

ŠIBENIK UNIVERSITY OF APPLIED SCIENCES
DEPARTMENT OF MANAGEMENT AND TOURISM
STUDIES
PROFESSIONAL UNDERGRADUATE STUDY OF
TOURISM MANAGEMENT

Trg Andrije Hebranga 11
22000 Šibenik, Croatia



Šibenik, 2026.

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SYLLABUS

Academic year 2026/2027

Šibenik, 2026.

1. REQUIREMENTS AND RESULTS OF THE STUDY PROGRAM

The program of Professional undergraduate study of tourism management is intended for the education of students for professional work in the field of management in middle and higher management positions, primarily in the tourism sector, as well as other business areas. Due to the significant share of economic educational content, the students educated in this study can successfully perform all the tasks required for business and economic analysis as well as other management activities based on the analysis of economic indicators. 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 skills and competences needed to respond to all requirements in the tourism sector and with economic operators. They are expected to acquire the ability to solve numerous practical problems that could occur in the work of business entities.

The general competencies that students acquire by completing the professional undergraduate studies of tourism management are the abilities of problem-solving, analysis, synthesis, and evaluation; self-learning and literature research, teamwork, planning and organising, numerical and computer literacy; oral and written business communication, and the ability to negotiate in their mother tongue and at least two other foreign languages; the ability of creative and critical thinking, generating new ideas as well as the ability to manage time within the agreed deadline.

During their studies, students acquire specific knowledge, skills, and competences related to the management of departments, processes, and jobs at the lower and middle levels of management within a company, tourist destination, hotel, or tourist agency, as well as the designing and implementation of marketing and business strategies, the management of financial results and their application, the assessment of the introduction of international quality standards, positioning of the company or tourist entity on the market, and human resources management. All of the above mentioned will be able to perform by respecting human rights and the environment in which the company operates.

Professional undergraduate study of tourism management consists of six semesters through which students are offered a series of study programs organised according to their affinities while maintaining the scope of professional knowledge provided by the core program of the study.

Upon completion of the study, the holder of this qualification is entitled to use the legally protected professional title bachelor (baccalaureus) of economy" (**bacc. oec.**) and to perform professional tasks within the scope of their profession.

2. EXPECTED LEARNING OUTCOMES

1. To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages
2. To develop teamwork and interpersonal skills, master communication skills and skills of giving presentations on particular topics and tasks
3. To independently and responsibly undertake research through relevant literature to develop abilities of decision-making by using Croatian and English language
4. To apply methods in the fields of mathematics, statistics, and informatics in the processing and analysis of data in the field of economics
5. To use methods of planning, organising, leading, and controlling on examples from practice and to analyse the problem and propose appropriate solutions to problem situations in the field of tourism
6. To apply basic legal and economic principles in organisation and management
7. To interpret business and financial reports and suggest solutions for improvement
8. To design, present, and valorise from an economic standpoint different entrepreneurial ideas, events, projects, products, and services within a team
9. To analyse business processes and standards in tourism entities and to propose the valuation of new ones for the general development
10. To evaluate the cause-and-effect relationships of the economic development process and the multiplicative impact of tourism on social change and its impact on the environment, and to propose possibilities and strategies for their improvement and development
11. To propose and assess the importance of food and nutrition and hygienically correct production and preparation of food in tourism
12. To analyse the tourist environment and create a development strategy
13. To develop a marketing plan for a tourism company
14. To use information and communication technology in tourism

3. PROGRESSION THROUGH THE STUDY PROGRAM

The student is obliged to enrol in the academic year within the established enrolment deadlines. A student who does not enrol in the current academic year loses its student rights and status. Registration deadlines are published on the official internet pages of the university, on bulletin boards, and, if necessary, in the publications of the university (brochures and other promotional materials). Student rights and obligations are defined in more detail in the Regulations on Studying.

The teaching at the professional undergraduate study of tourism management consists of lectures, seminars, exercises, laboratory exercises, field classes, practical classes, projects, consultations, mentoring, colloquiums, professional practice, exams, and other forms of knowledge testing.

Given the spatial and other conditions, and for the sake of economy and rationality, classes for full-time and part-time students are held jointly when possible.

The teaching obligations of part-time students are adopted to the possibilities of their attendance at classes, which must be in accordance with the approved implementation plan of the teaching of an individual subject.

The professional undergraduate study of tourism management is evaluated with 180 ECTS points, which are achieved through enrolled courses.

Before submitting the final paper, the student must pass all subjects described in the study program. The sum of points from all passed teaching subjects together with the vote of the defended final thesis should be a minimum of 180 ECTS points.

4. LIST OF LECTURERS WHO TEACH AT PROFESSIONAL UNDERGRADUATE STUDY OF TOURISM MANAGEMENT

NAME AND SURNAME OF THE LECTURER	COURSE	CONTACT E-MAIL	CONSULTATION
Employees of Šibenik University of Applied Science			
Ivana Beljo , Master in eng.mat., Sen.Lec.	Financial Mathematics Business Statistics	ibeljo@vus.hr	Cabinet Vice Dean for teaching (3rd floor)
Ivana Bratić , prof., Sen.Lec.	Business English II Business English III Business English IV Business Italian IV	bratic@vus.hr	Cabinet 22
Mario Dominik Burić , master of law, lecturer	Law in Tourism	mario_dominik.buric@vus.hr	Cabinet 9
Goran Crnica , prof., Sen.Lec.	Business English I Business English II Business German I Business German II Business German III Business German IV	gcrnica@vus.hr	Cabinet 22
PhD Nikolina Gaćina , Sen.Lec.	Food and Nutrition Food Safety in Tourism Sustainable Gastronomy in Tourism Nutrition and Tourism Food and Beverage Management	nikolina@vus.hr	Cabinet 2
Divna Goleš , Master in econ., Sen.Lec.	Business Economics in Tourism Economics of non-profit organization Quality Management in tourism	divna@vus.hr	Cabinet 4
PhD Ivana Kardum Goleš , college professor	Business Italian I Business Italian II Business Italian III	ivanakardum@net.hr	Cabinet 22
Anita Grubišić , Master in econ., Sen.Lec.	Fundamentals of Accounting Sustainable business and management in tourism	anita@vus.hr	Cabinet 8
Zvonimir Klarin , mag.ing.comp., lecturer	Informatics	zvonimir.klarin@vus.hr	Cabinet 12
PhD Dijana Mečev , college professor	Principles of Economics Public Sector Economics	dijana@vus.hr	Cabinet 3
PhD Ana Perišić , college professor	Business Statistics	sisak@vus.hr	Cabinet 24
PhD Jasmina Sladoljev , Sen.Lec.	Management Hotel Organization and Reception Operation Management of Tourist Agencies and Tour operators Tourist destination Management Hotel housekeeping business Management Professional Practice	jasmina@vus.hr	Cabinet 15

NAME AND SURNAME OF THE LECTURER	COURSE	CONTACT E-MAIL	CONSULTATION
EMPLOYEES of Šibenik University of Applied Science			
Dino Slavica , Master in econ., lecturer	Introduction in Tourism Organization of Tourism Introduction to Selective Forms of Tourism Health tourism Management of the Cultural Heritage Human Resource Management Professional Practice	dslavica@vus.hr	Cabinet 11
PhD Jelena Šišara , Sen.Lec.	Marketing in Tourism Digital Marketing	jelena@vus.hr	Cabinet 5
PhD Ana Udovičić , college professor	Service Management Entrepreneurship Business Organization	ana_u@vus.hr	Cabinet 7
Jelena Žaja , Master in econ., Sen. Lec.	Fundamentals of Enterprise Financing in Tourism	jzaja@vus.hr	Cabinet 3
EXTERNAL COLLABORATORS			
Gorana Barišić Bačelić , title Lec.	Management of the Cultural Heritage	gorana.bb@gmail.com	
MSc Tanja Radić Lakoš , Sen.Lec.	Environmental Management in Tourism	tanja@vus.hr	

5. PLACE OF TEACHING OF THE PROFESSIONAL UNDERGRADUATE STUDY OF TOURISM MANAGEMENT

The teaching at the undergraduate professional study of tourism management is performed at Šibenik University of Applied Sciences, address "Trg Andrije Hebranga 11". In the mentioned location, apart from the service offices, there are 12 lecture halls with a total area of 1320 m².

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 university take place from Monday to Friday (in exceptional cases on Saturdays in the morning) according to the fixed schedule of the lessons published on the notice boards and on the official website of the university. 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* (NN 24/10) Article 5 (2), University 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 TOURIST MANAGEMENT

M / N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures	Seminars	Number of groups	Exercises	Number of groups	ECTS
					Hours per week	Hours per week		Hours per week		
		I. SEMESTER								
M	Mečev D.	Principles of Economics	Mečev D.	Mečev D.	3			1	1	6
M	Slavica D.	Introduction in Tourism	Slavica D.	Slavica D.	2	1	2			4
M	Radić Lakoš T.	Environmental Management in Tourism	Radić Lakoš T.	Radić Lakoš T.	2	1	2			4
M	Beljo I.	Financial Mathematics	Beljo I./Peronja I.	Beljo I	2			2	1	6
M	Slavica D.	Organization of Tourism	Slavica D.	Slavica D.	2	1	2			3
M	Crnica G.	Business English I	Crnica G.	Crnica G.	2			1	1	3
N	Crnica G.	Business German I	Crnica G.	Crnica G.	2			1	1	3
N	Kardum Goleš I.	Business Italian I	Kardum Goleš I.	Kardum Goleš I.	2			1	1	3

M / N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures	Seminars	Number of groups	Exercises	Number of groups	ECTS
					Hours per week	Hours per week		Hours per week		
		II. SEMESTER								
M	Goleš D.	Economy of companies in tourism	Goleš D.	Goleš D.	3	1	2			6
M	Klarin Z.	Informatics	Klarin Z.	Klarin Z.	1			2	2	4
M	Slavica D.	Introduction to Selective Forms of Tourism	Slavica D.	Slavica D.	2	1	2			3
M	Burić M.D.	Law in Tourism	Burić M.D.	Burić M.D.	3	1	2			6
M	Gaćina N.	Food and Nutrition	Gaćina N.	Gaćina N.	3	1	2			6
M	Bratić I.	Business English II	Bratić I.	Bratić I./Crnica G.	2			1	1	3
N	Crnica G.	Business German II	Crnica G.	Crnica G.	2			1	1	3

N	Kardum Goleš I.	Business Italian II	Kardum Goleš I.	Kardum Goleš I.	2			1	1	3
M / N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures	Seminars	Number of groups	Exercises	Number of groups	ECTS
					Hours per week	Hours per week		Hours per week		
		III. SEMESTER								
M	Sladoljev J.	Management	Sladoljev J.	Sladoljev J.	2	2	1			6
M	Šišara J.	Marketing in tourism	Šišara J.	Šišara J.	3	1	1			6
M	Grubišić A.	Fundamentals of Accounting	Grubišić A.	Grubišić A.	3			2	1	6
M	Bratić I.	Business English III	Bratić I.	Bratić I.	2			1	1	3
N	<i>Radić Lakoš T.</i>	<i>Use of DDD Methods and HACCP in Hotel Industry</i>	<i>Radić Lakoš T.</i>	<i>Radić Lakoš T.</i>	2	1	1			3
N	Gaćina N.	Food Safety in Tourism	Gaćina N.	Gaćina N.	2	1	1			3
N	Goleš D.	Economics of Non-profit organization	Goleš, D.	Goleš D.	2			1	1	3
N	Slavica D.	Health tourism	Slavica D./Vukša A.	Slavica D.	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.	Kardum Goleš, I.	2			1	1	3

M / N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures	Seminars	Number of groups	Exercises	Number of groups	ECT S
					Hours per week	Hours per week		Hours per week		
		IV. SEMESTER								
M	Udovičić A.	Service Management	Udovičić A.	Udovičić A.	3	1	1			6
M	Žaja J.	Fundamentals of Enterprise Financing in Tourism	Žaja J.	Žaja J.	2			2	1	5
M	Perišić A.	Business Statistics	Perišić A.	Perišić A.	2			2	1	6
M	Udovičić A.	Entrepreneurship	Udovičić A.	Udovičić A.	2	1	1			4
M	Bratić I.	Business English IV	Bratić I.	Bratić I.	2			1	1	3
N	Šišara J.	Digital marketing	Šišara J.	Šišara J.	2	1	1			3
N	Barišić Bačelić G.	Cultural Heritage Management	Barišić Bačelić G.	Slavica D.	2	1	1			3
N	<i>Radić Lakoš T.</i>	<i>Management of Protected Nature Areas</i>	<i>Radić Lakoš T.</i>	<i>Radić Lakoš T.</i>	2	1	1			3
N	Gaćina N.	Sustainable Gastronomy in Tourism	Gaćina N.	Gaćina N.	2	1	1			3
N	Crnica G.	Business German IV	Crnica G.	Crnica G.	2			1	1	3
N	Bratić I.	Business Italian IV	Bratić, I.	Bratić, I.	2			1	1	3

M / N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures	Seminars	Number of groups	Exercises	Number of groups	ECTS
					Hours per week	Hours per week		Hours per week		
		V. SEMESTER								
M	Slavica D.	Human Resource Management	Slavica D.	Slavica D.	2	2	1			6
M	Sladoljev J.	Hotel Organization and Reception Operation	Sladoljev J.	Sladoljev J.	2			2	1	6
M	Sladoljev J.	Management of Tourist agencies and Tour Operators	Sladoljev J.	Sladoljev J.	2	2	1			6
N	Mečev D.	Public Sector Economy	Mečev D.	Mečev D.	2	1	1			3
N	Goleš D.	Quality Management in tourism	Goleš D.	Goleš D.	2	1	1			3
N	Gaćina N.	Nutrition and Tourism	Gaćina N.	Gaćina N.	2	1	1			3
N	Poljičak I.	Business Communication	Poljičak I.	Poljičak I.	2	1	1			3
N	Udovičić, A.	Business Organization	Udovičić, A.	Udovičić, A.	2	1	1			3
N	Gaćina N.	Food and Beverage Management	Gaćina N.	Gaćina N.	2	1	1			3
N	Sladoljev J.	Hotel housekeeping business Management	Sladoljev J.	Sladoljev J.	1			2	1	3
N	Grubišić A.	Sustainable business and management in tourism	Grubišić A.	Grubišić A.	2	1	1			3

M / N	SUBJECT HOLDER	SUBJECT	TEACHER - LECTURERS	TEACHER - EXERCISES / SEMINARS	Lectures	Seminars	Number of groups	Exercises	Number of groups	ECTS
					Hours per week	Hours per week		Hours per week		
		VI. SEMESTER								
M	Sladoljev J.	Tourist Destination Management	Sladoljev J.	Sladoljev J.	2	2	1			5
M	Sladoljev J.	Professional Practice	Sladoljev J.	Slavica D.						15
M		Final Thesis								10

7. ACADEMIC CALENDAR FOR THE ACADEMIC YEAR 2026/2027.

ACTIVITY	TERM
Winter semester	September 28,2026. – February 19,2027.
Lectures, exercises and seminars	September 28,2026. – January 22,2027.
Winter holidays	December 23,2026. – January 7, 2027.
Winter regular examination period	January 25, 2027 – February 19, 2027.
Summer semester	February 22, 2027 – September 30, 2027
Lectures, exercises and seminars	February 22, 2027. – June 4,2027.
Summer regular examination period	June 7, 2027. – July 2, 2027.
Summer break	July 26, 2027. – August 20, 2027.
Autumn regular examination period	August 23, 2027. – September 17,2027.
Enrolment in multiple years of study 2027/2028	September 13, 2027.- September 24, 2027.

