (by independent use of computer programs).	14 hours

8.	Leadership theories	1, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and network. Listen to the lecture and read the literature. At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam they can define and describe each leadership theories and define leadership styles. Created and Presented seminar paper (by independent use of computer programs).	14 hours
9.	Organization structures	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. Listen to the lecture and read the literature. At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam students can define and describe different modern and traditional organization structures Created and Presented seminar paper (by independent use of computer programs).	14 hours
10.	Organization changes	1, 2, 3, 4, 5, 6,	Listen to the lecture and read the literature. At the seminar, students solve the case study.	In a colloquy or written and oral exam students can define and describe organizational changes and choose between mechanisms to solve changes.  Created and Presented seminar paper (by independent use of computer programs).	10 hours
11.	Values and job satisfaction	1, 2, 3, 4, 5, 6,	Listen to the lecture and read the literature. At the seminar, students solve the case study.	In a colloquy or written and oral exam they can define and describe how individuals measure and value job satisfaction.  Created and Presented seminar paper (by independent use of computer programs).	10 hours

12.	Personalities and values	1, 2, 3, 4, 5, 6,	Listen to the lecture and read the literature.  They use multimedia and network. Listen to the lecture and read the literature.  At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam students can define and describe the values and external and internal factors of an individual in organization.  Created and Presented seminar paper (by independent use of computer programs).	10 hours
13.	Business politics	2,3	Listen to the lecture and read the literature. Listen to the lecture and read the literature. At the seminar student individually explore the content of this topic area by searching the database and based on it and read literature students write seminar paper thus presenting the acquired knowledge and making their own ideas, and ways to solve problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.	In a colloquy or written and oral exam students can define and describe the politics and power within the organization.  Created and Presented seminar paper (by independent use of computer programs).	12 hours
14.	Organization culture	2,3	Listen to the lecture and read the literature.	In a colloquy or written and oral exam they can describe different organization cultures.  Created and Presented seminar paper (by independent use of computer programs).	12 hours
15.	Concluding Considerations / Repeating and Preparing for Exam.		Listen to the lecture and individual preparation for the exam.		20 hours

#### 3. EVALUATION OF STUDENT WORK

#### 3.1. Students' obligations

In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.

Students who have during the course achieved:

- From 0 24,9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;
- From 25 49,9% ECTS credits is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;
- More than 50% ECTS credits students have the right to access the final exam of the subject.

Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, , solving case studies, making and presenting the seminar paper and passing two colloquia); b) during the course (active participation in the lessons,, solving case studies, creating and presenting the seminar paper) and passing the exam (written and oral exam).

2 (by submitting both colloquiums the

# 3.2. Monitoring student work (enter the share of ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the course)

	Attendance		Written exam	student is relieved of an written examination)	Project	
ζ.	Experimental work		Research	0,5	Practical work	
at	Essay		Report		Continuous examination	
	Colloquium	2 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper	0,5	Other (inscribe)	
	Class activities		Oral exam	1 (by submitting both colloquiums the student is relieved of an oral examination)	Other (inscribe)	

#### 3.3. Student workload

The student's workload on all bases amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:

	Commitment	Hours (estimate)
1	. Attending classes	45
2	2. Creating and Presenting seminar paper	10
3	3. Preparation for the Colloquium / exam through self-study	65

#### 4. GRADING

41	Seminar	naner	oradino
т. 1.	Schimai	paper	Stading

Valuation Element	Poor	Satisfying	Above average
Organization	The paper is not organized in a logical order and its structure is lacking.	The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.	The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another
Terminology, writing style	Words and phrases are low harmonized with official terminology. Writing style is not appropriate, sentences are too long,	Words and phrases are aligned with official terminology. The writing style is appropriate, the sentence structure is clear,	Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and

	Quoting and refer	rencing		tical mistal pecified at match the	stakes. grammatical errors.			and with	are no grammatical errors.  d with Sources are accurate, complete and consistent. The references are appropriate,		
		Poo	or			Satisfying			Above average		
4.2. Colloquium / exam grading	Does not know as	eve answer by memory, no deeper understanding. Does not know and does not apply the basic terms d concepts. Cannot apply or explain the contents the course.				Reproduces basic terms, without difficulty transfers new knowledge, understands subject matter, explains the terms and the notions that substantiate by examples.  Knowledge is at the level of analysis evaluation. It observes legitimacy, a thoroughly explains the content of the logically links and explains the term that it encapsulates. Find solutions that originally given. There is a correlative subjects.			serves legitimacy, accurately and ains the content of the subject, and and explains the terms and concepts sees. Find solutions that are not  There is a correlation with		
	Active participation in the lessons		70-75% of attendance		76-86% of attendance 87-1009		87-100%			Created mental map. Solved case study.	
			2 points		4 points		7 points			3 points	
	G		2		3			4		5	
4.3. Creating a final grade	Seminar paper		5 points		7	points	8 po			10 points	
according to evaluation			2		3			4		5	
elements	Colloquium / written	*		50-64,9%		65-79,9%		80-89,9%		90-100%	
	CAULI		25 points		30 points		35 points			40 points	
			2			3		5		5	
	Oral exam		25 points		30	points	35 ;	35 points 40 poi		40 points	
4.4. Creating a final grade according to absolute allocation		knowle competence 90	tage of adopted edge, skills and es (teaching + final exam) $0-100\%$ $0-89.9\%$ $5-79.9\%$	5 (	nerous grade  (excellent) (very good)	ECTS gra	ade		,		
		60	5 - 79,9% 0 - 64,9% 0 - 59,9%	2 (	3 (good) (sufficient) (sufficient)	C D E					

5. ADDITIONAL INFORMATION ABOUT THE COURSE									
5.1. Compulsory literature	Title	Number of copies in the library	Availability via other media						
(available in the library and through other media)	2. 1. Robbins, S.P. i Judge, T.A.: Organizacijsko ponašanje, Mate, 2009	3	-						
unough other media)	2. Sikavica, P., Novak, M.: Modeliranje organizacijske strukture poduzeća, Informator, Zagreb.	3	-						
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Sikavica, P., Novak, M., Poslovno odlučivanje, Informator, Zagreb, 1999.	2	-						
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work classes and provided information on students` progress through short colloquiums and homework, information for further guidance to their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature. Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the ann Alumni association.	students will be provided in o	order to increase the efficiency of						
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least of be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) the days from the receipt of e-mail).	ne hour per week), while brie	f questions and explanations can						

1. GENERAL INFORMATION ABOUT THE SUBJECT									
1.1. Title	QUALITY MANAGEMENT	1.8. ISVU course code	142639						
1.2. Lecturer	Divna Goleš, Master of Economics, Senior lecturer	1.9. MOZVAG course code							
		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45+0+15+0)						
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%						
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	2.						
1.6. Study year	3 <sup>st</sup>	1.13. Modernization	■ yes □ no						
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %						
2. COURSE DESCRIPTION									
The aim of the collegium is to familiarize students with important terms in the area of Quality Management System and understanding the systems applied to quality management. Furthermore, collegium aims to familiarize, analyse and apply methods and tools that can be used to identify and eliminate non-conformities in the Quality Management System.									
2.2. Terms of course entry and required competences  Admission requirements for the 3nd year of study									

	1									
	LO2: To organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders									
	LO3: To independently and responsibly search relevant literature for decision making and conclusion in Croatian and foreign language									
2.3. Learning outcomes on the study programme level		2: To develop team and interpersonal team acced software tools for document prepara			study skills (case studies, projects, seminars	) using				
		3: To analyse new roles of organizations, rends in companies and organizations	systems, pro	ocesses, products and services and	quality standards in companies and propose	valorisation of				
	Lear	ning outcomes towards Bloom's taxonon two verbs per LO)	ny:		Long 1. 2. 3. 4. 5. 6.	O Level:  Recapture,  Understanding,  Application,  Analysis,  Evaluation,  Synthesis				
2.4. Expected learning outcomes	1. Exp	plain and critically evaluate key concepts	and process	es that are important in the Quality	y Management System	2,5				
on the course level	2. An	alyse the role and importance of quality p	policy and gi	ve a concrete example.		4,6				
	3. To analyse the importance of the Quality Management System in modern market conditions									
		4. To connect the reasons for improving the quality domain, the role of quality cost and quality-based system development.								
	5. Choose and critically evaluate the appropriateness of selected methods and tools to solve problems in the Quality Management Systems									
	6. Present seminar paper and critically judge the topic covered									
	Constructive alignment									
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed				
2.5. Course content according to	1	Introduction to the course and a detailed performance plan.	-	Listen to the lecture. On seminary teaching, by independent work on the computer students get acquainted with course content and documents on the e-learning course page.	-	4 hours				
detailed curriculum schedule	2.	The basis of the theory of quality.	1,2,6	They listen to a lecture. They read the literature.	At the colloquium or the written and oral exam, they define fundamental insights into quality theory.	6 hours				
	3.	Interested partners and their integration into the Quality Management System.	1,2,3,6	They listen to a lecture. They read the literature.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit.	8 hours				
	4.	Application of quality management principles.	1,2,3,6	They listen to a lecture, they read the literature, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit.	8 hours				

		5.	Strategy, policy, mission, vision and quality goals. Business Systems and Quality Management Systems.	1,2,3,6	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	12 hours
		6.	Business Systems and Quality Management Systems.	1,2,3,6	They listen to a lecture, they read the literature, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	12 hours
		7.	Documentation in the Quality Management System.	1,2,3,4,6	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example	12 hours
		8.	Construction and modelling of business processes.	1,2,3,4,6	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	12 hours
		9.	Standards, guidelines and laws in the Quality Management System, I. colloquium.	2,3,4,6	They listen to a lecture, they read the literature, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	16 hours
		10.	Concept of continuous improvement of quality.	3,4,5,6	They listen to a lecture, they read the literature, present a seminar paper, followed by a discussion.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	12 hours
		11.	Implementation of auditing and certification process.	3,4,5,6	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example-	12 hours
		12.	Troubleshooting Techniques in the Quality Management System.	3,4,5,6	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	12 hours
		13.	Norm 9000 ff. TQM Models (Business Excellence Awards).	3,4,5,6	They listen to a lecture, work in a team on case work, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	12 hours
		14.	Quality Costs.	4,5,6	They listen to a lecture, they read the literature, present a seminar paper, followed by a discussion	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example.	12 hours
		15.	Final lecture, course signatures, II. colloquium	1,2,3,4,5,6	They listen to a lecture and prepare independently for the exam.	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit.	30 hours

3. EVALUATION OF STUDEN	T WORK								
	In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.								
3.1. Students` obligations	• From 25 – 49,9% E	TS credits- is rated F (unsuccessf	ate) and has to come out and pa	. ,	ne next academic year; can be held in a regular or extraordinary exam period;				
				ttendance (active participation in the senting the seminar) and passing the	ne lessons, making and presenting the seminar paper, ne exam (written and oral exam).				
	Attendance	1	Written exam	2 (by submitting both colloquiums the student is relieved of an written examination)	Project				
3.2. Monitoring student work	Experimental work		Research		Practical work				
(enter the share of ECTS credits for each activity so that the total	Essay		Report		Continuous examination				
number of ECTS points corresponds to the credit score of the course)	Colloquium	3,5 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper	1	Other (inscribe)				
	Class activities	0,5	Oral exam	1,5 (by submitting both colloquiums the student is relieved of an oral examination)	Other (inscribe)				
	The student's workload o	on all hases amounts to 1 F(	TS point for 30 hours of	work per semester and is es	stimated as				
	Commitment	on an bases amounts to 1 Ex	213 point for 30 hours of	f work per semester and is estimated as:  Hours (estimate)					
3.3. Student workload	6. Attending classes			60					
		enting seminar paper	otody	15 105					
	o. Preparation for the	e Colloquium / exam through self-	-siudy	103					