NATIONAL HOLIDAYS

DATE	PUBLIC HOLIDAYS
November 1, 2026.	All Saint's Day
November 18, 2026.	Remembrance Day for the victims of the Homeland War
December 25, 2026.	Christmas
December 26, 2026.	St. Stephen's Day
January 1, 2027.	New Year's Day
January 6, 2027.	Epiphany
March 28, 2027.	Easter
March 29, 2027.	Easter Monday
May 1, 2027.	International Workers' Day
May 27, 2027.	Corpus Christi
May 30, 2027.	National Day
June 22, 2027.	Anti-Fascist Struggle Day
August 5, 2027.	Homeland Thanksgiving Day
August 15, 2027.	Assumption of Mary

8. CALENDAR OF EXAM TERMS AND DEADLINES FOR ACADEMIC YEAR 2026. /2027.

SUBJECT HOLDER	SUBJECT	Siječanj / Veljača		Lipanj / Srpanj		Kolovoz / Rujan	
I. SEMESTAR							
Mečev D.	Principles of Economics	01.02.2027. (17:00)	15.02.2027. (17:00)	14.06.2027. (17:00)	28.06.2027. (17:00)	30.08.2027. (17:00)	13.09.2027. (17:00)
Slavica D.	Introduction to Tourism	25.01.2027. (10:00)	08.02.2027. (10:00)	07.06.2027. (10:00)	21.06.2027. (10:00)	23.08.2027. (10:00)	06.09.2027. (10:00)
Radić Lakoš T.	Environmental Management in Tourism	05.02.2027. (10:00)	19.02.2027. (10:00)	18.06.2027. (10:00)	02.07.2027. (10:00)	03.09.2027. (10:00)	17.09.2027. (10:00)
Beljo I.	Financial Mathematics	02.02.2027. (09:00)	16.02.2027. (09:00)	15.06.2027. (09:00)	29.06.2027. (09:00)	31.08.2027. (09:00)	14.09.2027. (09:00)
Slavica D.	Organization of Tourism	27.01.2027. (10:00)	10.02.2027. (10:00)	09.06.2027. (10:00)	23.06.2027. (10:00)	25.08.2027. (10:00)	08.09.2027. (10:00)
Crnica G.	Business English I	29.01.2027. (09:00)	12.02.2027. (09:00)	11.06.2027. (09:00)	25.06.2027. (09:00)	27.08.2027. (09:00)	10.09.2027. (09:00)
Crnica G.	Business German I	04.02.2027. (09:00)	18.02.2027. (09:00)	17.06.2027. (09:00)	01.07.2027. (09:00)	02.09.2027. (09:00)	16.09.2027. (09:00)
Kardum Goleš I.	Business Italian I	04.02.2027. (09:00)	18.02.2027. (09:00)	17.06.2027. (09:00)	01.07.2027. (09:00)	02.09.2027. (09:00)	16.09.2027. (09:00)
II. SEMESTAR							
Goleš D.	Economy of companies in tourism	26.01.2027. (11:00)	09.02.2027. (11:00)	16.06.2027. (17:00)	30.06.2027. (17:00)	24.08.2027. (11:00)	07.09.2027. (11:00)
Klarin Z.	Informatics	03.02.2027. (10:00)	17.02.2027. (10:00)	16.06.2027. (10:00)	30.06.2027. (10:00)	01.09.2027. (10:00)	15.09.2027. (10:00)
Slavica D.	Introduction to Selective Forms of Tourism	27.01.2027. (12:00)	10.02.2027. (12:00)	09.06.2027. (12:00)	23.06.2027. (12:00)	25.08.2027. (12:00)	08.09.2027. (12:00)
Burić M.D.	Law in Tourism	25.01.2027. (12:00)	08.02.2027. (12:00)	07.06.2027. (12:00)	21.06.2027. (12:00)	23.08.2027. (12:00)	06.09.2027. (12:00)
Gaćina N.	Food and Nutrition	28.01.2027. (09:00)	11.02.2027. (09:00)	10.06.2027. (09:00)	24.06.2027. (09:00)	26.08.2027. (09:00)	09.09.2027. (09:00)
Bratić I.	Business English II	29.01.2027. (09:00)	12.02.2027. (09:00)	11.06.2027. (09:00)	25.06.2027. (09:00)	27.08.2027. (09:00)	10.09.2027. (09:00)
Crnica G.	Business German II	04.02.2027. (09:00)	18.02.2027. (09:00)	17.06.2027. (09:00)	01.07.2027. (09:00)	02.09.2027. (09:00)	16.09.2027. (09:00)

Kardum Goleš I.	Business Italian II	04.02.2027. (09:00)	18.02.2027. (09:00)	17.06.2027. (09:00)	01.07.2027. (09:00)	02.09.2027. (09:00)	16.09.2027. (09:00)
III. SEMESTAR							
Sladoljev J.	Management	02.02.2027. (11:00)	16.02.2027. (11:00)	15.06.2027. (11:00)	29.06.2027. (11:00)	31.08.2027. (11:00)	14.09.2027. (11:00)
Šišara J.	Marketing in tourism	27.01.2027. (10:00)	10.02.2027. (10:00)	09.06.2027. (10:00)	23.06.2027. (10:00)	25.08.2027. (10:00)	08.09.2027. (10:00)
Grubišić A.	Fundamentals of Accounting	25.01.2027. (11:00)	08.02.2027. (11:00)	07.06.2027. (11:00)	21.06.2027. (11:00)	23.08.2027. (11:00)	06.09.2027. (11:00)
Bratić I.	Business English III	29.01.2027. (09:00)	12.02.2027. (09:00)	11.06.2027. (09:00)	25.06.2027. (09:00)	27.08.2027. (09:00)	10.09.2027. (09:00)
Gaćina N.	Food Safety in Tourism	28.01.2027. (09:00)	11.02.2027. (09:00)	10.06.2027. (09:00)	24.06.2027. (09:00)	26.08.2027. (09:00)	09.09.2027. (09:00)
Goleš D.	Economics of Non-profit organization	26.01.2027. (11:00)	09.02.2027. (11:00)	16.06.2027. (17:00)	30.06.2027. (17:00)	24.08.2027. (11:00)	07.09.2027. (11:00)
Slavica D.	Health tourism	05.02.2027. (10:00)	19.02.2027. (10:00)	18.06.2027. (10:00)	02.07.2027. (10:00)	03.09.2027. (10:00)	17.09.2027. (10:00)
Crnica G.	Business German III	04.02.2027. (09:00)	18.02.2027. (09:00)	17.06.2027. (09:00)	01.07.2027. (09:00)	02.09.2027. (09:00)	16.09.2027. (09:00)
Kardum Goleš I.	Business Italian III	04.02.2027. (09:00)	18.02.2027. (09:00)	17.06.2027. (09:00)	01.07.2027. (09:00)	02.09.2027. (09:00)	16.09.2027. (09:00)
IV. SEMESTAR							
Udovičić A.	Service Management	01.02.2027. (10:00)	15.02.2027. (10:00)	14.06.2027. (10:00)	28.06.2027. (10:00)	30.08.2027. (10:00)	13.09.2027. (10:00)
Žaja J.	Fundamentals of Enterprise Financing in Tourism	03.02.2027. (10:00)	17.02.2027. (10:00)	16.06.2027. (10:00)	30.06.2027. (10:00)	01.09.2027. (10:00)	15.09.2027. (10:00)
Perišić A.	Business Statistics	02.02.2027. (09:00)	16.02.2027. (11:00)	15.06.2027. (09:00)	29.06.2027. (09:00)	31.08.2027. (09:00)	14.09.2027. (09:00)
Udovičić A.	Entrepreneurship	01.02.2027. (10:00)	15.02.2027. (10:00)	14.06.2027. (12:00)	28.06.2027. (12:00)	30.08.2027. (12:00)	13.09.2027. (12:00)
Bratić I.	Business English IV	29.01.2027. (11:00)	12.02.2027. (11:00)	11.06.2027. (11:00)	25.06.2027. (11:00)	27.08.2027. (11:00)	10.09.2027. (11:00)
Šišara J.	Digital marketing	27.01.2027. (10:00)	10.02.2027. (10:00)	09.06.2027. (10:00)	23.06.2027. (10:00)	25.08.2027. (10:00)	08.09.2027. (10:00)
Barišić Bačelić G.	Cultural Heritage Management	05.02.2027. (12:00)	19.02.2027. (12:00)	18.06.2027. (12:00)	02.07.2027. (12:00)	03.09.2027. (12:00)	17.09.2027. (12:00)
Gaćina N.	Sustainable Gastronomy in Tourism	28.01.2027. (09:00)	11.02.2027. (09:00)	10.06.2027. (09:00)	24.06.2027. (09:00)	26.08.2027. (09:00)	09.09.2027. (09:00)

Crnica G.	Business German IV	04.02.2027. (09:00)	18.02.2027. (09:00)	17.06.2027. (09:00)	01.07.2027. (09:00)	02.09.2027. (09:00)	16.09.2027. (09:00)
Bratić I.	Business Italian IV	04.02.2027. (11:00)	18.02.2027. (11:00)	17.06.2027. (11:00)	01.07.2027. (11:00)	02.09.2027. (11:00)	16.09.2027. (11:00)
V. SEMESTAR							
Slavica D.	Human Resource Management	27.01.2027. (10:00)	10.02.2027. (10:00)	09.06.2027. (10:00)	23.06.2027. (10:00)	25.08.2027. (10:00)	08.09.2027. (10:00)
Sladoljev J.	Hotel Organization and Reception Operation	02.02.2027. (09:00)	16.02.2027. (09:00)	15.06.2027. (09:00)	29.06.2027. (09:00)	31.08.2027. (09:00)	14.09.2027. (09:00)
Sladoljev J.	Management of Tourist agencies and Tour Operators	04.02.2027. (09:00)	18.02.2027. (09:00)	17.06.2027. (09:00)	01.07.2027. (09:00)	02.09.2027. (09:00)	16.09.2027. (09:00)
Goleš D.	Quality Management in tourism	26.01.2027. (11:00)	09.02.2027. (11:00)	16.06.2027. (17:00)	30.06.2027. (17:00)	24.08.2027. (11:00)	07.09.2027. (11:00)
Gaćina N.	Nutrition and Tourism	28.01.2027. (09:00)	11.02.2027. (09:00)	10.06.2027. (09:00)	24.06.2027. (09:00)	26.08.2027. (09:00)	09.09.2027. (09:00)
Udovičić A.	Business Organization	01.02.2027. (10:00)	15.02.2027. (10:00)	14.06.2027. (10:00)	28.06.2027. (10:00)	30.08.2027. (10:00)	13.09.2027. (10:00)
Sladoljev J.	Hotel housekeeping business Management	04.02.2027. (11:00)	16.02.2027. (09:00)	17.06.2027. (11:00)	01.07.2027. (11:00)	02.09.2027. (11:00)	16.09.2027. (11:00)
Grubišić A.	Sustainable business and management in tourism	25.01.2027. (11:00)	08.02.2027. (11:00)	07.06.2027. (11:00)	21.06.2027. (11:00)	23.08.2027. (11:00)	06.09.2027. (11:00)
VI. SEMESTAR							
Sladoljev J.	Tourist Destination Management	02.02.2027. (11:00)	16.02.2027. (11:00)	15.06.2027. (11:00)	29.06.2027. (11:00)	31.08.2027. (11:00)	14.09.2027. (11:00)

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

I. SEMESTER

1. GENERAL INFORMATION ABOUT THE COURSE			
1.1. Course title	PRINCIPLES OF ECONOMICS	1.8. ISVU course code	201472 201879
1.2. Course lecturer	Dijana Mečev, PhD, college professor	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)	(45 + 15 + 0 + 0)
1.4. Study programme (professional undergraduate, and professional graduate)	Professional undergraduate study 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)	Obligatory	1.12. Number of course revisions	1
1.6. Study year	1st	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	Understanding basic economic concepts, laws of supply and demand, potential impacts of environmental changes and government policies on the price and production of firms, and the application possibilities of basic economic theory tools in studying markets, consumers, the economy, and macroeconomic factors.
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	LO1: To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages.
	LO2: To develop team and interpersonal skills in team work, master communication skills and presentation skills of given topics and tasks.
	LO3: To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign languages.
	LO6: To apply basic legal and economic principles in organization and management.