4. GRADING									
	Valuation Element	Poor		Satis	fying			Above average	
	Organization	The paper is not organize order and its structure is		The paper is well strudistinction between the main part of the text a	e introduction	n, the	distinction b main part of	well-structured with a clear between the introduction, the the text and the conclusions ectly logically linked to one	
4.1. Seminar paper grading	Terminology, writing style	with official terminology not appropriate, sentence modest vocabulary, and f	Words and phrases are low harmonized with official terminology. Writing style is not appropriate, sentences are too long, modest vocabulary, and frequent and repeated grammatical mistakes.  Words and phrases are aligne terminology. The writing style appropriate, the sentence strue the vocabulary is appropriate grammatical errors.		terminology a their meaning excellent, the concise, the very state of the concise and their meaning excellent.		terminology their meanir excellent, th concise, the	phrases are aligned with official and show an understanding of ag. The writing style is e sentences are clear and vocabulary is rich and there matical errors.	
	Quoting and referencing	Sources are not specified references do not match t a superficial approach to	the topic and show	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research attitude.			Sources are accurate, complete and consistent. The references are appropriate, their list is "rich" and comprehensive and shows a robust research approach.		
	Po	oor	Satisfying				Above average		
4.2. Colloquium / exam grading	Colloquium / exam grading  Give answer by memory, Does not know and does and concepts. Cannot app of the course.		ot apply the basic terms new knowledge, u		evalue terms, without difficulty transfers inderstands subject matter, explains the notions that substantiate by evalue thoro logic that it origin		on. It observed the state of the state of th	evel of analysis, synthesis and selegitimacy, accurately and ne content of the subject, and plains the terms and concepts and solutions that are not e is a correlation with	
	Active participation in the	70-75% of attendance	76-8	6% of attendance	87-10	0% of atte	ndance	Solved case study and project	
	lessons	2 points		4 points		7 points		3 points	
	Cominon nonen	2		3	4			5	
4.3. Creating a final grade	Seminar paper	5 points		7 points	8 points			10 points	
according to evaluation		2		3	4			5	
elements	Colloquium / written exam	50-64,9%		65-79,9%	80-89,9%			90-100%	
		25 points		30 points		35 points		40 points	
	Oral exam	2		3	5		5		
	Oral exam	25 points		30 points		35 points		40 points	

4.4. Crooting a final grade	Percentage of adopted knowledge, skills and competences (teaching + fina exam)	Numerous grade	ECTS grade	
4.4. Creating a final grade	90 - 100%	5 (excellent)	A	
according to absolute allocation	80 - 89,9%	4 (very good)	В	
	65 - 79,9%	3 (good)	С	
	60 - 64,9%	2 (sufficient)	D	
	50 - 59,9%	2 (sufficient)	E	

# 5. ADDITIONAL INFORMATION ABOUT THE COURSE

5.1 Commulatore literatura	Title	Number of copies in the library	Availability via other media
5.1. Compulsory literature (available in the library and	<ol> <li>Goleš D.(2011). *Upravljanje kvalitetom* script, Veleučilište u Šibeniku, Šibenik</li> </ol>		e- learaning
through other media)	<ol> <li>Injac N.(2002). *Mala enciklopedija kvalitete, I dio, Upoznajmo normu ISO 9000*, Oskar, Zagreb,</li> <li>Šiško Kuliš M., Grubišić D.(2010). *Upravljanje kvalitetom*, Sveučilište u Splitu, Ekonomski fakultet, Split, 2010. (selected chapters)</li> </ol>	7 2	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	<ol> <li>Lazibat T.(2009). *Upravljanje kvalitetom* Znanstvena knjiga, Zagreb</li> <li>Injac N.(2001). *Mala enciklopedija kvalitete, Moderna povijest kvalitete*, Oskar, Zagreb</li> <li>Drljača M.(2004).* Mala enciklopedija kvalitete, Troškovi kvalitete* Oskar, Zagreb</li> <li>Injac N.(2002).*Mala enciklopedija kvalitete, Informacije, dokumentacija, auditi*, Oskar, Zagreb</li> <li>Avelini Holjevac I.(2002).* Upravljanje kvalitetom u turizmu i hotelskoj industriji*Fakultet za turistički i hotelski menadžment, Opatija</li> </ol>	1 6 3 5 2	
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured the attendance and student activity during classes and provided information on students' progress through short of further guidance to students will be provided in order to increase the efficiency of their work. Students will be as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employer employment, surveys from employers and Alumni association.	olloquiums and homewor informed about their righ	k, information for hts and obligations
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All it teaching will be published on the e-learning pages of the course and on the web pages of the Polytechnic. So consultation term (at least one hour per week), while brief questions and explanations can be addressed during mail (from the official e-mail address from the domain @ vus.hr) that will be answered in a short time (no later e-mail).	tudents can contact the te classes. It is possible to a	eachers during the sk questions by e-

1. GENERAL INFORMATION ABOUT THE SUBJECT									
1.1. Name of the course	PUBLIC SECTOR ECONOMY	1.8. ISVU course code	BO36						
1.2. Lecturer	Dijana Mečev, PhD, s.lec.	1.9. MOZVAG course code							
		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45+0+15+0)						
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1st, 2nd, 3rd level), percentage of on line course performance (max. 20%)	1 st level – materials available on- line, 0%						
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	1						
1.6. Study year	3rd	1.13. Modernization	□ yes <b>■</b> no						
1.7. Credit score (ECTS)	4	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %						
2. COURSE DESCRIPTION									
2.1. Course objectives  The aim is to acquainted students with theories and research related to public sector economy; enable the understanding and analysis of the public sector economy and related economic and social controversies; understanding and analyzing not only the economic but also social, political and cultural aspects of the public sector economy and how they affect the economy as well as the daily life of the individual.									
2.2. Terms of course entry and required competences  Four-year secondary education completed; qualification level 4.2 according to the CROQF.									

	LO1: 7	LO1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign languages.								
	LO2:	To organize and lead team work, and critically judg	ge the opinions a	and attitudes of team members.						
2.3. Learning outcomes on the	LO3: To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages.									
study programme level	LO5:	To use planning, organizing, management and cont	trol methods on	practical examples, analyse the problem a	and propose appropriate solutions to problem situations					
	LO6:	To analyze and link basic concepts and apply conte	ent related to the	area of economics, management, account	ting, and finance.					
					set topics and tasks (case studies, projects, seminars) to	sing advanced				
2.4. Expected learning outcomes on the course level	Lear (up to	LO Level:  1. Recapture,  2. Understand 3. Application 4. Analysis, 5. Evaluation, Synthesis 1. To define and explain all categories and features of public sector. 2. To identify and critically evaluate the complex factors of public sector economy. 4. To categorize ways of addressing economic and social problems through public sector economy measures. 5. To analyse problems and measures of the public sector economy. 6. To apply economic way of thinking in the analysis of certain contemporary economic problems.  LO Level:  1. Recapture, 2. Understand 3. Application 4. Analysis, 5. Evaluation, Synthesis 1. 2 2. To identify and critically evaluate the complex factors of public sector. 2. 1,2 2. To analyse problems and measures of the public sector economy. 4. To categorize ways of addressing economic and social problems through public sector economy measures. 4. To apply economic way of thinking in the analysis of certain contemporary economic problems. 6. To apply economic way of thinking in the analysis of certain contemporary economic problems.								
	Constructive alignment									
	no.	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed				
		Introduction to the course and a detailed performance plan	-	Listen to the lecture. By independent work on the computer students get acquainted with course content and documents on the e-learning course page.	-	2 hours				
2.5. Course content according to detailed curriculum schedule	1	Introduction to Public Sector economy.	1, 2,3	Listen to the lecture and read the literature. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students can define and describe the basic concepts of public sector economy	8 hours				
	2.	The role of the state in a market economy.	1, 2,3,4,6	Listen to the lecture and read the literature. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and	In a colloquium or written and oral exam students know how to identify and explain the functions of the state. They can think critically about the differences between "good society" and public choice theory. They can explain the reasons for	8 hours				

			presenting adopted knowledge and ideas, discuss issues.	state intervention in the economy as well as the disadvantages of that intervention.	
3.	Public goods and private goods provided by the public sector.	1,2,3,5	Listen to the lecture and read the literature. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students can define public, mixed and private goods. They can think critically about the reasons for the inefficiency of the market mechanism in the supply of public goods. They know how to identify and explain the reasons for income redistribution.	8 hours
4.	Public revenues and public expenditures.	1,5	Listen to the lecture and read the literature. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students identify and explain the various forms of public revenue and public expenditure. They are capable of analyzing public revenues from the aspect of fiscal burden and according to the level of financial autonomy and financial sovereignty. They analyze public expenditures by object, time and spending entity; distinguish public revenues from public expenditures in the state budget.	8 hours
5.	Tax analysis.	1,4	Listen to the lecture and read the literature. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students can identify and explain the basic concepts of tax terminology. They are capable of thinking critically about the fairness and efficiency of the tax system.	10 hours
6.	Taxation of individuals and their behaviour.	1,4	Listen to the lecture and read the literature. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students can explain the position of the natural person in the income tax system. They know how to analyze income tax as means of achieving fiscal and non-fiscal goals. They can reasonably opt for progressive or proportional taxation of personal income.	6 hours
7.	Business taxation.	1,4	Listen to the lecture and read the literature. Use multimedia and network. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students can extract the basic features of the income tax system. They know how to distinguish between the factors of increasing and decreasing the tax base of corporate income tax. They know how to evaluate the use of tax losses for going concern.	6 hours
8.	Consumption taxes.	1,4	Listen to the lecture and read the literature. Discuss issues. At the seminar student individually or in	In a colloquium or written and oral exam students analyze consumption taxes as a means of achieving	6 hours

			pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	fiscal and non-fiscal goals. They know how to extract the basic features of consumption tax.	
9.	Public debt.	1, 4, 5, 6	Listen to the lecture and read the literature. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students define public debt; critically evaluate the existing amount and structure of public debt, as well as identify the options and limitations of refinancing obligations that have become due.	6 hours
10.	Pension insurance and social welfare.	3,4	Listen to the lecture and read the literature. Use multimedia and network. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students can explain the role of pension insurance and social welfare. They are capable of thinking critically about sustainability of intergenerational solidarity system.	6 hours
11.	Health insurance.	1, 2, 4, 5, 6	Listen to the lecture and read the literature. Use multimedia and network. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students can describe and define basic economic concepts in healthcare, explain the way healthcare is financing in the Republic of Croatia and in other countries. They know how to explain the role of different stakeholders in the healthcare system. They know the advantages and disadvantages of a centralized and polycentric health planning model.	6 hours
12.	Education as a public good.	1,2, 4, 5, 6	Listen to the lecture and read the literature. Use multimedia and network. Discuss issues. At the seminar student individually or in pairs solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In a colloquium or written and oral exam students can define and describe the concepts of education economics. They can explain the relationships between education policies, education reform and economic growth; they can analyze the impact of the cost of investing in education on the social benefit of education.	6 hours
13.	Cost benefit analysis.	6	Listen to the lecture and read the literature. Discuss issues. At the		6 hours

					seminar student indivice pairs solve case studies presenting the appropri previously acquired kno- presenting adopted kno- ideas, discuss issues.	thus ateness of owledge and	describe the pu cost-benefit an	n or written and oral exam students rpose and objectives of conducting a alysis. They know how to value ls of cost-benefit analysis.	
	14.	Political economy		2,5,6	Listen to the lecture and literature. Discuss issue seminar student indivic pairs solve case studies presenting the appropri previously acquired knowledge ideas, discuss issues.	ss. At the ually or in thus ateness of owledge and	define basic co economy. The approaches to reforms. They relationship be	n or written and oral exam students incepts in the field of political whow how to explain different implementing economic and political know how to critically reflect on the tween economics and politics, ts and the state in contemporary	8 hours
	15.	Concluding Considera Preparing for Exam.	tions / Repeating and		Concluding Considerat Repeating and Preparin				22 hours
3. EVALUATION OF STUDEN	T WO	RK							
3.1. Students` obligations	Studen Studen semina	ts who have during the c From 0 – 24,9% EC From 25 – 49,9% EC More than 50% ECT tts can pass the final exar	TS credits- is rated F (unsu CTS credits - is rated FX (i FS credits - students have the n in two ways: a) during the	ccessful) and nadequate) and ne right to acce e course throu	cannot get ECTS credits a d has to come out and pass ess the final exam of the st gh continuous student atte	nd must re-enrol the test (exam). abject. ndance (active pasolving case stud	A written exame articipation in the dies, creating and	next academic year; can be held in a regular or extraordina elessons, solving case studies, making presenting the seminar paper) and pa	and presenting the
	Attend	ance		Writt	en exam	2 (by submitting colloquiums the relieved of an examination)	e student is	Project	
3.2. Monitoring student work (enter the share of ECTS credits	Experi	mental work		Rese	arch			Practical work	
for each activity so that the total	Essay			Repo	rt			Continuous examination	
number of ECTS points corresponds to the credit score of the course)	Colloq	Colloquium  Colloquiums the student is relieved of a written and oral examination)			ninar paper 0,5				
	Class a	activities	0,5	Oral	exam  1 (by submitting both colloquiums the student is relieved of an oral examination)				

	The student's workload on all bases amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:										
	Commitment				Hours (estimate)						
3.3. Student workload	Attending classes					60					
	10. Creating and Presen		C -t 1		10 50						
	3. Preparation for the C	Colloquium / exam through sel	r-study		30						
4. GRADING											
	Valuation Element Poor				Satisfying		Above average				
	Organization	The paper is not organize order and its structure is		The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.			The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another				
4.1. Seminar paper grading	Terminology, writing style	Words and phrases are lo with official terminology not appropriate, sentence modest vocabulary, and f repeated grammatical mis	. Writing style is s are too long, requent and	Words and phrases are aligned with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and has little grammatical errors.			Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.				
	Quoting and referencing	Sources are not specified references do not match t a superficial approach to	he topic and show	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research attitude.			Sources are accurate, complete and consistent. The references are appropriate, their list is "rich" and comprehensive and shows a robust research approach.				
	Poo	or		Satisf	ying		Above average				
4.2. Colloquium / exam grading	Does not know and does not apply the basic terms and concepts. Cannot apply or explain the contents		new knowledge, u	Reproduces basic terms, without difficul new knowledge, understands subject matt the terms and the notions that subs examples.		Knowledge is at the level of analysis, synthesis and evaluation. It observes legitimacy, accurately and thoroughly explains the content of the subject, and logically links and explains the terms and concepts that it encapsulates. Find solutions that are not originally given. There is a correlation with correlative subjects.					

	Active participation in		70-75% of atte	ndance	76-86% of attendance		87-100% of attendance	Solved case study.
	the lessons		2 points		4 points		7 points	3 points
			2		3		4	5
4.3. Creating a final grade	Seminar paper		5 points		7 points		8 points	10 points
according to evaluation			2		3		4	5
elements	Colloquium / writte	Colloquium / written		50-64,9%		65-79,9%	80-89,9%	90-100%
	V		25 points		30 points		35 points	40 points
	Oral exam		2		3		5	5
			25 points		30 points		35 points	40 points
A A Creating a final anal-	kn		centage of adopted owledge, skills and ences (teaching + final exam)	Numerous grade		ECTS grade		
4.4. Creating a final grade			90 – 100%	5 (exce	ellent)	A		
according to absolute allocation			80 - 89,9%	4 (very		В		
			65 – 79,9%	3 (go		С		
			60 – 64,9%	2 (suff		D		
			50 – 59,9%	2 (suff	icient)	Е		

### 5. ADDITIONAL INFORMATION ABOUT THE COURSE

5.1. Compulsory literature	Title	Number of copies in the library	Availability via other media
(available in the library and through other media)	<ol> <li>Mečev, D. &amp; Žaja, J. (2018). "Financiranje središnje države i lokalnih vlasti". Veleučilište u Šibeniku, Šibenik.</li> <li>Sliglitz, J.E. (2004). "Ekonomija javnog sektora". Ekonomski fakultet u Beogradu, Beograd. (selected chapters)</li> </ol>	2	Available On-line
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Šimurina, N. i sur. (2012). "Javne financije u Hrvatskoj". Ekonomski fakultet u Zagrebu, Zagreb.	5	

5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on students' progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from employers and Alumni association.
5.4. Information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or any delay in teaching will be published on the e-learning pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one hour per week), while brief questions and explanations can be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) that will be answered in a short time (no later than five working days from the receipt of e-mail).

1. GENERAL INFORMATION AP	SOUT THE SUBJECT						
1.1. Title	Nutrition and Tourism	1.8. ISVU course code	187576				
1.2. Lecturer	Nikolina Gaćina mag.ing., Senior Lecturer	1.9. MOZVAG course code					
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45+0+15+0)				
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1st, 2nd, 3rd level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%				
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	1.				
1.6. Study year	3 <sup>th</sup>	1.13. Modernization	yes 🗆 no				
1.7. Credit score (ECTS)	4	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20 %				
2. COURSE DESCRIPTION							
The goal is to provide students with theoretical knowledge and case studies:  • Understand the principles of specific types of nutrition depending on age, weight, health status, physical activity, religion  • Understand dietary restrictions so that they can independently choose alternate foods  • Learn how to recognize the difference between food intolerance and an allergic reaction, and on that basis approach the importance of choosing alternative foods  • Apply the learned content of this course in business practice.							
2.2. Terms of course entry and required competences	• Apply the learned content of this course in business practice.  Four-year secondary education completed; qualification level 4.2 according to the CROQF.						

	LO 2: 0	Organize to lead team work and critically evaluate	the opinions and	d attitudes of team stakeholders						
	LO 3: 1	Independently and responsibly search relevant literates	ature for decision	on-making and conclusion in Croatian and	foreign language					
	LO 5: Use planning, organizing, leading and controlling methods using case studies, and analyse the problem and propose appropriate solutions to problem situations									
2.3. Learning outcomes on the study programme level	LO 12:	LO 12: Design and economically value entrepreneurial ideas, events, projects, products and services in the team and present the same								
study programme level		LO 13: Analyse the new roles of organizations, systems, processes, products and services and quality standards in the enterprise and propose the valorisation of new trends in enterprises and organizations								
	LO 15:	: Suggest and evaluate the importance of food and i	nutrition and hy	gienically correct production and preparat	ion of food in the tourism industry					
		Analyse supply and resources (in organization, en cal levels, and develop development strategies to ac			ging environment using key business indicators at globa	l, national, regional				
2.4. Expected learning outcomes on the course level	1 2 3 4 5	Learning outcomes towards Bloom's taxonomy:  (up to two verbs per LO)  1. Demonstrate knowledge and understanding of course content by defining and describing basic concepts about food, nutrition and functional foods  2. Analyse and comment on the specific diet of a particular population in relation to age (children, adolescents, adults and the elderly  3. Analyse and comment on the specifics of nutrition with regard to health status (food allergies and intolerances)  4. Analyse and highlight the benefits of Croatian traditional gastronomy, the labelling of Croatian products, authentic Croatian food and beverages  5. Analyse and compare nutritional specifics depending on the religion and tradition of each population  6. Use materials and tools to search scientific and professional literature in their native and English languages  7. Present the acquired knowledge, ideas, problems and solutions independently and in a team  1. Demonstrate knowledge and understanding of course content by defining and describing basic concepts about food, nutrition and functional foods  1, 2  2. Understanding  3. Application,  4. Analysis, 5. Evaluation, 6. Synthesis  1, 2  4, 2  3. Analyse and comment on the specific diet of a particular population in relation to age (children, adolescents, adults and the elderly  4, 2  4, 2  4, 5,6  5. Analyse and comment on the specifics depending on the religion and tradition of each population  4, 2  6. Use materials and tools to search scientific and professional literature in their native and English languages  7. Present the acquired knowledge, ideas, problems and solutions independently and in a team								
	Constructive alignment									
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed				
2.5. Course content according to	1	Introduction to the course and detailed curriculum. Parameters for creating a seminar paper and selecting a topic for the paper.  1 Digestion. Nutrition.  Listen to the lecture.  They listen to a lecture, watch multimedia, present a seminar paper, followed by a discussion, and read literature.		-	2 hours					
detailed curriculum schedule				multimedia, present a seminar paper,	At the colloquium or the written and oral exam they know: define the basic concepts of nutrition science, describe the course of food digestion.	4 hours				
	2. Macronutrients. Micronutrients.		1, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define and classify basic macronutrients, explain their primary role in the human body and evaluate the good nutritional sources of them; define and classify micronutrients, explain their primary role in the human body, and evaluate good	10 hours				

			T		
				nutritional sources. They know how to list, distinguish and give an example of essential nutrients.	
3.	Functional food.	1, 3, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define and classify functional foods according to different aspects.	4 hours
4.	Traditional diet.	1, 3, 9, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define, describe and compare traditional diet.	4 hours
5.	Croatian traditional gastronomy.	1, 5, 6, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to explain also the specifics of Croatian gastronomy, the types of foodstuffs and the ways of their thermal processing.	10 hours
6.	Labeling of Croatian indigenous products at national and European level.	1, 5, 6, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: define and classify the labelling of Croatian autochthonous products at national and European level, enumerate and describe Croatian autochthonous products.	10 hours
7.	Food allergies and intolerances. Alternative foods for lactose and gluten intolerance.	1, 4, 7, 10,	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or written and oral exam they know: define and describe food allergies and intolerances, list the most common food allergens, define and describe lactose intolerance and gluten intolerance, enumerate substitute functional foods for the same intolerances and analyse its specificities. its marking.	10 hours
8.	Food additives. GM Food vs. organic food.	1, 3, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: define to classify food additives, explain the use of E numbers, define GM foods and describe the negative effects of its consumption, define organic foods and explain the positive effects of its consumption, and describe their labelling.	4 hours
9.	Standards of consumption of food and drink.  Means of supply of food and drink.	1, 3, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define and describe the norms of food and drink consumption, to analyse the losses in the preparation and heat treatment of foodstuffs, as well as the method of calculating the norms for a particular food or beverage, to describe the structure of the means of supply of food and beverages and their function.	6 hours
10.	Central food preps. Food and tourism. Catering.	1, 10,11	They listen to a lecture, watch multimedia, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define and explain the central food prep and their benefits, to analyse the role of food in a particular form of tourism, to define catering.	6 hours
11.	Nutritional characteristics by age group. Children's menu. Seniors menu.	1, 2, 8, 10, 11	They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.	At the colloquium or the written and oral exam they know: to define, describe and analyse the specifics of children's diet and the diet of the elderly.	6 hours