2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)					LO Level: 1- <i>Recapture</i> , 2- <i>Understanding</i> , 3- <i>Application</i> , 4- <i>Analysis</i> , 5- <i>Evaluation</i> , 6- <i>Synthesis</i>
	1.	Interpret and connect fundamental economic phenomena and processes, and critically examine their causes and consequences.				3,6
	2.	Solve various problem tasks within microeconomic and macroeconomic theories through the construction and analysis of appropriate diagrams.				5
	3.	Propose solutions to given economic problems using fundamental economic principles.				5
	4.	Critically assess the impact of macroeconomic environment on business management.				6
	5.	Select optimal combinations of government intervention and market allocation in given problem situations.				6
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	no.	Thematic ensemble / Lecture Topic	LO of the course	Content / Teaching Method	Evaluation	Time needed
	1.	Introduction to Economics: Fundamental Economic Principles	LO1, LO3	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...).	In the colloquium or written and oral exams, students will be able to define and describe fundamental economic concepts. They will also be able to draw and explain a given transaction on a circular flow diagram, and solve a problem task using one of the ten fundamental economic principles.	12 hours
	2.	Supply and demand. How do markets function?	LO1, LO2, LO3	Listen to the lecture (with encouragement of student participation and engagement); class discussions; tasks solving.	In the colloquium or written and oral exams, students will be able to draw and explain how changes in price and other variables affect supply and/or demand.	12 hours
	3.	Elasticity and its application	LO1	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...).	In the colloquium or written and oral exams, students will be able to calculate price elasticity of demand, income elasticity of demand, cross-price elasticity of demand, and price elasticity of supply, and interpret the results obtained.	12 hours
	4.	Demand and consumer behavior	LO1, LO2	Listen to the lecture (with encouragement of student participation and engagement); class discussions; tasks solving.	In the colloquium or written and oral exams, students will be able to determine consumer surplus using the demand curve. They will also be able to explain the changes that occur with shifts in the budget constraint.	12 hours
	5.	Production and business organization	LO1, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions;	In colloquium or written and oral exams, students will be able to describe the economic features of a firm.	12 hours

				study of teaching materials (case studies, research articles, official publications ...); teamwork.	They will also be able to calculate and interpret marginal and average product.	
	6.	Cost Analysis	LO1, LO2, LO3	Listen to the lecture (with encouragement of student participation and engagement); class discussions; tasks solving.	In colloquium or written and oral exams, students will be able to calculate and interpret marginal, average, fixed, variable, and total costs. They will also be able to analyze business operations using cost curves.	12 hours
	7.	Perfect Competition Market Market Failures	LO1, LO2, LO5	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); teamwork.	In colloquium or written and oral exams, students will be able to determine the shutdown point of a firm, as well as the point at which a perfectly competitive firm achieves maximum profit. They will be able to identify the type of market failure from a given example and propose measures of government intervention.	12 hours
	8.	Monopoly	LO1, LO2	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); tasks solving.	In colloquium or written and oral exams, students will be able to explain the reasons for the emergence of monopolies. They will be able to calculate and interpret total revenue, average revenue, and marginal revenue for a monopolist. They will also be able to recognize specific curves on a graph depicting the monopoly market. Additionally, they will be able to explain and identify the differences between monopoly and perfect competition on a graph.	12 hours
	9.	Oligopoly and Game Theory Monopolistic Competition	LO1, LO2	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); tasks solving.	In colloquium or written and oral exams, students will be able to determine Nash equilibrium, distinguish the behavior of firms in monopolistic competition in the short run from the long run. They will also be able to explain and identify the differences between monopolistic competition and perfect competition on a graph.	12 hours
	10.	Market of factors of production	LO1, LO2, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); teamwork.	In colloquium or written and oral exams, students will be able to explain the impact of various variables on the supply and demand curves in the labor market. They will also be able to discuss the influence of unions and collective bargaining on wages and employment, list reasons for wage differentials, and justify the payment of rent. Using selected examples, they will be able to explain the reasons for income disparities.	12 hours

	11.	Government and the Economy	LO1, LO4, LO5	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); teamwork.	In colloquium or written and oral exams, students will be able to explain the reasons for and methods of government intervention in economic activities.	12 hours
	12.	Income Distribution and Poverty	LO1, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); critical review (with oral presentation).	In colloquium or written and oral exams, students will be able to define poverty and its forms, explain the Lorenz curve, and interpret the Gini coefficient.	12 hours
	13.	Fundamental Concepts of Macroeconomics	LO1, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); tasks solving.	In colloquium or written and oral exams, students will be able to calculate and interpret nominal GDP, real GDP, GDP deflator, consumer price index (CPI), and inflation rate. They will also be able to explain how a given transaction affects GDP.	12 hours
	14.	Financial Markets and Money Matters Central Banking and Monetary Policy	LO1, LO4, LO5	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); or/and field trip.	In colloquium or written and oral exams, students will be able to explain the role of fiscal and monetary policy in the economy.	12 hours
	15.	Aggregate Supply and Demand	LO1, LO2	Listen to the lecture (with encouragement of student participation and engagement); tasks solving.	In colloquium or written and oral exams, students will be able to explain economic fluctuations using the aggregate supply and aggregate demand model.	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: all regular students must attend at least 70% of classes. Part-time students are required to attend at least 50% of lecture classes. It is recommended that students actively participate in class, which includes engaging in discussions, solving problem tasks, etc. During the course, students are entitled to take three colloquiums. If students do not pass the colloquiums, they have the option to take a written exam, in which they must achieve at least 50% of the points to qualify for the oral exam. After successfully passing the colloquium or the written exam, students proceed to the oral exam. In the oral exam, students answer questions related to the outcomes that were not met. The final grade is formed based on the weighted sum of points achieved through class activities, the written exam or colloquium, and the oral exam.					
3.2. Monitoring student work (enter the share of ECTS credits)	Attendance		Written exam	4 (without the colloquium)	Project	

for each activity so that the total number of ECTS points corresponds to the credit score of the course)	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	4 (without the written part of the exam)	Seminar paper			
	Class activities	1	Oral exam	1		
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)		
	Attending classes			60		
	Preparation for the Colloquium / exam through self-study			120		
4. GRADING SYSTEM						
4.1. Colloquium / exam grading	Poor		Satisfying		Above average	
	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.	
4.2. Creating a final grade according to absolute allocation	Percentage of adopted knowledge, skills and competences (teaching + final exam)		Numerous grade		ECTS grade	
	90 – 100%		5 (excellent)		A	
	80 – 89,9%		4 (very good)		B	
	65 – 79,9%		3 (good)		C	
	50 – 64,9%		2 (sufficient)		D	
5. ADDITIONAL INFORMATION ABOUT THE COURSE						
	Title				Number of copies in the library	Availability via other media

5.1. Compulsory literature (available in the library and through other media)	Samuelson, P. A. i Nordhaus, W. (2007). „Ekonomija“. 18. izdanje, Mate d.o.o., Zagreb.	15	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Polovina, S. i Medić Đ. Š. (2002). „Osnove ekonomije: priručnik za studij ekonomije“. Medinek, Zagreb. Mankiw N.G. (2006). „Osnove ekonomije“. Mate d.o.o., Zagreb. (poglavlja 2,3, 4, 5, 6)	5 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 Šibenik University. 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). In electronic communication, only messages from known addresses with full names will be responded to, written in Croatian standard and appropriate academic style.		

1. GENERAL COURSE INFORMATION			
1.1. Course title	INTRODUCTION IN TOURISM	1.8. Course code in ISVU	201473
1.2. Course lecturer	Slavica Dino, mag.oec., lecturer	1.9. Course code in MOZVAG	
1.3. Suradnici		1.10. Forms of teaching (number of hours Lecturing + Practical exercises + Seminars + e learning)	(30+0+15)
1.4. Study programme (specialist, undergraduate, graduate)	Undergraduate professional study Management: Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1.st level – materials available On-line, 20%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2
1.6. Year of study	1st	1.13. Modernization	Yes
1.7. Credit score (ECTS)	4	1.14. Percentage estimate of course changes and/or supplements	Less than 20% X ☐ More than 20 % ☐

2. COURSE DESCRIPTION	
2.1. Course objectives	The goal is: - Understanding the basic trends in tourism, getting to know the features of modern tourism - Understand the ways in which tourism affects the economic, social and ecological environment of a receptive country. - Introduce the student to the basic terminology of the profession

	- Get to know the basic principles of resources and attractions in tourism. - Build a basis for understanding the economic aspects of tourism. - To acquaint students with the bearers of development in tourism as well as with the consequences of tourism development.					
2.2. Terms of course entry and required competences						
2.3. . Learning outcomes on the study programme level	IU1: Apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages IU2: Develop team and interpersonal skills of working in a team, master communication skills and skills of presenting assigned topics and tasks IU3: Independently and responsibly search relevant literature for decision making and conclusion in Croatian and foreign language IU10: Evaluate the cause-and-effect relationships of the impact of the economic development process and the multiplicative impact of tourism on social change and the state of the environment, and propose possibilities and strategies for their improvement and development IU14: Use information and communication technology in toursim business					
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. Analyze the tourism market					4
	2. Link the interdependence of tourism and complementary activities.					5
	3. Assess the place and scope of tourism in the structure of the national economy.					5,6
	4. Categorize the key stakeholders in tourism development planning.					4,5
	5. Assess the economic functions of tourism					6
2.5. Course content according to detailed curriculum schedule	Constructive allignment					
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time
	1	Introduction to the course and a detailed syllabus.		They listen to lectures. In seminar classes, they get acquainted with the content of the course and documents on the e-learning page of the course by working independently on a computer.		3 h
	2	Tourism-terminology, classification and historical development	1,2	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a	6 h

					concrete example, critically judge based on the presented problem and propose a solution to the same problem.	
	3	Tourist market - demand, supply and trends	1,2,3	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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.	6 h
	4	Tourist destination	1,2,3	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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.	6 h
	5	Tourist resources and attractions	1,2,4	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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.	8 h
	6	Catering activity - accommodation and related services	1,2,3,	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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 h
	7	I. colloquium / summary of acquired knowledge	1,2,3	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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 h
	8	Interdependence of tourism and transport	3,4	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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 h
	9	Tourist mediation - travel agencies and tour operators	3,4	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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 h

	10	Tourist consumption and economic impacts of tourism	5,6	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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 h
	11	Economic functions of tourism	3,4	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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 h
	12	Non-economic functions of tourism	4,5	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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 h
	13	Planning and sustainable tourism development	5	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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.	8 h
	14	Tourism organization - organization of organization by levels	4,5	They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion	At the colloquium or written exam, they define and explain the terms that appear 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 h
	15	Concluding remarks, signatures from the course, II. Colloquium		They listen to lectures, solve problem tasks, present a seminar paper followed by a discussion		3 h
3. EVALUATION OF STUDENTS` WORK						
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%. 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 making a mental map and solving case studies, making and presenting a seminar paper and two colloquia); b) during classes (active participation in classes and making a mental map and solving case studies, making and presenting a seminar paper) and taking exams (written and oral part of the exam).					
	Attendance	1,5	Written exam	2 (without colloquia)	Project	

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))	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	2 (without written and oral exam)	Seminar paper	0,5	Other	
	Class activity		Oral exam		Other	
3.3. . Student workload	Obligation Hours (estimate) 1. Class attendance 45 2. Preparation of seminar and presentation 10 3. Preparation for the colloquium / exam through independent learning 65					
4. GRADE FORMING						
4.1. Grading seminar papers	Evaluation Element	Unsatisfactory	Satisfactory		Above average	
	Organization	The work 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 perfectly logically interconnected.	
	Terminology, writing style	Unsatisfactory	Satisfactory		Above average	
		Words and expressions are not aligned with official terminology. The writing style is not appropriate, the sentences are too long, of 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 listing References	Sources are not listed at all. References do not fit the topic and show a superficial approach to researching the topic.	Sources are cited, but incomplete and with errors. The references are relevant to the topic and show a satisfactory research attitude.	The sources are accurately, completely and consistently cited. The references are appropriate, their list is "rich" and comprehensive and shows a detailed research approach.	
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory	Above average	
	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.	
4.3. Final grade according to					
	The final grade is formed according to the following distribution: Percentage of acquired knowledge, skills and competencies				
	90 – 100% 80 – 89.9% 65 – 79.9% 50 – 64.9%		Numerical grade 5 (excellent) 4 (very good) 3 (good) 2 (sufficient)		
5. ADDITIONAL COURSE INFORMATION					
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
	1. Čavlek, N., Bartoluci ,M., Prebežac, D., i dr. (2011). Tourism -economic foundations and organizational system. School book. Zagreb 2. Šišara, J. (2016). Theory and Organization of Tourism*.Textbook of the Polytechnic of Šibenik, Šibenik				
5.2. Additional literature (at the moment of changes and/or	1.Petrić, L., (2003). *Basics of Tourism*. Faculty of Economics, Split				

amended of study programme)			
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).		