	12. Nu	Nutrition of athletes.  1, 8, 10, 11  They listen to a lecture, present a seminar paper, followed by a discussion, and read literature.		ed by a	know: to defin and non-athlet	ium or the written and oral exam they ne and analyse the nutrition of athletes tes, the specificity of the athlete's the timing of the consumption of	4 hours			
	13. cor	od Safety Basics. Transport and storage aditions of individual food groups. claring food.	1, 2, 3, 4, 5, 6, 7	They listen to a lectur seminar paper, follow discussion, and read l	ed by a	At the colloquium or the written and oral exam they know: to describe and critically basic concepts of food safety, to describe and analyse the conditions of storage and transport of food, to analyse the basic declaration of food.		6 hours		
	14. Re	ligious restrictions on diet. Colloquium.	1, 3, 9, 10, 11	They listen to a lectur seminar paper, follow discussion, and read l	ed by a	know: describ	ium or the written and oral exam they e the basic religious restrictions on e substitute foods.	6 hours		
		ncluding Observations / Repeat and paring for the exam.		They listen to a lectur individually for the ex				30 hours		
3. EVALUATION OF STUDEN	T WORK									
3.1. Students` obligations	to attend at  Students wh  I  Students can a) during th colloquia);	ce with the Book of Rules and the Rulebook of least 50% of lectures. All students must create to have during the course achieved:  From 0 – 24,9% ECTS credits - is rated F (unsufferom 25 – 49,9% ECTS credits - is rated FX (in More than 50% ECTS credits - students have the pass the final exam in two ways:  The course through continuous student attendance the course (active participation in the lessons, see	e, present and pouccessful) and continued and the right to access the factive particular and present and poucces.	cannot get ECTS credits I has to come out and pa ss the final exam of the ipation in the lessons, so	ar paper.  and must re-enrol ss the test (exam). subject.  lving case studies,	the subject in the A written exam making and pre	e next academic year; can be held in a regular or extraordina esenting the seminar paper and project,	ry exam period; passing two		
3.2. Monitoring student work	Attendance	0,25	Writte	en exam	2 (without colle	oquiums)	Project			
(enter the share of ECTS credits	Experiment	al work	Resea	rch			Practical work			
for each activity so that the total number of ECTS points	Essay		Repor	t			Continuous examination			
corresponds to the credit score of the course)	Colloquium	3 (without the written an oral exams)	nd Semin	ar paper	0, 5		Other (inscribe)			
of the course)	Class activi	ties 0,25	Oral e	xam	1 (without colle	oquiums)	Other (inscribe)			
	The stude	ent's workload on all bases amounts to	o 1 ECTS po	oint for 30 hours of			timated as:			
	1.	Commitment			Hours (estima	ite)				
3.3. Student workload	11. 12.	Attending classes Creating and Presenting seminar paper			10					
	13.	Preparation for the Colloquium / exam through	gh self-study		50					
	10. Treparation for the consequent, order through sen study									

4. GRADING								
	Valuation Element	Poor	Satisf		fying		Above average	
	Organization	The paper is not organize order and its structure is		ctured with a e introduction and the conclu	n, the	The paper is well-structured with a clear distinction between the introduction, the main part of the text and the conclusions that are perfectly logically linked to one another		
4.1. Seminar paper grading	Terminology, writing style	Words and phrases are lo with official terminology not appropriate, sentence modest vocabulary, and f repeated grammatical mis	y. Writing style is es are too long, frequent and terminology. The writing appropriate, the sentence the vocabulary is appro		ting style is ence structure is clear,		Words and phrases are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.	
	Quoting and referencing	Sources are not specified references do not match t a superficial approach to	he topic and show	Sources are listed, but incomplete and with errors. The references are appropriate for the subject and show a satisfactory research attitude.			consistent. The references are appropriate,	
	Po	oor		Satisfying			Ab	ove average
4.2. Colloquium / exam grading	Give answer by memory, r Does not know and does n and concepts. Cannot appl of the course.	ot apply the basic terms	Reproduces basic new knowledge, t the terms and examples.	ter, explains	evaluation thorough logically that it en	on. It observed the served ly explains the service of the service	evel of analysis, synthesis and a legitimacy, accurately and the content of the subject, and plains the terms and concepts and solutions that are not the is a correlation with	
	Active participation in the	70-75% of attendance	76-86% of attendance		87-100% of atte		ndance	Case studies resolved
	lessons	3 points		4 points		5 points		5 points
	December of the control of the contr	2		3		4		5
4.3. Creating a final grade	Research paper	5 points		7 points		8 points		10 points
according to evaluation		2		3		4		5
elements	Colloquium / written exam	50-64,9%		65-79,9%	80-89,9%		90-100%	
		25 points		35 points	40 points		50 points	
	Oral exam	2		3	5		5	
	Oral exam	15 points		20 points		25 points		30 points

4.4. Creating a final grade	knowledge, skills a competences (teaching exam)		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade	
4.4. Creating a final grade		90 - 100%	5 (excellent)	A		
according to absolute allocation		80 - 89,9%	4 (very good)	В		
		65 – 79,9%	3 (good)	С		
		60 – 64,9%	2 (sufficient)	D		
		50 – 59,9%	2 (sufficient)	Е		

## 5. ADDITIONAL INFORMATION ABOUT THE COURSE

5.1. Compulsory literature (available in the library and through other media)	Title	Number of copies in the library	Availability via other media			
	<ol> <li>Gaćina, N. (2016). Nutrition and tourism. Internal script - handouts of the Polytechnic of Šibenik, Šibenik.</li> </ol>		e-learnigng VUŠ-a			
	5. Gaćina, N. (2016). Nutrition and Tourism: Food and Tourism I. Textbook of the Polytechnic of Šibenik, Šibenik.		c-learninging v OS-a			
	1. Krešić, G. (2012). Nutrition trends. Faculty of Tourism and Hospitality Management, Opatija.	4				
5.2. Additional literature (at	6. Vranešić, D., Alebić, I. (2006). Magnifying Glass: How to Understand and Apply Nutrition Science ?. Profile, Zagreb.	5				
the moment of changes and/or	7. Kažinić Kreho, L. (2009). 21st Century Nutrition. Profile, Zagreb.	1				
amended of study	8. Mateljan, G. (2008). The healthiest foods in the world. Planetherapy, Zagreb.	3				
programme)	9. Mahan, K. L., Esoot Stumo, S. (2008). Krauses Food and Nutrition Therapy. SAUNDERS Elsevier 12e, St Luise, Missouri.	1				
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student activity during classes and provided information on students' progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from employers and Alumni association.					
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or any delay in teaching will be published on the e-learning pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one hour per week), while brief questions and explanations can be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) that will be answered in a short time (no later than five working days from the receipt of e-mail).					

1. GENERAL INFORMATION ABOUT THE SUBJECT								
1.1. Title	Environmental management in tourism	1.8. ISVU course code						
1.2. Lecturer	Tanja Radić Lakoš, MSc, s.lec.	1.9. MOZVAG course code						
1.3. Assistants and/or associates	Martina Markov, PhD	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+0+15+0)					
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%					
1.5. Course status (obligatory, optional)	Elective	1.12. Number of course revisions	1.					
1.6. Study year	2nd	1.13. Modernization	□yes • no					
1.7. Credit score (ECTS)	4	1.14. Percentage estimate of course changes and/or supplements	Less than 20%					
2. COURSE DESCRIPTION								
2.1. Course objectives	The goal is for students to: - Recognize the importance of nature protection and the need for effective management of protected areas for sustainable development; - Understand the restrictions on tourism development in and around the protected area; - Acquire the basic knowledge and skills needed to effectively manage protected areas; - Recognize their role in the active planning and management of the protected area, either in the capacity of employees of public institutions or employees of institutions and organizations that cooperate with the Institution.							
2.2. Terms of course entry and required competences								

		LO3. To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages								
		LO5. To use planning, organizing, management and control methods on practical examples, analyze the problem and propose appropriate solutions to								
		problem situations								
2.3. Learning outcomes on the			LO10. To develop team and interpersonal teamwork skills, master communication skills and presentation skills of set topics and tasks (case studies,							
study programme le	evel		projects, seminars) using advanced software tools for document creation, presentation and budget implementation							
		LO14. To support and apply: ethical principles, principles of environmental protection, as well as legal regulations and norms that are applicable to information technologies								
		information technologies								
						LO Lev	el·			
						1. R	ecapture, iderstanding,			
		Learning outcomes towards Bloom's taxon	Learning outcomes towards Bloom's taxonomy:							
		(up to two verbs per LO)					pplication, alysis,			
		Demonstrate knowledge and understanding of	Demonstrate knowledge and understanding of course content by defining and describing basic concepts in ecology and environmental							
		protection					1, 1			
2.4. Expected learning on the course level	ing outcome	2. analyze and compare the relationship between man and his environment in the contemporary context of tourism and society development in general					4, 2			
on the course level		3. set an example and interpret the impact of tourism on natural ecosystems and environmental components (air, water and sea, soil, flora and fauna), and					2, 3			
		4. use measures to reduce the negative impacts of tourism on the environment,								
		5. comment and critically evaluate the actions of tourism stakeholders as well as responsible experts in accordance with the principles of sustainability and responsibility								
		6. use materials and tools to search scientific and professional literature in their native and English languages								
		7. Present the acquired knowledge, ideas, problems and solutions independently and in a team								
	Construc	tive alignment								
2.5. Course content according	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation		Time needed			
				Listen to the lecture. On seminary teaching,	-					
to detailed		Introduction to the course and a detailed	-	by independent work on the computer students get acquainted with course content			2 hours			
curriculum		performance plan		and documents on the e-learning course page.						
schedule	1.	National and EU legislation in the field of			At the colloquium or the written a					
		nature protection, international treaties,	1, 6, 7		exam they know how to enumera the legislation in the field of natu		4 hours			
		strategic documents	, , , ,		protection at the level of the Repu	ublic of				
		Croatia and the EU. They may lin					<u> </u>			

						strategy documents to the provisions of international treaties.	
		2.	Nature preservation (history of nature protection in CRO and in the world, objectives and tasks of nature protection, ecosystem services)	1, 2, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the colloquium or the written and oral exam, they differentiate nature protection from environmental protection. They know how to define key terms in the field of nature protection. They can describe the history of nature conservation. They can identify and explain ecosystem values in a specific example.  Seminar paper created and presented (using computer programs independently).	6 hours
		3.	Protected areas (role and importance of protected areas, categories of protection in the Republic of Croatia, statistics of protected areas, international designations of protected areas, process of designation of protected areas, in the vicinity of the Dinara Nature Park)	1, 2, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the colloquium or the written and oral exam they can define what are protected areas, enumerate the categories of protected areas and define the differences between different categories of protection. They can describe the role and importance of the protected area from an ecological, economic and social perspective.  They know how to list all national and nature parks in the Republic of Croatia.  They can list international protection categories and list examples in Croatia.  They describe the process of declaring an area protected.  Seminar paper created and presented (using computer programs independently).	6 hours
		4.	NATURA 2000 Ecological Network (definition, distribution, significant NATURA2000 species, POP and POVS areas, management, assessment of eligibility on the Ecological Network)	1, 2, 3, 4, 5, 6, 7	They listen to a lecture and read the literature.	They can define the NATURA2000 European Network at the midterm or the written and oral exam and distinguish it from the protected area. They know how to list the national and EU legal framework for declaring and managing the NATURA2000 network.  They know how to describe the eligibility assessment process for the Ecological Network.	4 hours
		5.	Management of protected areas (management principles, institutions, work organization, basic management documents)	1, 2, 3, 4, 5, 6, 7	They listen to a lecture and read the literature.	They can explain the principles of protected area management, the functioning of nature protection systems and protected area management at the midterm or written and oral exam. They differentiate the services within the institution and the purpose / tasks of each. They know how to enumerate basic management documents. By reading the Regulations, they may indicate	6 hours

				prohibitions and restrictions on a particular protected area	
6.	Development of a Protected Area Management Plan / NATURA2000 sites (drafting process, stakeholder analysis, content of PU)	1, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the colloquium or the written and oral exam they can explain the importance of developing a Protected Area Management Plan and participatory planning and transparency in its preparation. They know how to explain adaptive management. In the case of a particular protected area, they know how to distinguish between stakeholders within the area. They know how to describe the structure of the Management Plan and how to monitor and revise the Management Plan. They can describe the importance of zoning when developing a Management Plan.  Seminar paper created and presented (using computer programs independently).	8 hours
7.	Financing of protected areas (sources of funding, EU funds, examples of good practice)	1, 2, 3, 4, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the colloquium or the written and oral exam they know how to list the sources of financing of public institutions and to define the purpose of funds.  They know how to list EU funds that can (co) finance projects / programs in the field of nature protection and give examples of good practice in HR.  Seminar paper created and presented (using computer programs independently)	6 hours
8.	Tourism in protected areas (attendance analysis, development of tourism infrastructure, consequences of unsustainable tourism)	1, 2, 3, 4, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the colloquium or written and oral exam they can describe the role and importance of protected areas for the development of tourism, but also think critically about the risks that areas are exposed to in case of inadequate planning or lack thereof. They can list examples of the negative impact of tourism on a protected area. They can critically judge the development / impact of tourism in protected areas.  Seminar paper created and presented (using computer programs independently).	6 hours
9.	Development of sustainable tourism in protected areas (Tourism Planning - Sustainable Tourism Development Plans / Strategies, Participatory Planning, SWOT Analysis, European Charter for Sustainable Tourism,)	1, 2, 3, 4, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the colloquium or the written and oral exam they can define the term sustainable tourism. They know how to distinguish between acceptable and unacceptable tourism activities for a particular protected area. They can describe the importance of tourism planning and monitoring and define socio-ecological monitoring parameters.	8 hours