1. GENERAL INFORMATION ABOUT THE SUBJECT			
1.1. Title	Environmental Management in Tourism	1.8. ISVU course code	201474 201884
1.2. Lecturer	Tanja Radić Lakoš, MSc, Sen.Lec.	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)	Professional undergraduate study of Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	4.
1.6. Study year	1 st	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: • to understand the principles of natural resource management in general and tourism in particular. • to understand problems in their own environment (in the tourism sector and / or in the work environment) so that they can independently handle the environment in a way that minimally affects the state and components of the environment in terms of sustainable development; • to learn to recognize the damage that tourism or business systems stakeholders can cause to natural ecosystems. • to apply the learned content of this course in business practice.		

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	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, analyse the problem and propose appropriate solutions to problem situations					
	LO10. 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					
	LO14. To support and apply: ethical principles, principles of environmental protection, as well as legal regulations and norms that are applicable to information technologies					
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (Up to two verbs per LO)					LO Level: 1. <i>Recapture,</i> 2. <i>Understanding,</i> 3. <i>Application,</i> 4. <i>Analysis,</i> 5. <i>Evaluation,</i> 6. <i>Synthesis</i>
	1. To demonstrate knowledge and understanding of course content by defining and describing basic concepts in ecology and environmental protection					1, 1
	2. To analyse and compare the relationship between man and his environment in the contemporary context of tourism and society development in general					4, 2
	3. To 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. To use measures to reduce the negative impacts of tourism on the environment,					3
	5. To comment and critically evaluate the actions of tourism stakeholders as well as responsible experts in accordance with the principles of sustainability and responsibility					4, 5
	6. To use materials and tools to search scientific and professional literature in their native and English languages					3
	7. To present the acquired knowledge, ideas, problems and solutions independently and in a team					6
2.5. Course content according to detailed curriculum schedule	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.	-	2 hours
		Ecology and environmental protection. Fundamental ecological principles	1, 6, 7	Listen to the lecture and read the literature.	At the colloquium or the written and oral exam they define the basic ecological terms. They describe the role of ecology as a science, describe the difference	6 hours

					between ecology and environmental protection, define the role of Darwin. They know how to sketch and explain population growth in an ecosystem relative to environmental capacity. They know how to list, distinguish and give an example of an environmental factor. They know how to define and describe the role of macro-elements in the environment and their cycles and to explain the role of humans in cycles. They know how to describe the role of solar energy in ecosystem functioning, enumerate members of the food chain and differentiate organisms with respect to trophy.	
	2.	Man, and the environment. Tourism and the environment. Contemporary environmental problems	1, 6, 7	They listen to a lecture and read literature. In seminary classes, individually, in pairs or in Socratic triplets, they create a mental map and solve case studies, showing the acquisition of previously acquired knowledge and presenting the acquired knowledge and ideas, discussing problems.	At the colloquium or the written and oral exam they can define what environmental degradation is and how it occurs, give an example of environmental degradation, analyse and conclude how environmental degradation occurs and compare how tourism causes environmental degradation. They know how to give an example of contemporary environmental problems. A mental map created. Solved case study	6 hours
	3.	Sustainable development. Global Sustainable Development Goals	1, 6, 7	They listen to a lecture and read literature	At the colloquium or the written and oral exam they define the concepts of environmental and nature protection, sustainability and sustainable development. They analyse the approach to the use of natural resources at the end of the 20th century and distinguish between technocentric and eccentric approaches. They describe the historical evolution of the concept of sustainable development up to the Rio de Janeiro Conference and compare it with the Millennium Goals and the Global Sustainable Development Goals.	4 hours
	4.	Urbanization. Environmental consequences of urbanization. Spatial planning. Urban tourism.	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature.	At the colloquium or the written and oral exam they can explain the concept and consequences of urbanization and give an example of reducing the negative effects of urbanization on the environment.	4 hours
	5.	Demographic expansion. The consequences of demographic expansion on the environment. Mass tourist developments.	1, 5, 6, 7	Listen to the lecture and read the literature.	At the colloquium or the written and oral exam they can explain the concept and consequences of demographic expansion and give an example of reducing the negative effects of demographic expansion on the environment	4 hours
	6.	Agriculture and environmental pollution. Agribusiness and agritourism. Rural tourism.	1, 3, 5, 6, 7	Listen to the lecture and read the literature.	At the colloquium or the written and oral exam they can compare the environmental impact of agriculture in the second and third revolution, define and describe the green revolution, the factors of the green revolution, give an example of the	6 hours

					environmental impact of agrochemicals, critically evaluate and offer the most acceptable solution.	
	7.	Industry and Environmental Pollution. Energy requirements. Energy efficiency in the tourism sector	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and Internet.	At the colloquium or the written and oral exam they know how to compare traditional and modern industrial production and its environmental impact in terms of consumption of natural resources, human and machine engagement. Know how to define and describe types of fossil fuels and RES and choose and comment on the most environmentally friendly solution, know how to define and describe eco-efficiency, analyse and compare energy consumption in the tourism sector in historical and contemporary context, propose and use measures to reduce energy consumption and increase energy efficiency, to critically judge the best solution.	6 hours
	8.	Waste management. Waste management in tourist destinations	1, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and Internet.	At the colloquium or the written and oral examination, they can define and describe the types and origin of waste, select and comment on the most environmentally friendly waste management solution, sketch the waste management hierarchy and critically judge the most suitable solution. They can describe the process of awarding the Ecolabel	6 hours
	9.	Development of transport and transport infrastructure and their environmental impact. Noise in the environment. Light pollution. Connection: environment-traffic-tourism.	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and Internet.	At the colloquium or the written and oral exam they can describe and critically judge the most environmentally friendly form of transport, analyse this choice in the historical and contemporary context of transport technology, give an example of the environmental impact of road, air and rail transport. They know how to define and describe the basic concepts of noise pollution, list the sources of noise, predict the effects of noise on human health and propose measures to reduce noise. They know how to describe the concept of light pollution.	6 hours
	10.	Environmental Components: Air. Climate change, global warming, greenhouse effect, ozone depletion. Mountain tourism	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and Internet. In the course of the seminar, they individually explore the content of this topic area by searching the database, and on the basis of it and the read literature, create a seminar paper that presents the acquired knowledge and presents their own ideas, and ways to solve problems. In the group work on seminar teaching, the	At the colloquium or the written and oral exam, they can define and describe the basic concepts of air pollution, enumerate and distinguish between natural and anthropogenic sources of air pollution, anticipate the effects of polluted air and the consequences of phenomena such as the greenhouse effect, global warming, climate change, acid rain, and ozone depletion, and analyse the impact of air pollution on the atmosphere, human health, wildlife, and material heritage.	8 hours

				brainstorming method and the discussion method on the topic are applied.	Seminar paper created and presented (using computer programs independently).	
	11.	Environmental Components: Water. Water Consumption and Pollution. The role of water in tourism.	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and Internet. In the course of the seminar, they individually explore the content of this topic area by searching the database, and on the basis of it and the read literature, create a seminar paper that presents the acquired knowledge and presents their own ideas, and ways to solve problems. In the group work on seminar teaching, the brainstorming method and the discussion method on the topic are applied.	At the colloquium or written and oral exam they can define and describe the basic concepts of water pollution and degradation, enumerate and distinguish between natural and anthropogenic sources of water pollution, predict the dynamics of water pollution along roads and propose measures for mitigation and / or remediation. Seminar paper created and presented (using computer programs independently).	8 hours
	12.	Environmental components: sea. Coastal degradation and impact on marine ecosystems. Nautical tourism	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. They use multimedia and Internet. In the course of the seminar, they individually explore the content of this topic area by searching the database, and on the basis of it and the read literature, create a seminar paper that presents the acquired knowledge and presents their own ideas, and ways to solve problems. In the group work on seminar teaching, the brainstorming method and the discussion method on the topic are applied.	At the colloquium or written and oral exam they can define and describe the basic concepts of marine pollution and degradation, enumerate and distinguish between natural and anthropogenic sources of marine pollution, explain and critically evaluate the quality of sea at bathing beaches, predict the dynamics of sea pollution by ballast water and propose measures to mitigate and / or remediate, be able to explain the importance of seagrass for the Adriatic Sea ecosystem. Seminar paper created and presented (using computer programs independently).	8 hours
	13.	Environmental components: soil. Soil degradation, deforestation, desertification. Remediation. Extreme tourism.	1, 2, 3, 4, 5, 6, 7	They listen to a lecture and read literature. In the course of the seminar, they individually explore the content of this topic area by searching the database, and on the basis of it and the read literature, create a seminar paper that presents the acquired knowledge and presents their own ideas, and ways to solve problems. In the group work on seminar teaching, the brainstorming method and the discussion method on the topic are applied.	At the colloquium or written and oral exam they can define and describe the basic concepts of soil pollution, enumerate and distinguish between natural and anthropogenic soil pollutants, anticipate the consequences of phenomena such as: erosion, desertification, deforestation, analyse the impact of tourism on habitat fragmentation and propose mitigation / remediation measures. Seminar paper created and presented (using computer programs independently).	8 hours

	14.		1, 2, 3, 4, 5, 6, 7	They listen to a lecture and read literature. In the course of the seminar, they individually explore the content of this topic area by searching the database, and on the basis of it and the read literature, create a seminar paper that presents the acquired knowledge and presents their own ideas, and ways to solve problems. In the group work on seminar teaching, the brainstorming method and the discussion method on the topic are applied.	At the colloquium or written and oral exam they can define and describe the basic concepts of nature protection, protected natural values and protected areas of nature, they can explain the difference between individual protected categories (nature parks and parks of nature) and enumerate tourist significant protected areas in the Republic of Croatia and those enjoying international legal protection. They can explain the role and importance of forest and wetland ecosystems in economic, ecological and aesthetic terms. They can critically judge the role of nature in tourism. Seminar paper created and presented (using computer programs independently).	8 hours
	15.	Concluding Considerations / Repetition and Exam Preparation.		Listen to a lecture and prepare individually for the exam.	-	30 hours

3. EVALUATION OF STUDENT WORK

3.1. Students` obligations	In accordance with the Regulations on Studying and the Regulations 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, solving case studies, making and presenting the seminar paper and passing two colloquia); b) during the course (active participation in the lessons, creating mental map, solving case studies, creating and presenting the seminar paper) 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 score of the course)	Attendance		Written exam	2 (by submitting both colloquiums the student is relieved of a written examination)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	3 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper	0,5	Other (inscribe)	
	Class activities	0,5	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 basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:	
	Commitment	Hours (estimate)
	1. Attending classes	45
	2. Creating and Presenting seminar paper	10
	3. Preparation for the Colloquium / exam through self-study	65

4. GRADING					
4.1. Seminar paper grading	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, 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.
4.2. Colloquium / exam grading	Poor		Satisfying		Above average
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance	76-86% of attendance	87-100% of attendance	Created mental map. Solved case study.
		2 points	4 points	7 points	3 points
	Seminar paper	2	3	4	5

		5 points		7 points		8 points		10 points	
	Colloquium / written exam	2		3		4		5	
		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	
		25 points		30 points		35 points		40 points	
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade		ECTS grade				
		90 – 100%	5 (excellent)		A				
		80 – 89,9%	4 (very good)		B				
		65 – 79,9%	3 (good)		C				
		50 – 64,9%	2 (sufficient)		D				
		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	
	1. Radić Lakoš, T., Upravljanje okolišem, VUŠ, Šibenik, 2018.								
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Müller, H. (2004). <i>Turizam i ekologija</i> . Masmedija, Zagreb.						5 5 0 0		
	2. Bilen, M. (2008). <i>Turizam i okoliš</i> . Mikrorad, Zagreb.								
3. Tišma, S., Maleković, S. (2010). <i>Zaštita okoliša i regionalni razvoj, iskustva i perspektive</i> . Institut za međunarodne odnose, Zagreb.									
4. Botkin D., Keller, E.(2005). <i>Environmental Science</i> . Wiley.									
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 providing 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 Intranet pages of the course and on the web pages of the Šibenik University. 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 COURSE INFORMATION			
1.1. Course title	Financial Mathematics	1.8. Course code in ISVU	146563, 201885
1.2. Course lecturer	Ivana Beljo, Master in eng. mat. Sen. Lec.	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+30+0+0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate Study of Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	3
1.6. Year of study	1 st	2.13. 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 DESCRIPTION	
2.1. Course objectives	The goal is to provide students with theoretical knowledge: • To adopt knowledge and skills of the analytical way of thinking, and the logical way of concluding in further education. • To introduce students with basic concepts of financial mathematics with appropriate economic applications.

2.2. Terms of course entry and required competences	No conditions.		
2.3. Learning outcomes on the study programme level	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 analyse them. LO 5: To use planning, organizing, management and control methods on practical examples, analyse 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.		
2.4. Expected learning outcomes on the course level	Learning outcomes according 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. To solve economic accounts and apply to the problem from economic practice.		4, 3
	2. To differentiate arithmetic and geometric sequences and perform basic sequence operations.		4, 4
	3. To examine the properties of basic economic functions and comment on them.		4, 5
	4. To solve the problems of a simple and compound interest account.		4
	5. To select the appropriate method of transforming the nominal interest rate into a conformal or relative interest rate.		5, 3
	6. To make a loan repayment schedule		6, 4

2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	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 e-learning documents.	-	2 h
	2	Basic Economic Accounts. Percentage and per mile account. The triple rule. Division account.	1	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students elect the appropriate economic account and apply to the problem from the economic practice.	6 h
	3	Sequences. Arithmetic and Geometric Sequences	2	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to differentiate arithmetic and geometric sequences. Solve exercises.	4 h

	4	Economic Functions. Demand and Supply Function.	3	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to define economic functions, sketch a graph of functions, and examine the demand and supply variability	4 h
	5	Elasticity. Equilibrium.	3	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to define and calculate the equilibrium of functions, solve the elasticity of supply and demand functions.	4 h
	6	Economic Functions. Revision for colloquium. Colloquium.	1, 2, 3	Write the colloquium.	-	40 h
	7	Simple Interest Account. Anticipative and Decursive Interest Calculation.	4	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to define and solve the tasks of a simple interest account.	4 h
	8	Compound Interest Account.	4	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to define and differentiate the type of interest account, solve the tasks of a compound interest account.	4 h
	9	Interest rates. Conformal and Relative interest rate.	4, 5	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to define and differentiate the interest rate, and choose the appropriate method of transforming the nominal interest rate into a conformal or relative one.	4 h
	10	Prenumerando and postnumerando Present and Final Value. Perpetual annuity.	4, 5	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to calculate and interpret the elements in the examples with periodic payments.	4 h
	11	Loan. Repayment model of the loan.	6	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to calculate the loan according to the repayment models with equal annuities, models with equal repayment quotas and agreed annuities, and make a loan repayment schedule.	4 h
	12	Loan. The conversion of the loan.	6	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to calculate the loan after the loan conversion, and make a loan repayment schedule.	4 h
	13	Loan. Combined loan repayment model.	6	Listen to lectures and read literature. The exercises demonstrate how to solve tasks. Solve exercises.	In colloquium or written and oral exams students know how to calculate combined loan repayment and make a loan repayment schedule.	4 h
	14	Loan. Revision for colloquium. Colloquium.	4,5,6	Write the colloquium.	-	40
	15	Revision		Listen to lectures and read literature.	-	40 h

3. EVALUATION OF STUDENTS' WORK

3.1. Students` obligations	Student obligations are prescribed by the Regulations on Studying and Regulations on Student Assessment and Evaluation. It is recommended that students actively participate in classes, which includes engaging in discussions, solving tasks, etc. Students who are unable to attend classes regularly should consult with the professor during consultation hours or via email (ivana.beljo@vus.hr , ana.sisak@vus.hr). It is the responsibility of each student to stay informed about the conduct of classes. All announcements regarding the conduct or possible postponement of classes will be posted on the website of the Šibenik University or the course webpage, where all information about the course, as well as teaching materials and a list of literature, can also be found. Students can pass the final exam in the course in two ways: a) During the course through continuous student assessment (active participation in classes and two colloquiums). Students who do not meet some of the learning outcomes are required to take the oral part of the exam. b) During the course (active participation in classes) and by taking the exam (written and oral parts).					
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	0,5	Written exam	3,5 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	0,5
	Colloquium	4,5 (without written exam)	Seminar paper		Other	
	Class activity	0,5	Oral exam	1	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 60 hours 2. Preparing colloquia or exams through individual work 120 hours					
4. FORMIRANJE OCJENE						
4.1. Grading seminar papers	-					
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	Student answers by memory, without a deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.	
4.3. Final grade according to evaluation elements	Active course attendance	Preparation for teaching units; Understanding previous content; Participation in solving tasks together 0 – 20 points				

	Colloquia/ Written exam	Preparation/learning; Scoring and grading according to correct answers in the test. 0 – 80 points (min 40 points)			
	Oral exam	Preparation/learning; additional verification of unachieved learning outcomes			
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade	ECTS grade	
		90 – 100%	5 (excellent)	A	
		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (satisfactory)	D	
5. ADDITIONAL COURSE INFORMATION					
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
	Šorić K., Zbirka zadataka iz matematike s primjenom u ekonomiji, Element, Zagreb, 2011. (selected chapters)			7	
	Šego B., Lukač Z., Financijska matematika, Udžbenici Sveučilišta u Zagrebu, Zagreb, 2011(selected chapters)			5	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Teaching material and exercises Babić Z., Tomić Plazibat N., Poslovna matematika, Ekonomski fakultet Split, 2003 (selected chapters) Babić Z., Tomić N., Aljinović Z., Matematika za ekonomiste, Ekonomski fakultet Split, 2004 (selected chapters) Harshbarger R.J., Reynolds J.J., Mathematical Applications for the Management, Life and Social Sciences, Houghton Mifflin Company, Boston, 2004. (selected chapters)				
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 Intranet site of the course and on the website of the Šibenik University. 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).

3. GENERAL COURSE INFORMATION			
1.1. Course title	Organization of tourism	1.8. Course code in ISVU	201479
1.2. Course lecturer	Slavica Dino, mag.oec., lecturer	1.9. Course code in MOZVAG	
1.3. Associates		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)	Undergraduate professional study Management: Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1st level – materials available On-line, 20%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2
1.6. Year of study	1st	2.14. 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	Understanding the complexity of the tourism organization system and the structure of tourism Understanding the role and importance of tourism operators at all levels, nationally and internationally. Understanding the interdependence of tourism with other activities as well as with other entities in the economic system.

2.2. Terms of course entry and required competences						
2.3. . Learning outcomes on the study programme level	IU1: Apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages					
	IU2: Organize and lead work in a team, and critically assess the opinions and attitudes of team stakeholders					
	IU3: Independently and responsibly search the relevant literature for reaching solutions and conclusions in Croatian and foreign languages					
	IU10: Develop team and interpersonal skills of working in a team, master communication skills and skills in presenting assigned topics and tasks (case studies, projects, seminars) using advanced software tools for creating documents, presentations and implementing budgets					
	IU14: Evaluate the cause-and-effect relationships of the impact of the economic development process and the multiplicative impact of tourism on social changes and the state of the environment, and propose opportunities and strategies for their improvement and development					
2.4. Expected learning outcomes on the course level	Learning outcomes according 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. Analyze the principles of organization and development of the functioning of the elements of the tourism system.					4,5
	2. Evaluate all key entities in the tourism organization system in the Republic of Croatia					6
	3. Categorize key entities in the tourism organization system					4
	4. Evaluate the tourism organization systems of different countries					5,6
	5. Evaluate the interdependence and connections of the tourism system with the economy and propose new solutions in the tourism organization system in the Republic of Croatia					6
2.5. Course content according to detailed curriculum schedule	Constructive allignement					
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time
	1	Introduction to the course and a detailed syllabus.		They listen to lectures. In seminar classes, they get acquainted with the content of the course and documents on the e-learning page of the course by working independently on a computer.		2 h

	2	Theoretical approach to the tourism system and organization of tourism	1	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	4h
	3	Development of organizational forms in tourism	1,2	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	4h
	4	Levels of tourism organizations and historical development in the Republic of Croatia	1,2	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	4h
	5	Organization of tourism at the state level in the Republic of Croatia	1,2	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	6	Organization of tourism at the social level in the Republic of Croatia	1,2,3	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h

	7	Organization of tourism at the economic and professional level in the Republic of Croatia	1,2,3	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	8	Analysis of the organization of tourism in the Republic of Croatia, I. colloquium	1,2,3	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	10h
	9	Organizational forms of tourist hospitality	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	10	Organization of intermediary and complementary activities in tourism and catering	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	11	International tourist organizations	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h

	12	Tourism policy in the organizational system of tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	13	Determinants of the new tourism policy in the Republic of Croatia	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	14	Organization and policy of tourism of competing countries	5	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	15	Concluding considerations, II. colloquium			At the colloquium or written exam, they define and explain the terms that appear 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.	10h
3. EVALUATION OF STUDENTS' WORK						
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 must create, present and positively evaluate a 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 making a mental map and solving case studies, making and presenting a seminar paper and two colloquia); b) during classes (active participation in classes and making a mental map and solving case studies, making and presenting a seminar paper) and taking exams (written and oral part of the exam).					
	Attendance		Written exam	2 (without colloquia)	Project	

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)	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	1 (without written and oral exam)	Seminar paper	1	Other	
	Class activity		Oral exam	1	Other	
3.3. . Student workload	Obligation Hours (estimate) 1. Class attendance 45 2. Creating a seminar workshop 25 3. Preparation for the colloquium / exam through independent learning 20					
4. GRADE FORMING						
4.1. Grading seminar papers	Evaluation Element	Unsatisfactory	Satisfactory		Above average	
	Organization	The work 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 perfectly logically interconnected.	
	Terminology, writing style	Unsatisfactory	Satisfactory		Above average	
		Words and expressions are not aligned with official terminology. The writing style is not appropriate, the sentences are too long, of 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 listing References	Sources are not listed at all. References do not fit the topic and show a superficial approach to researching the topic.	Sources are cited, but incomplete and with errors. The references are relevant to the topic and show a satisfactory research attitude.	The sources are accurately, completely and consistently cited. The references are appropriate, their list is "rich" and comprehensive and shows a detailed research approach.										
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory	Above average										
	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.										
4.3. Final grade according to	The final grade is formed according to the following distribution: <table><tr><td>Percentage of acquired knowledge, skills and competencies</td><td>Numerical grade</td></tr><tr><td>90 – 100%</td><td>5 (excellent)</td></tr><tr><td>80 – 89.9%</td><td>4 (very good)</td></tr><tr><td>65 – 79.9%</td><td>3 (good)</td></tr><tr><td>50 – 64.9%</td><td>2 (sufficient)</td></tr></table>				Percentage of acquired knowledge, skills and competencies	Numerical grade	90 – 100%	5 (excellent)	80 – 89.9%	4 (very good)	65 – 79.9%	3 (good)	50 – 64.9%	2 (sufficient)
Percentage of acquired knowledge, skills and competencies	Numerical grade													
90 – 100%	5 (excellent)													
80 – 89.9%	4 (very good)													
65 – 79.9%	3 (good)													
50 – 64.9%	2 (sufficient)													
5. ADDITIONAL COURSE INFORMATION														
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media									
	1. Čavlek, N., Bartoluci ,M., Prebežac, D., i dr. (2011). Tourism -economic foundations and organizational system. School book. Zagreb 2.Ćorluka G. (2019) *Tourism Organization*:Materials University of Split, University Department of Professiona Studies													
5.2. Additional literature (at the moment of changes and/or	1.Šišara, J. (2016). Theory and Organization of Tourism*.Textbook of the Polytechnic of Šibenik, Šibenik 2.. Geić S (2007) Tourism Policy and Organization* University of Split													

amended of study programme)			
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 colloquia 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).		

4. GENERAL COURSE INFORMATION			
1.1. Course title	Business English 1	1.8. Course code in ISVU	129813 201892
1.2. Course lecturer	Goran Crnica, prof., Senior 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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1st level – materials available On-line,
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2
1.6. Year of study	1 st study year	2.15. 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	The aim of the course is to acquire and develop language structures, lexis and grammar from business English at a higher level. Special attention is paid to perfecting listening, reading, speaking and writing techniques. The goal is also to master the vocabulary of the profession

	at a higher level. Another goal is the repetition and determination of basic grammatical tenses, the adoption of professional vocabulary related to the language of information technology and international, intercultural business and economic topics.	
2.2. Terms of course entry and required competences	Knowledge of English at a minimum B1 level.	
2.3. . Learning outcomes on the study programme level	LO 1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign language LO 2: To develop teamwork and interpersonal skills, master communication skills and skills of giving presentations on particular topics and tasks LO 3: To independently and responsibly undertake research through relevant literature to develop abilities of decision-making by using Croatian and English language	
2.4. Expected learning outcomes on the course level	Learning outcomes according 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. To define and explain business English keywords	1, 2
	2. To explain and apply correctly grammatical structures and vocabulary in the field of Business English	2, 3
	3. To create independently and present content in the field of Business English	3
	4. To analyse medium-sized professional texts and solve language tasks	4
	5. To argue critically the views expressed and express your own views on the topic of Business English	5
	6. To use part of the Common European Framework of Reference for Languages (CEF) level B2 language competences to generate new ideas	6

2.5. Course content according to detailed curriculum schedule	Constructive allignement					
		Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time
	1.	Introduction to the course and the course curriculum		Students listen the lectures. In class and independent computer work, they get acquainted with the content of the course and the documents on the e-learning page of the	In the oral part of the final exam, they present themselves or their colleague. They express their opinion on their own linguistic progress, highlighting shortcomings and virtues.	3

				course. Students get to know each other, in small groups, discuss the reason for choosing their studies, and explain what they expect from the course. Representatives of the groups present to their colleagues the similarities and differences in the reasons for choosing their own studies. Students are introduced to the Code of Ethics of the University of Applied Sciences.		
	2.	Corporate hierarchy and future planning	1, 2, 4,	[Unit 1.1, 1.2] Predavanja: Defining roles; Grammar of future forms (Present Simple/Continuous, be going to). Vježbe: Analysing organisational structures; Writing an email about future plans.	Checking the knowledge of the semantics of key concepts and the accuracy of grammatical structures of future tenses in written work.	3
	3.	Intercultural networking and correspondence	1, 3, 4	[Unit 1.3, 1.4, 1.5] Predavanja: Managing first meetings; Small talk; Ordering information in emails. Vježbe: Writing workshop: Organising and drafting professional emails.	Evaluation of the written assignment (official email) according to the criteria of structure, register and clarity.	3
	4.	Applied office design strategy	3, 5, 6	[Business Workshop 1] Predavanja: Review of Unit 1; Principles of functional office design. Vježbe: Collaborative project: Designing and presenting an office space.	Evaluation of the oral presentation of the project and the ability of team cooperation.	3
	5.	Brand management and luxury markets	1, 2, 4	[Unit 2.1, 2.2] Predavanja: Marketing vocabulary; Luxury brands; Use of connectors. Vježbe: Case study on global brand expansion and luxury markets.	Analysis of a professional text through solving language tasks that prove the understanding of professional vocabulary.	3