	1	1	1	There are although the decay?	<del>                                     </del>
				They are able to describe the process of preparing a protected area for the European Charter for Sustainable Tourism and to list the benefits for the protected area, the community and visitors.  Seminar paper created and presented (using computer programs independently)	
10.	Visitor Management Action Plan	1, 2, 4, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the midterm or the written and oral exam, they can explain the importance of developing a Management Action Plan and describe the process of drafting.  Seminar paper created and presented (using computer programs independently)	4 hours
11.	The importance of communication (Education and interpretation in protected areas, visitor satisfaction analysis, communication with the public)	1, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the colloquium or the written and oral exam they can describe the importance of quality interpretation and education.  Describe ways to communicate with visitors for information and education purposes. They can explain the importance of quality interpretation within the protected area but also regular education and enumerate educational contents.  They can explain the importance of monitoring visitor satisfaction.  Seminar paper created and presented (using computer programs independently)	8 hours
12.	Networking and cooperation with the non-governmental sector	1, 2, 3, 4, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the midterm or written and oral exam describe the importance of the non-governmental sector in nature protection and management of protected areas. List the most important HR NGOs They know how to list active protected area networks at national and European level and describe the benefits of membership in those networks.  Seminar paper created and presented (using computer programs independently)	6 hours
13.	Case study: Kornati vs Krka	1, 2, 3, 5, 6, 7	They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	They can enumerate the values of each national park at the midterm or written and oral exam, analyse the similarities and differences in management and explain them. Propose solutions to the shortcomings identified  Seminar paper created and presented (using computer programs independently)	10 hours
14.	The role of tourism experts in the management of protected areas		They listen to a lecture, present a seminar paper, followed by a discussion. They read the literature.	At the colloquium or the written and oral exam they can define the role of tourism	8 hours

							protected area ma They know how to of external expert with institutions in implementation of and other spatial partial partial for strategic documer of collaboration wathrough business of volunteer work (e	g team building) eated and presented (using	
	15.	Concluding Consideration Exam Preparation.	ons / Repetition and		Listen to a lecture and prep the exam.	pare individually for	-		28 hours
3. EVALUATION	OF STUD	ENT WORK	,						
3.1. Students` obligations	50% of lect Students wh • 1 • 2 Students ca the seminar	ures. All students must create, p no have during the course achieved From 0 – 24,9% ECTS credits- i From 25 – 49,9% ECTS credits More than 50% ECTS credits - s n pass the final exam in two way	the Rulebook on Student Assessmeresent and positively colloquy select: s rated F (unsuccessful) and cantering rated FX (inadequate) and has students have the right to access the selection of the course through cantering the course (active pages); b) during the course (active pages)	minar paper.  not get ECTS credits as to come out and parthe final exam of the continuous student att	and must re-enrol the subjects the test (exam). A written subject. endance (active participation	in the next academic exam can be held in a in the lessons, creati	year; regular or extraord ng mental map, solv	inary exam period; ving case studies, making a	nd presenting
3.2. Monitoring student work	Attendance			Written e	xam	2 (by submitting be the student is relieve examination)		Project	
(enter the share of ECTS credits for	Experiment	al work		Research				Practical work	
each activity so that the total	Essay			Report				Continuous examination	
number of ECTS points	Colloquium	1	3 (by submitting both colloc the student is relieved of a and oral examination)		paper	0,5		Other (inscribe)	
corresponds to the credit score of the course)	Class activi	ties	0,5	Oral exa	n	1 (by submitting be the student is relieve examination)		Other (inscribe)	
3.3. Student workload	14. 15. 16.	ent's workload on all base  Commitment  Attending classes  Creating and Presenting semin  Preparation for the Colloquium			work per semester and Hours (estimate) 45 10 65	is estimated as:			

	Valuation Element	Poor			Satisfying		Above average	
	Organization	The paper is not organize order and its structure is		The paper is well structured with a clear distinction between the introduction, the main part of the text and the conclusion.		, the sion.	The paper is well-structured with a cle distinction between the introduction, t main part of the text and the conclusion that are perfectly logically linked to on another	he ons
4.1. Seminar paper grading	Terminology, writing style	Words and phrases are lowith official terminology not appropriate, sentence modest vocabulary, and frepeated grammatical missing.	. Writing style is s are too long, requent and	termi appro the v	Words and phrases are aligned with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and has little grammatical errors.  Words and phrases are aligned terminology and show an unde their meaning. The writing style excellent, the sentences are clear concise, the vocabulary is rich are no grammatical errors.			ng of
	Quoting and referencing re		rences do not match the topic and show		s. The references are appropria	re listed, but incomplete and with the references are appropriate for the and show a satisfactory research the research approach.  Sources are accurate, complete and consistent. The references are appropriate, their list is "rich" and comprehensive and shows a robust research approach.		
	Poor	r		isfying		Above average		
4.2. Colloquium / exam grading	Give answer by memory, no Does not know and does not and concepts. Cannot apply of the course.	apply the basic terms	y the basic terms new knowledge, ur		without difficulty transfers ands subject matter, explains otions that substantiate by	subject matter, explains the content of the subject, and		nd and
	Active participation in the lessons		6 of attendance		76-86% of attendan	ce	87-100% of attendance	Created mental map. Solved case study.
	Active participation in the lessons		2 points		4 points		7 points	3 points
	Caminar papar		2		3		4	5
4.3. Creating a final grade	Seminar paper		5 points		7 points		8 points	10 points
according to			2		3		4	5
evaluation elements	Colloquium / written exam	5	0-64,9%		65-79,9%		80-89,9%	90-100%
		2	25 points		30 points		35 points	40 points
	Oral exam		2		3		5	5
	Oral Camil	2	5 points		30 points		35 points	40 points

4.4. Creating a final grade	Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade	
according to	90 – 100%	5 (excellent)	A	
absolute	80 - 89,9%	4 (very good)	В	
allocation	65 – 79,9%	3 (good)	C	
anocation	60 - 64,9%	2 (sufficient)	D	
	50 – 59,9%	2 (sufficient)	E	

### 5. ADDITIONAL INFORMATION ABOUT THE COURSE

5.1. Compulsory	Title	Number of copies in the library	Availability via other media
(available in the library and	3. Martinić, Ivan; Upravljanje zaštićenim područjima prirode. Sveučilište u Zagrebu, Zagreb, 2010		
through other media)	4. Zakon o zaštiti prirode (NN 80/13, 15/18, 14/19)		Available On- line
5.2. Additional literature (at the moment of changes and/or amended of study programme)	<ol> <li>Dudley, N. Guidelines for Applying Protected Area Management Categories (2008) IUCN, Gland, Switzerland and Cambridge, UK.</li> <li>Eagles P. F. J., S. F. McCool, C. D. Haynes (2002)Sustainable Tourism in Protected Areas Guidelines for Planning and Management. EdAdrianPhillips. IUCN, Gland, Switzerland and Cambridge, UK.</li> <li>Smjernice za planiranje upravljanja zaštićenim područjima i/ili područjima ekološke mreže (2018) MZOE</li> <li>http://www.haop.hr/sites/default/files/uploads/dokumenti/04_zasticena/smjernice/Smjernice_za_planiranje_upravljanja_MZOE_HAOP_2018.pdf</li> </ol>		
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By keeping track of attendance and student a information on students' progress through short colloquiums and homework, information for further guidance to students will be provided in order to increase the efficiency of th about their rights and obligations as well as the methods of work and the required literature.  Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual state of student employment, surveys from	eir work. Students	will be informed
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or any delay in teaching will be published or and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one hour per week), while brief questions and explanations can possible to ask questions by e-mail (from the official e-mail address from the domain @vus.hr) that will be answered in a short time (no later than five working days from the results).	n be addressed dur	

## VI. SEMSTAR

1. GENERAL INFORM	1. GENERAL INFORMATION ABOUT THE SUBJECT						
1.1. Title	TOURIST DESTINATION MANAGEMENT	1.8. ISVU course code	142629 202063				
1.2. Lecturer	Jasmina Sladoljev , univ.spec. oec.	1.9. MOZVAG course code	B65 B65-I				
1.3. Assistants and/or associates	None	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(45 + 15 + 0)				
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> level), percentage of on line course performance (max. 20%)	Level 1 - Materials Available Online,				
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2.				
1.6. Study year	3 rd	1.13. Modernization	□□yes ■no				
1.7. Credit score (ECTS)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% ☐ ☐				

2. COURSE DESCRIPT	TION						
2.1. Course objectives	The aim of the course is to acquaint students with the specifics of tourist destinations, and to and supply of them in a competitive environment to develop a destination development strategy						
2.2. Terms of course entry and required competences	Terms of the pis pass the exams with the second year of study						
2.3. Learning outcomes	1. Apply and link economic terms in complex written and oral communication in Croatian and foreign languages						
on the study programme level	2. Organize and lead team work, and critically evaluate the opinions and attitudes of team st	akeholders					
	3. Independently and responsibly search the relevant literature for decision making and conclude	lusion in Croatian and foreign language					
	4. Collect, budget and graph economy and business statistics using advanced software tools,	<u> </u>					
	5. Use planning, organizing, leading and controlling methods using case studies and analysis	ng the problem					
	6. Analyse and integrate core concepts and apply content related to economics, management	t, accounting and finance					
	7. Develop team and interpersonal teamwork skills, master communication and case present seminars) using advanced software tools for document creation, presentation and budget implementation.						
	8. Link basic concepts and apply content related to the field of law for drafting legal acts (company or organization	ontracts, regulations) related to the					
	9. Use software packages to manage business departments, processes, and organizations						
	10. Design and economically evaluate entrepreneurial ideas, events, projects, products and se same	rvices in the team and present the					
	11. Analyse the new roles of organizations, systems, processes, products and services and quapropose the valorisation of new trends in enterprises and organizations	ality standards in the company and					
	12. Analyse supply and resources (in organization, company, tourism, tourist destination) respenyironment using key business indicators at global, national, regional and local levels, and deachieve competitiveness						
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy:  (up to two verbs per LO)	LO Level: Recapture, Understanding, Application, Analysis, Evaluation,					
1. explain and critically evaluate the basic concepts and characteristics of a tourist destination 2,							

	2. create, calculate and present models in a foreign language 4, 6						
	3. to analyse the tourist environment on a concrete example and on that basis determine the prices of services of the tourist agency						
	4. design new products and services 6						
	5. analyze and proce	ess the offer	and resources of the tourist destina	tion	5,6		
	Constructive alignment						
	Constituence angiment	<b>TT</b> 7				T 1	
	Thematic unit	IU course	Content / teaching method	Valuation		It takes time	
	Introductory lecture;	1	They listen to a lecture. In the course of the seminar they are introduced to the course content and documents on the elearning page of the course by working independently on a computer.	-		6 hours	
2.5. Course content according to detailed	Tourism - classification, functions of tourism; Tourism as a system; Basic factors of tourism	1, 2,3 4	They listen to a lecture, present seminar papers	exam they defir concepts that or	or the written and oral ne and explain the basic ocur in this whole; then ow and analyse the same example	6 hours	
curriculum schedule	Touristic destination and destination system; Tourism trends;	1, 2,3 4; 8,	They listen to lectures, solve case studies, present seminar papers	studies, present seminar unit, then they should present and analyse the same on a concrete		8 hours	
	Planning as a function of managing a tourist destination; principles and characteristics of planning; subjective to you in the process of development planning tour with t Icke destination;	1, 2, 3, 4, 8	They listen to lectures, solve case studies, present seminar papers	At the colloquit oral exam they concepts that oc unit, then they s analyse the sam example, critica	um or the written and define and explain the ecur in this thematic should present and he on a concrete ally judge based on the em and propose a	10 hours	