	6.	Team dynamics and public Speaking	1, 3, 5	[Unit 2.3, 2.4, 2.5] Predavanja: Strategies for teamwork ; Signposting in presentations. Vježbe: Writing workshop: Drafting formal invitations.	Continuous monitoring of presentation skills and proper use of phrases for audience direction (signposting).	3
	7.	Brand awareness	3, 5, 6	[Business Workshop 2] Predavanja: Review of Unit 2; Brainstorming for marketing campaigns. Vježbe: Workshop: Pitching a brand awareness campaign.	Ocjenjivanje usmenog "pitcha" za marketinšku kampanju i argumentacije stavova.	3
	8.	Colloquium 1	1, 2, 4, 6	Assessment Phase: Comprehensive written examination covering the vocabulary, grammar, and technical content of Units 1 and 2.	Bodovanje pisane provjere (vokabular, gramatika i primjena stručnih termina).	3
	9.	Recruitment cycles and Professional CVs	1, 2, 4	[Unit 3.1, 3.2] Predavanja: Job search terminology; Mastering indirect questions. Vježbe: Evaluating and drafting professional CVs.	Evaluacija pismene izrade CV-a prema standardima struke i točnosti indirektnih pitanja.	3
	10.	Communication in hiring and cover letters	1, 3, 4	[Unit 3.3, 3.4, 3.5] Predavanja: Active listening; Functional language for interviewers. Vježbe: Writing workshop: Drafting cover letters.	Evaluation of the written motivation letter (structure, persuasiveness and spelling).	3
	11.	Talent acquisition simulation	3, 5, 6	[Business Workshop 3] Predavanja: Review of Unit 3; Recruitment process stages. Vježbe: Simulation: Roleplay of job interviews.	Scoring oral interview simulation (reaction to stressful questions and fluency of speech).	3
	12.	Market analysis and strategic models	1, 2, 4	[Unit 4.1, 4.2] Predavanja: Strategy collocations; Modal verbs for obligation and necessity. Vježbe: Strategic analysis: Performing a PEST analysis.	Evaluation of the analyticality and accuracy of the PEST analysis report using modal verbs.	3

	13.	Conflict resolution and performance reporting	1, 3, 5	[Unit 4.3, 4.4, 4.5] Predavanja: Problem-solving styles; Leading effective meetings. Vježbe: Writing workshop: Reporting reasons and results.	Evaluation of a written report on problem solving and logical linking of results.	3
	14.	Competitive growth strategies	3, 5, 6	[Business Workshop 4] Predavanja: Review of Unit 4; Growth strategy models. Vježbe: Workshop: Selecting and justifying growth strategies	Evaluation of critical argumentation of selected growth strategies in a competitive environment.	3
	15.	Concluding lecture Colloquium 2	1, 2, 4, 6	[Business Workshop 4] Predavanja: Review of Unit 4; Growth strategy models. Vježbe: Workshop: Selecting and justifying growth strategies. Predavanje: Diskusija mogućnostima popoljšanja nastave. Pisana provjera: Cjeline 3 i 4.	Scoring of the written test (vocabulary, grammar and text analysis).	3

3. EVALUATION OF STUDENTS' WORK

3.1. Students' obligations	Following the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students, the required attendance is at least 70%. Part-time students are required to 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 in 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, he/she is exempted from the written part of the final exam and is obliged to take the oral final exam. Student achievements: • 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:

	a) by passing two colloquia and an oral exam during the regular or extraordinary exam; b) by passing the final exam consisting of a written and an oral exam during the regular or extraordinary 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 score of the course))	Attendance	0.5	Written exam	1 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous evaluation	
	Colloquium	1 (without written exam)	Seminar paper		(Homework for part-time students)	
	Active participation	0.5	Oral exam	1	(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. Attendance			45		
	2. Preparation for the colloquium/exam through independent learning			45		
4. FORMIRANJE OCJENE						
4.1. Grading seminar papers	-					
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.	
4.3. Final grade according to	Active course attendance	70-70.9% of attendance		75-79.9% of attendance	80-89.9% of attendance	90-100% of attendance
		2 points		3 points	4 points	5 points

evaluation elements	Colloquia/ Written exam	2		3		4		5		
		50-64.9%		65-79.9%		80-89.9%		90-100%		
		25 points		30 points		35 points		40 points		
	Oral exam	2		3		4		5		
		25 points		30 points		35 points		40 points		
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)		Numerical grade		ECTS grade				
		90 – 100%		5 (excellent)		A				
		80 – 89.9%		4 (very good)		B				
		65 -79%		3 (good)		C				
		50 -64.9%		2(satisfactory)		D				
5. ADDITIONAL COURSE INFORMATION										
5.1. Compulsory literature (available in the library and via other media)	Title						Number of copies in the library		Availability via other media	
	1. Dubicka, I., O'Keeffe, M., Dignen, B., Hogan, M., Wright, L., Business Partner B1+ Coursebook, Pearson 2019 (Unit 1-4)									
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Dubicka, I., O’Keeffe, M., Dignen, B., Hogan, M., Wright. L., Business Partner B1+ Workbook, Pearson 2019									
	2. Bratić, I., Kardum Goleš, I.; Crnica, G., Osnovna gramatika engleskog jezika Vježbenica 1, Šibenik, Veleučilište u Šibeniku, 2023. (https://www.croris.hr/crosbi/publikacija/knjiga/796480)									
	3. https://learnenglish.britishcouncil.org/free-resources/business (British Council's free business English learning resources)									
	4. https://www.croatia.eu/index.php/en/ (Comprehensive guide and information about Croatia)									

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 Intranet site of the course and the website of the Šibenik University. 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 title	Business German 1	1.8. Course code in ISVU	129818 201893
1.2. Course lecturer	Goran Crnica, prof., Sen.Lec.	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 Tourist 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	1st	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 mandatory.						
2.3. Learning outcomes on the study programme level	LO 1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign language						
	LO 3: To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages						
	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 learning outcomes)	Learning outcomes according to Bloom's taxonomy:						LO level: 1 - memory, 2 - understanding, 3 - application, 4 - analysis, 5- evaluation, 6 - synthesis
	1. To define and explain business German keywords						1,2
	2. To explain and apply correctly grammatical structures and vocabulary in the field of Business German						2,3
	3. To create independently and present content in the field of Business German						3
	4. To analyse medium-sized professional texts and solve language tasks						4
	5. To argue critically the views expressed and express your own views on the topic of Business German						5
	6. To use part of the Common European Framework of Reference for Languages (CEF) level A1-A2 language competences to generate new ideas						6
2.5. Course content according to detailed curriculum schedule	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
	1	Wo leben Sie? Europa	Wortfolge; Nomen (Genus)	3,5,6	Students listen to the lectures. They work independently on the computer, inform themselves about the course content and eLearning documents. Students get to know each other in small groups, discuss the reasons for choosing their studies and explain what they expect from the studies. Group representatives present to their colleagues the similarities and differences of they have about German and other foreign languages.	In the oral part of the final exam, you introduce yourself or your colleagues. They express their opinion about their own linguistic progress and point out the shortcomings and strengths.	3
	2.	Wo spricht man Deutsch?	Personalpronomen; Verben (regelmäßige und unregelmäßige)	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	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.	3

					well as to express opinions and points of view. The four language skills (listening, speaking, reading and writing) are used extensively.	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	
	3.	Wohin reisen die Deutschen?	Dativ für Ortsangaben und Akkusativ für Richtungen (wo – wohin)	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.	Reiseziele	Präsens der Verben: sein, sprechen, lernen, können	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
	5.	Der Wert des Euro	Deklination der Nomen; Zahlen	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.	Fremdenverkehr in Österreich	Präsens der Verben: haben und werden; Präteritum des Verbes sein	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
	7.	Eine Familie	Nomendeklination; Kasusfragen	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.	Lebensformen in Deutschland	Negation; Reflexivpronomen; Präsens der Verben arbeiten, wollen und müssen	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.	Arbeit und Arbeitslosigkeit; Kolloquium 1	Deklination der Reflexivpronomen	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	25
	10.	Eine Familie in Niederösterreich	Himmelsrichtungen	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.	Dienstleistungen	Adjektivdeklinaton	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
	12.	Das Ansehen der Ärzte	Präsens des Verbes sollen	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.	Haushalt und Haushaltsarbeit	Präteritum von des Verbes haben	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	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	3

					skills (listening, speaking, reading and writing) are used extensively.	texts and use part of the general language skills at level A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	
	14.	Studentenleben	Deklination der Personalpronomen; Präsens der Reflexivpronomen	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
	15.	Eine Studentin über ihre Hilfe im Haushalt Kolloquium 2	Präsens des Verbes mögen; die Verbform möchte; Wenn-, Dass-, Weil-Sätze	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.	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.	26
3. EVALUATION OF STUDENTWORK							
3.1. Student obligations	Following the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students, the required attendance is at least 70%. Part-time students are required to 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 in 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, he/she is exempted from the written part of the final exam and is obliged to take the oral final exam. Student achievements: - 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: a) by passing two colloquia and an oral exam during the regular or extraordinary exam; b) by passing the final exam consisting of a written and an oral exam during the regular or extraordinary 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 score of the course)	Attendance	0,5	Written exam	1 (without colloquia)	Project		
	Experimental work		Research		Practical work		
	Essay		Report		Continuous evaluation		
	Colloquium	1 (without written exam)	Seminar paper		(Homework for part-time students)	0,5	
	Active participation	0,5	Oral exam	1	(Other)		
3.3. Student workload	The workload of students on all bases is 1 ECTS credit point (30 semester hours) and is estimated as:						
	Obligation			Hours (estimated)			
	1. Attending classes and language exercises			45			

	2. Preparing colloquia or exams through individual work	45

4. GRADING SYSTEM									
4.1. Grading seminar papers	-								
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory			Above average			
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.			
4.3. Final grade according to evaluation elements	Active participation of lectures and language exercises	70-74,9% of attendance		75-79,9% of attendance		80-89,9% of attendance		90-100% of attendance	
		2 points		5 points		10 points		20 points	
	Colloquia/Written exam	2		3		4		5	
		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	
		25 points		30 points		35 points		40 points	
	4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade		ECTS grade			
90 – 100%			5 (excellent)		A				
80 – 89,9%			4 (very good)		B				
65 – 79,9%			3 (good)		C				
50 – 64,9%			2 (satisfactory)		D				

5. ADDITIONAL COURSE INFORMATION

5.1. Compulsory literature (Available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	1. Marčetić, T. (2005). <i>Njemački u komunikaciji: uvod u jezik njemačke i austrijske svakodnevice i u jezik medija</i> . Zagreb: Školska knjiga.	10	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. www.goethe.de – a well-known website about the German language 2. learngerman.dw.com – a well-known website that, in addition to news in 30 different languages, also offers content for learning German		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 Intranet site of the course and the website of the Šibenik University. 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	PhD, Ivana Kardum Goleš, college professor	1.8. Course code in ISVU	129820 201895
1.2. Course title	Business Italian Language I	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 Tourism management	1.10.1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.11.1.12. Number of course revisions	2
1.6. Year of study	1 st	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 DESCRIPTION			
2.1. Course objectives	The aim of the course is to master basic language structures, lexicon and grammar from the Italian language. Particular attention is paid to improving the techniques of reading, understanding, writing and speaking in the field of tourism and management. Governing the vocabulary of the profession at a lower level. By attending a foreign language class, students are introduced with new communication systems, enabling their easier and more direct involvement in world events and getting acquainted with the elements of Italian culture and civilization of the Italian speaking world. Learning a foreign language is in line with the aspiration to preserve the richness of the diversity of multi-faceted Europe as well as with fostering the development of the culture of dialogue and civilization.		
2.2. Terms of course entry and required competences	Knowledge of basic Italian language is welcome but not indispensable.		
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. Expected learning outcomes on the course level	Learning outcomes according 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.	to understand and apply basic concepts from professional terminology related to business and tourism in Italian				1, 2, 3	
	2.	to describe the activities and most important occupations related to tourism in Italian				1,3	
	3.	to describe the most important sectors and business elements within companies				2,3	
	4.	to recognize and apply basic grammatical structures on texts and tasks using a part of general language competences at level A1 and A2				1,3	
	5.	to explain the specifics of Italy in the context of etymology, history, geography and culture				3,4	
	6.	to be able to read and analyse simple texts in the areas that are discussed during the course				4,5	
	7.	to be able to listen to short conversations individually and work on solving tasks				3,4	
	8.	to be able to communicate on a basic level in a foreign language within the subjects of the course				6	
2.5. Course content according to detailed curriculum schedule	Number	Thematic unit	LO of the course	Content/teaching method	Evaluation	Time needed	
	1.	Introduction into the course and detailed plan.	-	Listen to lectures. Work independently on computer, get to know course content and e-learning documents.	-	2 hours	
	2.	In cerca di lavoro – i mestieri I verbi essere ed avere	2, 4	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can describe the activities and the most important occupations related to 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	
	3.	Gli annunci per lavoro – I nomi	2, 4	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can describe the activities and the most important occupations related to 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	
	4.	Come scrivere il CV- gli articoli	1, 2, 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 from professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to 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	
	5.	L'Italia, origine del nome, posizione, storia – come presentarsi	1, 2, 4, 5	Listen to lectures and read literature. Use multimedia and internet. Solve exercises. Participate in discussions.	At the colloquium or the written and oral exam they can understand and apply basic concepts from professional terminology related to business and tourism in Italian,	4 hours	

					describe the activities and the most important occupations related to 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 explain the specifics of Italy in the context of etymology, history, geography and culture.		
	6.	Corrispondenza – introduzione – le tre coniugazioni	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, 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.	Il colloquio di lavoro – i verbi irregolari, presente	1, 4, 6	Listen to lectures and read literature. During lectures individually research the content of this thematic field by searching data bases, present 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.	La cultura degli affari – il colloquio perfetto, i pronomi Revisione, il testo	1, 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.	I pasti degli italiani	1, 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 città eterna - Roma	1, 4, 5, 6, 7	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	6 hours	

					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, listen to short conversations individually and work on solving tasks		
	11.	La città del Vaticano, il passato prossimo	1, 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	10 hours	
	12.	Entriamo in azienda – fare le presentazioni	1, 2, 3, 4, 8	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	
	13.	La struttura di un azienda, le preposizioni	1, 2, 3, 4, 6, 8	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.	La Fiat, L'italiano al telefono, le preposizioni articolate	1, 2, 3, 4, 5, 6, 8	Listen to lectures and read literature. During lectures individually research the content of this thematic field by searching data bases, present 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	6 hours	

					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	
	15.	Revisione - Il testo	1,2,3,4,5,6,8	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 OF STUDENTS' WORK

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% is required. Part-time students are required to attend classes at least 50%. The students' acquired knowledge is tested during the course classes. Special consideration is given to the student's evaluation during the course of the teaching process, with particular attention being paid to the student's active participation in teaching as well as his/her presentation of the written word that the student produces for homework. Of particular importance for the final evaluation are the two written tests that students take during the semester. If the student successfully passes both exams, he / she is exempted from the written part of the final exam and is obliged to take the oral exam only. The final exam consists of a written and an oral part. Ways to check learning outcomes are: essays, objective type assignments, discussion, roleplay, presentation creation, etc. The obligation of each student is to regularly inform oneself about the course. All notices about maintenance or eventual postponement of teaching will be published on the web site of the Šibenik and the Intranet page of the course, where all the information on the course as well as the teaching materials and the list of literature are also available.					
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	0,5	Written exam	1 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	1 (without written exam)	Seminar paper		Other	
	Class activity	0,5	Oral exam	1	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	-							
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average			
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.			
4.3. Final grade according to evaluation elements	Active course attendance	70-75% of attendance		76-86% of attendance		87-100% of attendance		Max. points
		3 points		7 points		20 points		20 points
	Seminar paper							
	Colloquia/ Written exam	2		3		4		5
		50-64,9%		65-79,9%		80-89,9%		90-100%
		25 points		30 points		35 points		40 points
	Oral exam	2		3		4		5
		25 points		30 points		35 points		40 points
4.3. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade		ECTS grade			
		90 – 100%	5 (excellent)		A			
		80 – 89,9%	4 (very good)		B			
		65 – 79,9%	3 (good)		C			
		50 – 64,9%	2 (satisfactory)		D			

5. ADDITIONAL COURSE INFORMATION			
5.1. Compulsory literature (available in the library and via other media)	Title	Number of copies in the library	Availability 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)	1. L'ITALIANO PER GLI AFFARI, N. Cherubini, Bonacci Editore, 2000. 2. Dizionario italiano-croato, M.Deanović, J.Jernej, Školska knjiga Zagreb	10	X (e-learning, 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 Intranet site of the course and on the website of the Šibenik University. 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).		

II. SEMESTAR

1. GENERAL INFORMATION ABOUT THE SUBJECT			
1.1. Title	ECONOMY OF COMPANIES IN TOURISM	1.8. ISVU course code	
1.2. Lecturer	Divna Goleš, Master in Econ, Sen.Lec.	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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	5.
1.6. Study year	1 st	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 familiarize students with the market conditions in which businesses operate, the assumptions that need to be fulfilled for the purpose of realizing the business for which they have been founded and the understanding of basic concepts related to the business, entrepreneur, entrepreneurship and their interdependence. Furthermore, the aim of the course is to enable students to acquire theoretical and practical knowledge of

	business assets, types of costs and their movements depending on the degree of utilization of the capacity and the calculation of prices and indicators of business performance on the market.				
2.2. Terms of course entry and required competences	No conditions.				
	LO1: To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages.				
	LO2: To develop team and interpersonal skills in team work, master communication skills and presentation skills of given topics and tasks.				
	LO3: To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign languages.				
	LO6: To apply basic legal and economic principles in organization and management.				
	LO7: To interpret business and financial reports and suggest solutions for improvement.				
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (Up to two verbs per LO)				LO Level: 7. <i>Recapture,</i> 8. <i>Understanding,</i> 9. <i>Application,</i> 10. <i>Analysis,</i> 11. <i>Evaluation,</i> 12. <i>Synthesis</i>
	1. To analyse the basics of the economy of companies, entrepreneurs and entrepreneurship, and to assess their interdependence and prerequisites for the establishment and successful operation of a company				4,5
	2. To differentiate the basic concepts of company assets, types, duration and method of transferring value to new products and services				4
	3. To assess the necessary funds for the operation of a company in tourism, choose a method for calculating the depreciation of fixed assets and, for example, valorise the calculation of depreciation, necessary working capital and the degree of capacity utilization				4,5
	4. To differentiate the types of costs, places and bearers of costs, as well as the dependence on the degree and changes in capacity utilization, and using the example of companies in tourism to valorise the impact of costs on the company's financial result				4,5
	5. To propose calculation methods for calculating the price of products and services, and analyse measures of business success				5,6
	6. To present a seminar paper in which the business of a company is dealt with.				6
2.5. Course content according to detailed curriculum schedule	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.	-	4 hours
	2.	Introduction to business economics, concept and division of economics.	1,6	They listen to a lecture. They read the literature.	At the colloquium or the written and oral exam, they define the basic knowledge about the economics of enterprises and the division of economics.	6 hours
	3.	Concept and type of business, management and business principles of a company.	1,6	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.	Business policy, business planning and financing.	1,6	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.	Reproductions of business, long-term assets, maintenance and investment in core assets	1,2,6	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
	6.	Amortization of core assets: concept, basic functions and depreciation calculation systems, examples.	1,2,3,6	They listen to a lecture, they read the literature, solve examples, 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.	11 hours
	7.	Capacity to work: concept, type and calculation of degree of utilization capacities, examples.	1,2,3,6	They listen to a lecture, they read the literature, solve examples, 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.	Short-term assets: concept, distribution and appearance forms, calculation of the need for turnover, ration coefficient and number of bonding days, liquidity and solvency, examples	1,2,3,6	They listen to a lecture, they read the literature, solve examples, 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.	Cost theory: concept and types of costs, places and cost bearers. Planning and cost analysis, I. colloquium.	1,4,6	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	16 hours
	10.	Cost dependency on capacity change rate changes, examples.	1,3,4,6	They listen to a lecture, they read the literature, solve examples, 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.	Point covers costs, relationship between cost and revenue, examples.	1,2,3,4,6	They listen to a lecture, they read the literature, solve examples, present a	At the colloquium or the written and oral exam they define and explain the concepts that occur in this	12 hours

				seminar paper, followed by a discussion	thematic unit, then they should present and analyse the same on a concrete example-	
	12.	Formation and price policy, concept, types and methods of calculation, examples.	1,2,4,5,6	They listen to a lecture, they read the literature, solve examples, 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.	Successfulness and benchmarks of business performance: productivity, economy and profitability of business, accumulation and reproduction ability of businesses.	1,2,3,4,5,6	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,	12 hours
	14.	Business results, monitoring business operations. Economics of business functions.	1,2,3,4,5,6	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.	12 hours
	15.	Final lecture, course signatures, II. Colloquium	1,4,5,6	They listen to a lecture and prepare independently for the exam.		30 hours
3. EVALUATION OF STUDENT WORK						
3.1. Students` obligations	Student obligations are prescribed by the Regulations on Studying and the Regulations on Student Assessment and Evaluation. It is recommended that students actively participate in classes, which means participating in discussions, solving assignments, etc. Students who are unable to attend classes regularly should consult with the subject teacher during the consultation or via e-mail. It is the duty of every student to be regularly informed about the progress of classes. All information about the holding or possible postponement of classes will be published on the website of the Šibenik University of Applied Sciences or on the website of the course, which also contains all information about the course as well as teaching materials and a list of literature. 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).					
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	1	Written exam	2 (by submitting both colloquiums the student is relieved of a written examination)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	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)		
3.3. Student workload	The student's workload on all basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:						
	<i>Commitment</i>			<i>Hours (estimate)</i>			
	1. Attending classes			60			
	2. Creating and Presenting seminar paper			15			
	3. Preparation for the Colloquium / exam through self-study			105			
4. GRADING							
4.1. Seminar paper grading	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, 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.	
4.2. Colloquium / exam grading	Poor		Satisfying		Above average		
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.		
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance		76-86% of attendance		87-100% of attendance	Solved case study and project
		2 points		4 points		7 points	3 points

	Seminar paper	2		3		4		5	
		5 points		7 points		8 points		10 points	
	Colloquium / written exam	2		3		4		5	
		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	
		25 points		30 points		35 points		40 points	
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade					
		90 – 100%	5 (excellent)	A					
		80 – 89,9%	4 (very good)	B					
		65 – 79,9%	3 (good)	C					
		50 – 64,9%	2 (sufficient)	D					
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	
	1. Goleš D.(2016).*Ekonomika poduzeća*, script, Veleučilište u Šibeniku, Šibenik							e- learning	
	2. Dobre R.(2005).* Ekonomika poduzeća*, VŠTM, Šibenik, (selected chapters)					10			
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Karić M. (2009). *Ekonomika poduzeća*, , Grafika d.o.o. Osijek, Faculty of Economics in Osijek 2. Grubišić D.(2007). *Poslovna ekonomija*, (second supplement edition), Faculty of Economics in Split 3. Škrtić M. (2006). * Poduzetništvo*, Sinergija-nakladništvo d.o.o., Zagreb					2 2 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. 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 Intranet pages of the course and on the web pages of the Šibenik University. 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.

1. GENERAL INFORMATION ABOUT THE COURSE			
1.1. Course title	INFORMATICS	1.8. Course code in ISVU	201129
1.2. Course lecturer	Zvonimir Klarin, mag.ing.comp., 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)	(15 + 30 + 0 + 0)
1.4. Study programme (professional undergraduate, and professional graduate)	Professional undergraduate study of Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	5.
1.6. Year of study	1 st	6.13. 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	Students will acquire fundamental technical knowledge of information systems, computer architecture, operating systems, and networks, and will apply information technologies in business environments. They will master the management of business email and calendars, as well as the advanced features of the Microsoft Office suite for business communication and organization. Additionally, they will create professional documents, presentations, and diagrams, and perform data analysis and visualization. The skills acquired will enable them to reliably plan and implement IT projects and make operational decisions in the tourism sector and related industries.	
2.2. Terms of course entry and required competences	No conditions.	
2.3. Learning outcomes on the study programme level	LO2: Develop team and interpersonal skills for teamwork, master communication skills, and skills for presenting assigned topics and tasks.	
	LO3: Independently and responsibly search relevant literature to make solutions and conclusions in Croatian and foreign languages.	
	LO4: Apply methods from the fields of mathematics, statistics, and informatics in the processing and analysis of data in the field of economics.	
	LO14: Use information and communication technology in tourism business operations.	
	Learning outcomes according to the Bloom`s taxonomy: (up to two verbs per LO)	Level of LO:

2.4. Expected learning outcomes on the course level		1- remembering, 2- understanding, 3- application, 4- analysis, 5- evaluation, 6- synthesis
	1. Manage email and calendar in a business environment.	3
	2. Evaluate basic and advanced features of the Microsoft Office suite for business communication and organization.	5
	3. Analyze the fundamental components of computer architecture, operating systems, and computer networks.	4
	4. Apply appropriate tools for creating documents, presentations, and diagrams.	3
	5. Analyze data in MS Excel using functions, formulas, charts, and pivot tables.	4

2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time needed
	1.	Introduction to the course and detailed syllabus. Exercises: Familiarization with the e-learning system and webmail.	-	Attend lectures. Work on the computer to familiarize themselves with the course content and documents on the e-learning platform.	-	2 h
	2.	Effective management of business communication and organization; Exercises: Computer basics, data management, application installation, and email configuration	1, 2	Attend lectures and read literature. Work on the computer.	During exercises and the oral exam, students demonstrate effective management of email and calendar in MS Outlook and independently perform basic file management, application installation, and configuration tasks.	4 h
	3.	Introduction to information technologies, history, and fundamentals of computer	2, 3	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students explain key concepts from the history of information technology and computer architecture, and independently	4 h

		architecture; Exercises: MS Word – basic program features			create, format, and save a document in MS Word using basic tools and shortcuts.	
	4.	Operating systems, software installation and management; Exercises: MS Word – advanced document formatting	2, 3	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students explain the role of operating systems and software management, and practically apply advanced formatting in MS Word.	4 h
	5.	Introduction to computer networks and Internet security; Exercises: MS Word – content structuring and source management	2, 3	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students interpret fundamental concepts of computer networks and Internet security, and use advanced tools in MS Word for content structuring and source management.	4 h
	6.	Introduction to diagram creation tools; Exercises: MS Visio – creation of basic diagrams	2, 4	Attend lectures and read literature. Work on the computer.	During classes/exercises and the oral exam, students explain the purpose of diagramming tools and independently create a basic diagram using MS Visio.	
	7.	Preparation for the midterm exam. Midterm Exam 1.	1, 2, 3, 4	Attend lectures and read literature. Work on the computer.	Midterm Exam 1 assesses theoretical and practical knowledge from thematic units 1–6.	30 h
	8.	Introduction to creating and formatting spreadsheets; Exercises: MS Excel – basic functions for working with Excel workbooks	2, 5	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students explain the basic concepts of spreadsheets and independently create and format a worksheet in MS Excel.	4
	9.	Basic techniques for editing and formatting worksheets; Exercises: MS Excel – data entry, processing, and formatting in Excel	2, 5	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students perform detailed editing and formatting of data in MS Excel.	4 h
	10.	Fundamentals of statistical data analysis in spreadsheets;	2, 5	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students apply basic functions and	4 h