	T	I	1	1
Planning as a function of managing a tourist destination; local planning procedures; planning of tourist sites;	1, 2, 3, 6, 7, 8, 10, 12	They listen to lectures, solve case studies, present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 hours
Analysis of the macro environment and the tourist destination market; SWOT analysis, 1 colloquium	1, 2, 3, 5, 6,7, 10, 12	They listen to lectures, present seminar papers	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	10 hours
Study trip	11.12	They analyse the elements of the tourist destination and the role of the organizations and make concrete conclusions and suggestions	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
Strategic destination management, Planning models and techniques for minimizing the negative effects of tourism	1, 2, 3, 5, 7,9, 10, 11, 12,	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	12 hours
Strategic marketing planning as part of the overall development planning process	1, 2, 5, 7,9, 10, 11, 12	They listen to a lecture, solve case studies, present projects	At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic unit, then they should present and	12 hours

			T		1	
				analyse the same on a concrete		
				example, critically judge based on the		
				presented problem and propose a		
				solution to the same problem.		
				At the colloquium or the written and		
				oral exam they define and explain the		
		1, 2, 3, 5	They listen to a lecture, solve	concepts that occur in this thematic		
	Organization of economic agents	7,9, 10,	case studies,	unit, then they should present and	16 hours	
	of tourist intermediation.	11, 12,	12 present projects analyse the same on a concrete	To nours		
		11, 12,	present projects	example, critically judge based on the	16 hours  16 hours	
				presented problem and propose a		
				solution to the same problem.		
				At the colloquium or the written and		
				oral exam they define and explain the		
	Managing the destination mix marketing tools	1, 2, 3, 5	They listen to a lecture, solve	concepts that occur in this thematic	16 hours	
		5 5	, 7,9, 10,	case studies,	unit, then they should present and	16 hours
		11, 12,	present projects	analyse the same on a concrete	10 Hours	
		11, 12,	present projects	example, critically judge based on the		
				presented problem and propose a		
				solution to the same problem.		
				At the colloquium or the written and		
				oral exam they define and explain the		
		1, 2,	They listen to a lecture, solve	concepts that occur in this thematic		
	Destination organization and	3, 5, 7,9,	case studies,	unit, then they should present and	16 hours	
	management structure	10, 11,	present projects	analyse the same on a concrete	10 Hours	
		12,	present projects	example, critically judge based on the		
				presented problem and propose a		
				solution to the same problem.		
				At the colloquium or the written and		
				oral exam they define and explain the		
		1, 2, 5,	They listen to a lecture, solve	concepts that occur in this thematic		
	Prac learning and monitoring	7,9, 10,	They listen to a lecture, solve case studies,	unit, then they should present and	16 hours	
	implementation plans	11, 12,		analyse the same on a concrete		
		11, 12,	present projects	example, critically judge based on the		
				presented problem and propose a		
				solution to the same problem.		

have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:  • From 0 – 24.9% ECTS credits - is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From 2 – 49.9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;  • More than 50% ECTS credits - students have the right to access the final exam of the subject.  Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and project) and passing the exam (written and oral exam).  Attending classes  0.5 Written exam  2 (no midterm) The project  1.5  Experimental work  Essay  Continuous checking  Colloquia  3 (without written and oral exam)  Feaching activities  0.5 Oral examination  1 (no midterm) (other type)		1. 7100	chang classes		00			
Concluding Considerations, Signatures, 2nd Colloquium  11.12  present projects  11.12  11.12  present projects  11.12  present project  11.12  present projects  11.12  present projects  11.12  present projects  11.12  present projects  11.12  present project analyse the same on a concrete  example, critically guide based on the presente and project analyse the same on a concrete  example, critically guide based on the presented presented and research presented at least 70% attendance. Part-time students  presented the beliation to tend at least 70% attendance. Part-time students  presented problem.  11.12  present project analyset the same on a concrete example, critically guidents  presented the beliation to the subject in the next academic year.  Prom 25 - 49	3.3. Student workload	The state of the s	ending classes		60			He
Concluding Considerations, Signatures, 2nd Colloquium  11.12  present projects  oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.  EVALUATION OF STUDENT WORK  In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:  • From 0 – 24.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From 25 – 49.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From 35 – 49.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From a 55 – 49.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From a 55 – 49.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From a 55 – 49.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From a 55 – 49.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From a 55 – 49.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From a 55 – 49.9% ECTS credits - is rated F (insuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;  • From a 55 – 49.9% ECTS credits -		_	0.5	Oral examination	1 (no midterm)	(other type)		
Concluding Considerations, Signatures, 2nd Colloquium  11.12  present projects  In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:  From 0 – 24.9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;  More than 50% ECTS credits - students have the right to access the final exam of the subject.  Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and project) and passing the exam (written and oral exam).  Attending classes  0.5  Written exam  2 (no midterm)  The project  1.5  Experimental work  Essay  Essay  Continuous checking	corresponds to the credit score of the course)	Colloquia	*	Seminar paper	0.5	(other type)		
Concluding Considerations, Signatures, 2nd Colloquium  11.12  Present projects  In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:  Prom 0 – 24.9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;  Prom 25 – 49.9% ECTS credits - students have the right to access the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and project) and passing the exam (written and oral exam).  Attending classes  0.5  Written exam  2 (no midterm)  The project  1.5  Experimental work	activity so that the total number of ECTS points	Essay		Essay		Continuous checking		
Concluding Considerations, Signatures, 2nd Colloquium  11.12  present projects  11.12  present projects  analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.  EVALUATION OF STUDENT WORK  Students' igations  In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:  • From 0 – 24,9% ECTS credits - is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;  • More than 50% ECTS credits - students have the right to access the final exam of the subject.  Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and project, passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting the seminar paper and project, passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting the seminar paper and project) and passing the exam (written and oral exam).  Monitoring student  Attending classes  0.5  Written exam  2 (no midterm)  The project  1.5	ECTS credits for each	Experimental work		Research		Practical work		
Concluding Considerations, Signatures, 2nd Colloquium  11.12  present projects  In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.  Students who have during the course achieved:  • From 0 – 24.9% ECTS credits - is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year; • From 25 – 49.9% ECTS credits - is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year; • From 25 – 49.9% ECTS credits - is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year; • From 25 – 49.9% ECTS credits - is rated F (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period; • More than 50% ECTS credits - students have the right to access the final exam of the subject.  Students can pass the final exam in two ways: a) during the course darting and presenting the seminar paper and project, passing two colloquia;) b) during the course (active participation in the lessons, solving case studies, creating and presenting	3.2. Monitoring student work (enter the share of	Attending classes	0.5	Written exam	2 (no midterm)	The project	1.5	
Concluding Considerations, Signatures, 2nd Colloquium  11.12  present projects  oral exam they define and explain the concepts that occur in this thematic unit, then they should present and analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.  4 hours  solution to the same problem.	3.1. Students` obligations	have the obligation to attend  Students who have during th  From 0 – 24,9% I  From 25 – 49,9% extraordinary exa  More than 50% E  Students can pass the final exand presenting the seminar p	at least 50% of lectures. All sture course achieved:  ECTS credits- is rated F (unsucce ECTS credits - is rated FX (inaum period;  ECTS credits - students have the xam in two ways: a) during the caper and project, passing two courses.	dents must create, present and cessful) and cannot get ECTS of dequate) and has to come out a right to access the final exame course through continuous studiloquia); b) during the course	positively colloquy seminar p credits and must re-enrol the su and pass the test (exam). A wri- of the subject.	aper.  ubject in the next academic year; itten exam can be held in a regular pation in the lessons, solving case s	or studies, making	
solution to the same problem.	3. EVALUATION OF S	Signatures, 2nd Colloquium		present projects	At the colloque or all exampthe concepts that unit, then the analyse the sexample, crit presented pro	quium or the written and ey define and explain the t occur in this thematic ey should present and name on a concrete tically judge based on the oblem and propose a	4 hours	

They listen to a lecture, present

projects

Global Tourism Trends; Guest

lecture; Preparation for the

colloquium

1, 2, 5,

7,9, 10,

11, 12

At the colloquium or the written and oral exam they define and explain the concepts that occur in this thematic

example, critically judge based on the

16 hours

unit, then they should present and

analyse the same on a concrete

	2. and press	Creation of seminar workentation  Preparation for the midte			45 75		
4. GRADING	3.	Preparation for the midte	erm / exa	m through self-study	/3		
4.1. Seminar paper grading	Valuation Element	Poor		Satisfying			Above average
	Organization	The paper is not organia a logical order and lack structure.		The paper is well structured with a clear distinction between the introduction, the main body of the text and the conclusion.			The paper is well structured with a clear distinction between the introduction, the main body of the text and the conclusion, which are logically interconnected.
	Terminology, writing style	Words and expressions low in line with official terminology. The writing style is not appropriate, the sentences are too long, of a modest vocabulary and with frequent and repeated grammatical errors.		Words and expressions are in line with official terminology. The writing style is appropriate, the sentence structure is clear, the vocabulary is appropriate and there are few grammatical errors.		ie he e	Words and expressions are aligned with official terminology and show an understanding of their meaning. The writing style is excellent, the sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.
	Citing and referencing references	all. The references do not the topic and show a cu	The sources are not listed at all. The references do not fit the topic and show a cursory approach to exploring the		The sources are listed but incomplete with errors. The references are relevant to the topic and show a satisfactory research attitude.		The sources are accurately, completely and consistently listed. The references are appropriate, their list is "rich" and comprehensive and shows a detailed research approach.
4.2. Colloquium / exam grading	Give answer by memory, no deeper understanding. Does not know and does not apply the basic terms and concepts.  Cannot apply or explain the contents of the course.		difficul knowle matter,	Above average and a constraint on that substantiate by  Above average		nowled valuation oroughly gically	ge is at the level of analysis, synthesis and n. It observes legitimacy, accurately and ly explains the content of the subject, and links and explains the terms and concepts that it ates. Find solutions that are not originally given. a correlation with correlative subjects.

4.3. Creating a final grade according to	Active attendance	70-75% attendance	76-86% attendance	87-100%		Project assignment Solved case studies	
evaluation elements		2 points	4 points	7 p	oints	3 points	
	G	2	3		4	5	
	Seminar paper	5 points	7 points	8 p	oints	10 points	
		2	3		4	5	
	Examination / Written examination	50 to 64.9%	65 to 79.9%	80 to	89.9%	90-100%	
	Written examination	25 points	30 points	35 <u>r</u>	points	40 points	
	One I want of the consequence	2	3		5	5	
	Oral part of the exam	25 points	30 points	35 <u>r</u>	points	40 points	
		equired knowledge, skills and s (teaching + final exam)	Number rating		ECTS grade		
4.4. Creating a final	1	90 - 100%	5 (excellent)		AND		
grade according to		80 - 89,9%	4 (very good)		В		
absolute allocation		65 - 79,9%	3 (good)		C D		
		60 - 64,9%	2 (sufficient)	` /			
		50 - 59.9%	2 (sufficient)		E		
5. ADDITIONAL INFO	DRMATION ABOUT T	HE COURSE					
5.1. Compulsory literatur (available in the library a through other media)		Title			Number of copie the library	Availabilit s in y through other media	
		1. P. Gardijan, Menadžment turističke destinacije-brend menadžment turističke destinacije, Veleučilište u Šibeniku, 2010.					
	2. L. Petrić, Upravlj Splitu, Split, 2011.	anje turističkom destinacijom,	Načela i praksa, Ekonomski fak	ultet u	10		

5.2. Additional literature (at the moment of changes and/or amended of study programme)	<ol> <li>D. Magaš, Management turističke organizacije i destinacije, Adamić, Rijeka, 2003.</li> <li>R. Dobre, Menadžment turističke destinacije (skripta), Visoka škola za turistički menadžment Šibenik, Šibenik, 2004.</li> <li>Časopisi (Turizam, Tourism and Hospitality Management, Journal of Travel researsh, Acta Turistica)</li> <li>P. Mason, Tourism Impacts, Planning and Management, Elsevier, Oxford 2006.</li> </ol>	3	Da		
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	Quality control of students' work and the acquisition of necessary knowledge and skills will be ensured through interactive work. Keeping records of students' attendance and activity in the classroom and information obtained about student progress through the midterm will provide the information needed for further guidance to students in order to increase their work efficiency. Students will be instructed in their rights and obligations as well as working methods and required literature.  Quality assurance system indicators: Student survey, monitoring of annual data with CES - on the annual student employment status, employer survey and Alumni Association.				
5.4. information on the course and contact with the teacher	It is the obligation of each student to be regularly informed about the course, the coursework are of classes or possible adjournment will be published in a timely manner on the e-learning site of Polytechnic. Students can contact teachers during the consultation period (at least one hour per explanations they can be contacted during class. It is also possible to ask questions by e-mail of vus.hr), which will be answered as soon as possible (no later than five working days after received).	of the course and on the war week), while for short qualiform the official e-mail and the short of the course of t	vebsite of the uestions and		

1. GENERAL INFORMATION AB	OUT THE SUBJECT			
1.1. Title	Fundamentals of enterprise financing in tourism	1.8. ISVU course code	201483	
1.2. Lecturer	Jelena Žaja	1.9. MOZVAG course code		
1.3. Assistants and/or associates		1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	(30+30+0+0)	
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1st, 2nd, 3rd level), percentage of on line course performance (max. 20%)	1 <sup>st</sup> – materials available On-line, 0%	
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	0.	
1.6. Study year	3 <sup>rd</sup>	1.13. Modernization	yes 🗆 no	
1.7. Credit score (ECTS)	5	1.14. Percentage estimate of course changes and/or supplements	Less than 20%	
2. COURSE DESCRIPTION				
2.1. Course objectives def	e aim is that student, based on theoretical knowledge and case studie fine basic concepts in the field of corporate finance. Identify differer siness of the company, and conduct an analysis of the basic financia	nt sources of financing offered to entrepreneurs in the tourism industry, un	nderstand key measures for monitoring the	
2.2. Terms of course entry and required competences	conditions.			

	LO1. T	To apply and link economic terms in more complex	written and ora	l communication in Croatian and foreign l	anguages				
	LO2. To organize and lead team work, and critically judge the opinions and attitudes of team members								
	LO3. 7	To individually and responsibly search relevant liter	rature for reachi	ng solutions and conclusions in Croatian a	and foreign languages				
2.3. Learning outcomes on the study programme level	LO5. T	To use planning, organizing, management and contr	rol methods on J	practical examples, analyze the problem ar	nd propose appropriate solutions to problem situations				
study programme level	LO6. T	To analyse and link basic concepts and apply conter	nt related to the	area of economics, management, accounti	ng, and finance				
	LO7. T	To interpret business and financial reports and propo	ose solutions to	improve financial performance and profita	ability				
					et topics and tasks (case studies, projects, seminars) u	sing advanced			
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy:  (up to two verbs per LO)  1. To define and relate basic concepts in the field of corporate finance and the financial environment of the company,  2. to propose ways and means of financing short-term and long-term assets of a business entity,  3. to evaluate the structure and sources of f enterprise financing, and to estimate the costs related to individual sources of financing,  4. to analyse the basic financial statements applying the main financial indicators for tourism sector companies,  5. to evaluate the profitability of investing in tourism projects using appropriate methods of evaluating investment projects,  6. to use material and tools to search scientific and professional literature in their native and English languages and present the acquired knowledge, ideas, problems and solutions independently and in a team.								
	Cons	tructive alignment							
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed			
2.5. Course content according to detailed curriculum schedule		Introduction to the course and a detailed performance plan	-	Listen to the lecture. In the exercise classes, by independent work on computer students get acquainted with course content and documents on the e-learning course page.	-	2 hours			
detailed curriculum schedule	1	Introduction to business finance.	1,6	Listen to the lecture and read the literature.	At the colloquium or the written and oral exam define the goals of the company, the goals and tasks of the financial function and the financial manager in the company, describe the basic financial activities necessary for the successful running of the company.	4 hours			
	2.	The financial environment of the company.	1,6	Listen to the lecture and read the literature.	At the colloquium or the written and oral exam they can explain the concept and role of the financial market, state the functions of financial markets and	8 hours			

				institutions. They know how to identify differences between types of financial markets.	
3.	Time value of money.	1,6	They listen to the lecture and read literature.  At the exercises, they independently solve practical problems, use a computer program to apply discounting and interest calculations.	At the colloquium or the written and oral exam they know how to apply discounting and interest rate procedures (to calculate the future value of money invested today at a specific interest rate, to calculate the present and future value of a series of cash flows).	8 hours
4.	Key characteristics of tourism enterprises.	1,6	They listen to the lecture and read literature. Individually or in groups, they research the content of this thematic area and, on the basis of it, and the literature they read, make a seminar paper that presents the acquired knowledge and presents their own ideas, and ways to solve problems.	At the colloquium or the written and oral exam they can describe various forms of organization of business entities, they can identify and interpret the key characteristics of companies in the field of tourism.	6 hours
5.	Rules and principles of financing.	1,2,6	They listen to the lecture and read literature. At exercises, alone or in pairs, they solve case studies or practical problems, thus demonstrating the acquisition of previously acquired knowledge.	At the colloquium or the written and oral exam they can explain the basic principles and rules of financing, define horizontal and vertical rules of financing and determine their adherence on the basis of the financial statements of an individual company.	6 hours
6.	Sources of business financing.	1,2,3,6	They listen to the lecture and read literature. At exercises, alone or in pairs, they solve case studies or practical problems, thus demonstrating the acquisition of previously acquired knowledge.	At the colloquium or the written and oral exam they know to describe the sources, advantages and disadvantages of different sources of corporate financing, describe the essential characteristics of the sources of financing businesses in tourism.	6 hours
7. Short-term and long-term	Short-term and long-term securities.	1,2,3,6	Listen to the lecture and read the literature.	At the colloquium or the written and oral exam they can explain the characteristics of different securities and evaluate their values. Explain the advantages and disadvantages of debt financing, why the combination of debt and equity financing varies across companies and industries.	6 hours
8.	Financial analysis and planning.	1,3,4,6	Listen to the lecture and read the literature.	At the colloquium or the written and oral exam they know to find sources of financial information, explain and apply horizontal and vertical analysis of financial statements.	8 hours
9.	Financial statements analysis based on financial indicators in the tourism industry.	1,3,4,6	They listen to the lecture and read literature. In the exercise classes, they calculate and interpret the basic financial indicators of the company independently using computers.	At the colloquium or the written and oral exam, they know who the users are, the purposes and methods of analyzing the financial statements.  They can explain the specifics of the analysis with financial indicators in the tourism industry.  Analyze the financial statements of the company using the basic financial indicators, assess the potential risks of ratios based on accounting data.	10 hours

10.	Indicators of business efficiency in the hotel business.	1,3,4,6	They listen to the lecture and read literature. In the exercise classes, they use computer to calculate basic business performance indicators.	At the colloquium or the written and oral exam they know to explain and apply the indicators used to measure efficiency in managing available capacities and hotel revenue.	10 hours
11.	Capital budgeting.	1,5,6	They listen to the lecture and read literature. Case studies are handled in the exercise classes.	At the colloquium or the written and oral exam they can explain the purpose and classify capital investments. They know how to apply and compare methods and criteria for evaluating simpler investment projects.	10 hours
12.	Short-term and long-term financial planning.	1,2,6	They listen to the lecture and read literature. Case studies are addressed in group work exercises.	At the midterm or written and oral exam they can describe the contents and use of the financial plan, explain why companies have to invest in net working capital, how long-term financial decisions affect short-term financial needs, and assess the need for short-term borrowing.	8 hours
13.	Cost of capital.	1,3,5,6	They listen to the lecture and read literature. In the exercise classes, they individually determine the capital structure of the company, calculate the weighted average cost of capital.	At the colloquium or the written and oral exam they know to determine the capital structure of an enterprise, calculate a weighted average cost of capital, and estimate when it can be used as a discount rate for a new project.	8 hours
14.	Financing small and medium-sized enterprises in the tourism industry.	1,2,3,6	They listen to the lecture and read literature. Case studies are handled in group work exercises.	At the colloquium or the written and oral exam they know how to describe and critically judge traditional and alternative financing options for companies.	8 hours
15.	Concluding Considerations / Repeating and Preparing for Exam.		Listen to the lecture and individual preparation for the exam.		42 hours

#### 3. EVALUATION OF STUDENT WORK

3.1. Students' obligations

In accordance with the Book of Rules and the Rulebook on Student Assessment and Evaluation: for all regular students attend at least 70% attendance. Part-time students have the obligation to attend at least 50% of lectures. All students must create, present and positively colloquy seminar paper.

Students who have during the course achieved:

- From 0 24.9% ECTS credits- is rated F (unsuccessful) and cannot get ECTS credits and must re-enrol the subject in the next academic year;
- From 25 49,9% ECTS credits is rated FX (inadequate) and has to come out and pass the test (exam). A written exam can be held in a regular or extraordinary exam period;
- More than 50% ECTS credits students have the right to access the final exam of the subject.

Students can pass the final exam in two ways: a) during the course through continuous student attendance (active participation in the lessons, solving case studies, making and presenting the seminar paper and passing two colloquia); b) during the course (active participation in the lessons, solving case studies, creating and presenting the seminar paper) and passing the exam (written and oral exam).

	Organization	The paper is not organized order and its structure is la		The paper is well structured with a cleadistinction between the introduction, the main part of the text and the conclusion.  Words and phrases are aligned with of	The paper is well-structured distinction between the main part of the text at that are perfectly logic another.  Words and physics are	etured with a clear e introduction, the nd the conclusions ally linked to one	
4. GRADING	Valuation Element	Poor		Satisfying	Above a	Verage	
3.3. Student workload	The student's workload on all bases amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:    Commitment						
	Class activities	0,5	Oral exam	1 (by submitting both colloquiums the student is relieved of an oral examination)	Other (inscribe)		
number of ECTS points corresponds to the credit score of the course)	Colloquium	3 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper	0,5	Other (inscribe)		
(enter the share of ECTS credits for each activity so that the total	Essay		Report		Continuous examination		
3.2. Monitoring student work	Experimental work		Research		Practical work		
	Attendance		Written exam	3 (by submitting both colloquiums the student is relieved of an written examination)	Project		

Sources are not specified at all. The references do not match the topic and show

a superficial approach to the research topic.

Quoting and referencing

are no grammatical errors.

Sources are accurate, complete and

consistent. The references are appropriate,

their list is "rich" and comprehensive and shows a robust research approach.

Sources are listed, but incomplete and with

errors. The references are appropriate for the subject and show a satisfactory research

attitude.

		1	Poor			Satisfying		Al	oove average
4.2. Colloquium / exam grading	Does not know	Give answer by memory, no deeper understanding.  Does not know and does not apply the basic terms and concepts. Cannot apply or explain the contents of the course.			Reproduces basic terms, without difficulty transfers new knowledge, understands subject matter, explains the terms and the notions that substantiate by examples.			Knowledge is at the level of analysis, synthesis and evaluation. It observes legitimacy, accurately and thoroughly explains the content of the subject, and logically links and explains the terms and concepts that it encapsulates. Find solutions that are not originally given. There is a correlation with correlative subjects.	
	Active participation	in the	70-75% of atte	endance	76-869	% of attendance	87-10	0% of attendance	Solved case study.
	lessons		2 points	3		4 points		7 points	3 points
	g .	. 2				3		4	5
4.3. Creating a final grade	Seminar paper		5 points			7 points	8 points		10 points
according to evaluation		2				3	4		5
elements	Colloquium / written exam		50-64,9%		6	55-79,9%		80-89,9%	90-100%
	V.I.M.I.I	25 points		s	30 points			35 points	40 points
	Oral exam		2			3		5	5
	Orai exam	25 points		s	3	30 points		35 points	40 points
44 Continue Continue	Percentage of adopted knowledge, skills and competences (teaching + final exam)		Numer	ous grade	ECTS grade				
4.4. Creating a final grade according to absolute allocation			90 – 100%	,	cellent)	A			
according to absolute anotation			80 – 89,9% 65 – 79,9%	· · · · · · · · · · · · · · · · · · ·	y good) good)	B C			
			60 - 64,9%	2 (suf	fficient)	D			
			50 – 59,9%	2 (sut	fficient)	E			

5. ADDITIONAL INFORMA	TION ABOUT THE COURSE		
5.1. Compulsory literature	Title	Number of copies in the library	Availability via other media
(available in the library and through other media)	<ol> <li>Deković, Ž. (2016). *Analiza financijskog poslovanja hotelijerskih poduzeća*. Udžbenik Veleučilišta u Šibeniku, Šibenik (chosen chapters).</li> </ol>		Available On-line
,	2. Brealley, R., Myers, S., Marcus, A. (2008). *Osnove korporativnih financija*, MATE d.o.o., Zagreb (chosen chapters).	2	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	<ol> <li>Orsag S., Dedi, L. (2011). *Budžetiranje kapitala: Procjena investicijskih projekata*. Masmedia, Zagreb.</li> <li>Žager, K.; Žager, L. (1999). *Analiza financijskih izvještaja*. Masmedia, Zagreb</li> </ol>	3	
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	The control of students' work quality and the acquisition of necessary knowledge and skills will be ensured through interactive work. By I classes and provided information on students` progress through short colloquiums and homework, information for further guidance to stude of their work. Students will be informed about their rights and obligations as well as the methods of work and the required literature. Indicators of quality assurance system: Student survey, monitoring of annual data from the Croatian employment service on the annual stat Alumni association.	ents will be provided in order to	increase the efficiency
5.4. information on the course and contact with the teacher	It is obligatory for every student to regularly inform about the course, teaching and teaching activities. All information about teaching or ar pages of the course and on the web pages of the Polytechnic. Students can contact the teachers during the consultation term (at least one lean be addressed during classes. It is possible to ask questions by e-mail (from the official e-mail address from the domain @ vus.hr) the working days from the receipt of e-mail).	nour per week), while brief ques	tions and explanations

1. GENERAL	INFORM	IATION ABOUT THE SUBJECT				
1.1. Title		PROFESSIONAL PRACTICE	1.8. ISVU course code	187578		
1.2. Lecturer		Jasmina Sladoljev , univ. spec. oec.	1.9. MOZVAG course code			
1.3. Assistants and/or associates		Dino Slavica, mag.oec .	1.10. Forms of teaching (number of hours Lecturing +Practical exercises + Seminars + e learning)	120 hours in the company		
1.4. Study programme (specialist, undergraduate,		Professional Undergraduate study of Management, Department of Tourism Management	1.11. Level of e- learning application (1st, 2nd, 3rd level), percentage of on line course performance (max. 20%)	Level 1 - Materials Available Online,		
graduate)				0%		
1.5. Course status (obligatory, optional)		mandatory	1.12. Number of course revisions	2.		
1.6. Study year 3. aca		3. academic year	1.13. Modernization	□yes □no		
1.7. Credit sco (ECTS)	re	9	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20% □		
2. COURSE I	DESCRIP	ΓΙΟΝ				
2.1. Course objectives	- allow students to get in touch with the real work environment - educational benefit through practical work on real-life problems with the professional guidance of mentors in the company - easier recruitment of students - connecting companies with the best and most compatible staff - strengthening the links between the Polytechnic of Šibenik and the economy					
2.2. Terms of course entry and required competences		- feedback on the knowledge and skills that today's labour market expects to improve the teaching process  All courses of study should be attended				

	LO1: Apply and link economic terms in complex written and oral communication in Croatian and foreign language.	guages						
	LO2: Organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders							
	LO3: Independently and responsibly search the relevant literature for decision making and conclusion in Croat	tian and foreign language						
	LO5: Use planning, organizing, leading and controlling methods using case studies and analysing the problem							
2.3. Learning outcomes on	LO6: Analyse and integrate core concepts and apply content related to economics, management, accounting ar	nd finance						
the study	LO10: Develop team and interpersonal teamwork skills, master communication and case presentation skills (ca	ase studies, projects, seminars) using						
programme	advanced software tools for document creation, presentation and budget implementation							
level	LO12: Design and economically evaluate entrepreneurial ideas, events, projects, products and services in the t	•						
	LO16: Analyse supply and resources (in organization, company, tourism, tourist destination) respecting the ch							
	indicators at global, national, regional and local levels, and develop development strategies to achieve competitudes. LO19: Use software packages to manage business departments, processes, and organizations	tiveness						
	LO19. Use software packages to manage business departments, processes, and organizations	LO Level:						
	Learning outcomes towards Bloom's taxonomy:  (up to two verbs per LO)	Recapture, Understanding, Application, Analysis, Evaluation,						
	Use methods of planning, organizing, leading and controlling on practical examples and analyze the problem and propose appropriate solutions to problem situations	Synthesis 3, 5						
2.4. Expected learning outcomes on	Apply and link economic terms in more complex written and oral communication in Croatian and foreign languages	3						
the course level	Organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholder	3.5						
level	Analyse and integrate core concepts and apply content related to economics, management, accounting and finance	3.4						
	Link basic concepts and apply content related to the field of law for drafting legal acts (contracts, regulations) related to the company or organization	3.4						
	Develop team and interpersonal teamwork skills, master communication and presentation skills of assigned topics and tasks using advanced software tools for document creation, presentation and budget implementation	3.4						

Design and economically evaluate entrepreneurial ideas, events, projects, products and services in the team and present the same	3,4,5
Analyse the new roles of organizations, systems, processes, products and services and quality standards in the company and propose the valorisation of new trends in enterprises and organizations	4.5
Analyse supply and resources (in organization, company, tourism, tourist destination) respecting the changing environment using key business indicators at global, national, regional and local levels, and develop development strategies to achieve competitiveness	4.6
Develop a marketing plan for a tourism company and development activities, and propose tools for e-marketing in tourism	3.6

2.5. Course
content
according to
detailed
curriculum
schedule

### Constructive alignment

Thematic unit	IU course	Content / teaching method	Valuation	It takes time
Execution With professional practices in companies with which The College of has signed the Agreement on professional cooperation professional practice (independent computer lab).	1-10	Students get acquainted with general information, field of activity of the company, organizational structure, legal acts, processes, procedures, departments, programs, services, market, prices, users of services, and in November are accordingly assigned tasks with deadlines for execution taking into account (for individual segments) to be innovative and creative. Students are also given problematic tasks to analyse and propose solutions.	-	120 hours

#### 3. EVALUATION OF STUDENT WORK

## 3.1. Students` obligations

In accordance with the Rulebook on Study and the Rulebook on Student Evaluation and Evaluation: students are obliged to perform the Professional Practice in accordance with the signed Agreement on Professional Cooperation between the Polytechnic of Šibenik and a company that operates in the field of tourism for 120 hours. Based on the completed Professional Practice, the student prepares a Journal of Professional Practice. Students bring their professional practice log to the Head of Professional Practice for review. The Head of Professional Practice evaluates the Journal of Professional Practice as satisfied or dissatisfied. Students who are already employed in companies that perform tasks in the field of tourism, and which are in accordance with the study which the

		tain are performing Professional practice ons performed in their workplaces), have				s well as a							
3.2. Monitoring student work	Attending classes		Written exam		Project								
(enter the share	Experimental work		Research		Practical work 9								
of ECTS credits for each activity	Essay		Report		Continuous checking								
so that the total number of	Colloquium		Seminar paper		(other type)								
ECTS points corresponds to the credit score of the course)	Teaching activities		Oral exam		(other type)								
3.3. Student	Student workload on all bases is 1 ECTS credit 30 semester hours and is estimated as:												
workload	Student workload or Commitm	s: (estimated)											
	1. Practice v		120	(									
4. GRADING													
4.1. Seminar	1												
paper grading	/												
4.2.													
Colloquium / exam grading	/												
4.4. Creating a final grade													
according to	/												
absolute allocation													

5. ADDITIONAL IN	FORMATION ABOUT THE COURSE		
5.1. Compulsory literature (available in the library and through	Title	Number of copies in the library	Availability through other media
other media)	There is no literature other than instructions and forms provided by leaders, mentors and students		e-learning
5.2. Additional literature (at the moment of changes and/or amended of study programme)			
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	Quality control of students' work and the acquisition of necessary knowledge and skills will be ensured students' attendance and activity in the classroom and information obtained about student progress throu needed for further guidance to students in order to increase their work efficiency. Students will be instructionally methods and required literature.  Quality assurance system indicators: Student survey, monitoring of annual data with CES - on the annual and Alumni Association.	gh the midterm will cted in their rights ar	provide the information and obligations as well as
5.4. information on the course and contact with the teacher	It is the obligation of each student to be regularly informed about the course, the coursework and the classrod adjournment will be published in a timely manner on the e-learning site of the course and on the website of during the consultation period (at least one hour per week), while for short questions and explanations they can to ask questions by e-mail (from the official e-mail address at @ vus.hr), which will be answered as soon after receiving the e-mail).	the Polytechnic. Student be contacted during	ents can contact teachers g class. It is also possible

# LEARNING OUTCOME MATRIX OF UNDERGRADUATE PROFESSIONAL STUDY MANAGEMENT DEPARTMENT OF TOURIST MANAGEMENT FOR THE ACADEMIC YEAR 2019/2020.

	I1	12	13	<b>I</b> 4	15	<b>I6</b>	<b>I7</b>	18	19	I10	I11	I12	I13	I14	I15	<b>I16</b>	I17	I18	<b>I19</b>
Management	+	+	+	+	+	+	+	+	+	+									
Tourism Marketing	+	+	+							+				+					
Fundamentals of Accounting	+		+	+		+	+		+										+
Economics of non-Profit Organization	+	+	+			+				+									
<b>Business Communication</b>																			
Business English III	+	+	+			+				+									
Business German III	+		+							+									
Business Italian III	+		+																
Service Management					+	+					+		+						
Theory and Organization of Tourism	+	+	+							+				+					
Selective Forma of Tourism	+		+			+				+		+				+			
Business Statistics				+	+	+		+											
Use of DDD Methods and HACCP-a in Hotel Industry			+		+								+		+				
Business English IV	+	+	+	_	_	+	_		_	+									
Business German IV	+		+							+									
Business Italian IV	+	+	+			+				+									

	I1	<b>I2</b>	<b>I</b> 3	<b>I</b> 4	<b>I</b> 5	16	<b>I7</b>	18	19	I10	I11	I12	I13	I14	I15	<b>I16</b>	I17	I18	I19
Human Resource management																			
Hotel Organization and Reception Operation	+	+	+	+	+	+	+	+	+	+	+	+							
Management of Tourist agencies and Tour Operators	+	+	+	+	+	+	+	+	+	+	+	+							
<b>Business Organization</b>					+						+		+						I
Quality management		+	+							+			+						·
<b>Public Sector Economics</b>	+	+	+		+	+				+									
Nutrition and Tourism		+	+		+							+	+		+	+			
Environmental Management in Tourism			+		+					+				+					
Management of Tourist destination	+	+	+	+	+	+	+	+	+	+	+	+							
Fundamentals od Enterprise Financing in Tourism	+	+	+		+	+	+			+									
Professional Practice	+	+	+		+	+				+		+				+			+
Final Thiess	+		+			+						+	+			+			
TOTAL NUMBER OF COURSES BY LEARNING OUTCOME	19	15	23	6	13	16	6	6	5	18	5	7	6	3	2	4			1