		Exercises: MS Excel – application of formulas and functions			formulas in MS Excel and interpret the results of basic statistical data analysis.	
	11.	Data visualization in spreadsheets; Exercises: MS Excel – creating charts based on worksheet data	2, 5	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students create and customize charts based on worksheet data in MS Excel.	4 h
	12.	Data analysis and summarization in spreadsheets; Exercises: MS Excel – creation and customization of pivot tables for data analysis	2, 5	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students create and customize pivot tables in MS Excel for data analysis and summarization.	4 h
	13.	Basics of creating presentations; Exercises: MS PowerPoint – basics of presentation creation and working with slide elements	2, 4	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students explain the principles of effective presentation and create a basic presentation in MS PowerPoint.	4 h
	14.	Advanced presentation editing; Exercises: MS PowerPoint – creating presentations by editing the slide master	2, 4	Attend lectures and read literature. Work on the computer.	In the midterm or written and oral exam, students apply advanced presentation formatting features by editing the slide master in MS PowerPoint.	4 h
	15.	Final reflections /Review and preparation for the midterm and/or final exam. Midterm Exam 2.	2, 4, 5	Attend lectures and prepare individually for the exam. Take the exam on the computer.	Midterm Exam 2 assesses theoretical and practical knowledge from thematic units 8–14.	40 h

3. EVALUATION OF STUDENTS' WORK

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 USB memory stick and their AAI@EduHr password. 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 two colloquia); b) by passing the exam (written and oral part of the 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 score of the course))	Attendance		Written exam	2 (without colloquia)	Project	
	Experimental work		Research		Practical work	0.5
	Essay		Report		Continuous examination	
	Colloquium	2 (without written exam)	Seminar paper		Other	
	Class activity	0.5	Oral exam	1	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 75 hours					
4. GRADING SYSTEM						
4.1. Grading seminar papers	-					
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	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.	
4.3. Final grade according to evaluation elements	Activities in class	70-74,9% of attendance	75-79,9% of attendance	80-89,9% of attendance	90-100% of attendance	
		2 points	5 points	10 points	20 points	
	Colloquia/ Written exam	2	3	4	5	
		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	

		25 points	30 points	35 points	40 points
4.4. Final grade according to absolute division	Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade		ECTS grade	
	90 – 100%	5 (excellent)		A	
	80 – 89,9%	4 (very good)		B	
	65 – 79,9%	3 (good)		C	
	50 – 64,9%	2 (satisfactory)		D	
5. ADDITIONAL COURSE INFORMATION					
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
	1. Foulkes, L. (2020). Learn Microsoft Office 2019: A comprehensive guide to getting started with Word, PowerPoint, Excel, Access, and Outlook. Birmingham: Packt Publishing Ltd.			5	-
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Habraken, J. (2021). Microsoft Office inside out (Office 2021 and Microsoft 365) (1st ed.). Microsoft Press.			-	-
	2. Brookshear, J. G., & Brylow, D. (2019). Computer science: An overview (13th ed., Global ed.). Pearson.			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. 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 Šibenik University. 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).				

5. GENERAL COURSE INFORMATION			
1.1. Course title	Introduction to selective forms of tourism	1.8. Course code in ISVU	201479
1.2. Course lecturer	Slavica Dino, mag.oec., lecturer	1.9. Course code in MOZVAG	
1.3. Associates		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)	Undergraduate professional study Management: Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1.st level – materials available On-line, 20%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2
1.6. Year of study	1st	6.14. 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	Based on theoretical knowledge and case studies the goal is for the students to: • Define basic concepts related to selective forms of tourism; • Understand the relationship between tourism travel motives, tourism market segmentation and selective forms of tourism; • Learn to recognize the potential resource base for the development of selective forms of tourism; • Critically review the development of selective forms of destination tourism; • Apply the learned content of this course in business practice.

2.2. Terms of course entry and required competences						
2.3. . Learning outcomes on the study programme level	IU1: Apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages					
	IU3: Independently and responsibly search relevant literature for decision making and conclusion in Croatian and foreign language					
	IU5:Use planning, organizing, leading and controlling methods on practical examples, analyze problems and propose appropriate solutions to problem situations					
	IU10: Evaluate the cause-and-effect relationships of the impact of the economic development process and the multiplicative impact of tourism on social changes in the environment, and propose possibilities and strategies for their improvement and development					
	IU14: Use information and communication technology in tourism business					
2.4. Expected learning outcomes on the course level	Learning outcomes according 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. Analyze market trends in the tourism market 2. Recommend the development of selective forms of tourism,					4
	2. Recommend the development of selective forms of tourism					4, 6
	3.Critically assess the relevance of the development of a particular selective form of tourism in the destination					5, 6
	4. Categorize an adequate selective form of tourism					4,5
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time
	1.	Introduction to the course and a detailed syllabus.		They listen to lectures. In seminar classes, they get acquainted with the content of the course and documents on the e-learning page of the course by working independently on a computer.		2 h
	2.	Contemporary trends in tourism	1, 2	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the	At the colloquium or written exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, critically judge based on the	4h

				database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	presented problem and propose a solution to the same problem.	
	3.	Definition, classification and development of selective forms of tourism	1, 2,3	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	4h
	4.	Resource basis of a tourist destination - the basis for the development of selective forms of tourism.	1, 2, 3	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	5.	Summer holiday tourism -	1,2,3	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	6.	Introduction to health tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	7.	Introduction to sports and recreational tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar	At the colloquium or written exam, they define and explain the terms that appear 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.	8h

				workshop in which they present their own ideas on the mentioned topic.		
	8.	Introduction to nautical tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	9.	1st Colloquium/ Introduction to camping tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	10.	Introduction to urban tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	11.	Introduction to rural tourism	1,2,3,4,	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	12.	Introduction to ecotourism	1,2,3,4,	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar	At the colloquium or written exam, they define and explain the terms that appear 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.	8h

				workshop in which they present their own ideas on the mentioned topic.		
	13.	Introduction to cultural tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	14.	Introduction to dark tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	8h
	15.	Concluding remarks, 2nd Colloquium			At the colloquium or written exam, they define and explain the terms that appear 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.	20h

3. EVALUATION OF STUDENTS` WORK

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 must have a minimum grade of 50% on exercises. 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 making a mental map and solving case studies, making and presenting a seminar paper and two colloquia); b) during classes (active participation in classes and making a mental map and solving case studies, making and presenting a seminar paper) and taking exams (written and oral part of the 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 score of the course))	Attendance		Written exam	2 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	1 (without written and oral exam)	Seminar paper	1	Other	

	Class activity		Oral exam	1	Other	
3.3. . Student workload	Obligation Hours (estimate) 1. Class attendance 45 2. Preparation for the colloquium / exam through independent learning 75					
4. GRADE FORMING						
4.1. Grading seminar papers	Evaluation Element	Unsatisfactory	Satisfactory	Above average		
	Organization	The work 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 perfectly logically interconnected.		
	Terminology, writing style	Unsatisfactory	Satisfactory	Above average		
		Words and expressions are not aligned with official terminology. The writing style is not appropriate, the sentences are too long, of 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 listing References	Sources are not listed at all. References do not fit the topic and show a superficial approach to researching the topic.	Sources are cited, but incomplete and with errors. The references are relevant to the topic and show a satisfactory research attitude.	The sources are accurately, completely and consistently cited. The references are appropriate, their list is "rich" and comprehensive and shows a detailed research approach.		

4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory	Above average										
	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.										
4.3. Final grade according	The final grade is formed according to the following distribution: Percentage of acquired knowledge, skills and competencies <table><tr><td>90 – 100%</td><td>Numerical grade</td></tr><tr><td>80 – 89.9%</td><td>5 (excellent)</td></tr><tr><td>65 – 79.9%</td><td>4 (very good)</td></tr><tr><td>50 – 64.9%</td><td>3 (good)</td></tr><tr><td></td><td>2 (sufficient)</td></tr></table>				90 – 100%	Numerical grade	80 – 89.9%	5 (excellent)	65 – 79.9%	4 (very good)	50 – 64.9%	3 (good)		2 (sufficient)
90 – 100%	Numerical grade													
80 – 89.9%	5 (excellent)													
65 – 79.9%	4 (very good)													
50 – 64.9%	3 (good)													
	2 (sufficient)													
5. ADDITIONAL COURSE INFORMATION														
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media									
	1.Čorak, S., Mikačić, V., (ur.) (2006) Croatian tourism: blue, white, green, Zagreb: Institute of Tourism 2.Agarwal, S., Busby, G. i Huang R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. CABI, SAD. 3. Pforr, C., Dowling, R. i Volgger, M. (2021). Consumer Moodle Tribes in Tourism: Contemporary Perspectives on Special-Interest Tourism. Springer, SAD.													
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Geić, S. (2011) Management of Selective Forms of Tourism , Split: University of Split, Univeristy Study Center for Professional Studies													

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).

2. GENERAL INFORMATION			
1.1. Course lecturer	Burić Mario Dominik, master of law, lecturer	1.8. Course code in ISVU	201477 201915
1.2. Course title	Commercial Law in Tourism	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+0+15+0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	1
1.6. Year of study	1 st	a. 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 DESCRIPTION			
2.1. Course objectives	The course objective is to adopt a basic law institute and to acquire basic knowledge of commercial law, company law and commercial contract law. In addition, students will learn the basic determinants of the organization of tourism and hospitality in the Republic of Croatia, business entities in tourism, and the basic determinants of mandatory law and contracts in tourism.		
2.2. Terms of course entry and required competences			
2.3. Learning outcomes on the study programme level	LO1: To apply and link economic and business 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 LO3: To independently and responsibly search relevant literature for decisions and conclusions in Croatian and foreign languages LO9: To link basic terms and apply content related to the field of law for drafting company or organization related legal acts (contracts, regulations) LO10: To develop team and interpersonal teamwork skills, master communication and case study skills (case study, projects, seminars) by using advanced software tools for document preparation, presentation and implementation.		

2.4. Expected learning outcomes on the course level	Learning outcomes according 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.	To define and analyse company law and commercial law, especially in the context of tourism, their relationship with each other and relations with other branches of law.				1,4
	2.	To classify the types of companies or trade contracts in Croatian law, and argue the common characteristics, similarities and differences between individual types of companies in Croatia and the EU and the practical reasons for the existence of companies, as well as the rights and obligations of contracting parties in trade contracts in tourism, and interpret the peculiarities of labour relations in tourism.				3,5,6
	3.	To determine the applicable law, judge which of the offered legal solutions is most appropriate for the establishment, organization and management of an individual company and other business entity in tourism, choose the optimal contractual solutions of commercial law in general and in the field of tourism and propose the method of establishment, organization and operation of certain types of companies and organizational forms in tourism;				5,6
	4.	To choose procedures for establishing legally relevant facts and deciding issues in the area of company law and commercial contract law, and apply relevant law to established facts				3,5
	5.	To select and check different databases on legal sources, case law and relevant legal literature and propose decisions on various legal issues related to corporate governance and commercial contract law in tourism.				4,5,6
	6.	To justify and draw up drafts of simple founding and general acts of companies and explanations of these acts, as well as individual trade contracts in tourism, and to plan the internal organization of a specific business entity in tourism.				5,6
	7.	To argument and recommend proposals for optimal forms of companies and contractual relations and employment of tourism workers for a particular situation				5,6
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	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 e-learning documents.	-	4 h
	2.	COMMERCIAL LAW, COMPANY LAW AND LABOR LAW IN TOURISM - Commercial Law, Company Law, Labour Law, Legal	1,3,5	They listen to a lecture, browse databases and read literature	The colloquium or written / oral exam define basic concepts of law firms and management companies, as well as the basics and principles of labour law. They analyse the principles in this area of law.	6 h

		Sources, Corporate Governance, Tourism Law Development			Establish and interpret the legal framework for the organization of companies.		
	3.	GENERAL CHARACTERISTICS OF COMPANY - trader, trade association, the difference compared to other forms of enterprises (crafts, etc.), pre-company, branches, business activity, company, address, entry into the register, conditions for the start of operations;	1-7	They listen to a lecture, browse databases and read literature. They listen to a lecture and read literature. At the exercises, independently and in a team, they analyse case studies and draw conclusions on the application of legal regulations to a specific factual situation, and draw up acts related to the registration of companies in the court register, or registration of trades. In group work on exercises, the brainstorming method is used and the method of discussing particular forms of company representation and trade name protection modalities.	Students can enumerate, differentiate and give an example of the basic common characteristics of companies in the colloquium or the written / oral exam, especially in relation to the protection of the company and representation of the companies, and the distinction in relation to the craft. Practical work created and presented (using computer programs independently).	8 h	
	4.	CRAFTS - content, method and conditions for performing crafts, types of crafts, rights and obligations of craftsmen, education and training for performing related crafts, institute of domestic craft and secondary profession, legal entity that performs crafts, organization of crafts FAMILY FARMING (OPG) - conditions for performing the agricultural economic activity and related supplementary activities	1-7	They listen to a lecture and read literature. At the exercises, they independently and in a team analyse practical examples and draw conclusions on the application of legal regulations to a specific factual situation, and draw up acts relating to the establishment and registration of crafts and family farms.	At the colloquium or written / oral exam, they can define crafts and family farms, indicate their common and different characteristics in relation to companies, or analyse and explain the modalities of managing these entrepreneurial forms. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	14 h	

		carried out on the family agricultural holding as an organizational form, manner and conditions for entry in the register					
	5.	PERSONAL SOCIETIES - the concept of company of persons, partnership, public company PERSONAL SOCIETIES - limited partnership, secret society, economic interest association	1-6	They listen to a lecture and read literature. At the exercises, independently and in a team, they analyse case studies and draw conclusions on the application of legal regulations to a specific factual situation, and draw up acts relating to the establishment of certain types of companies of persons	At the colloquium or the written / oral exam, they can define the societies of persons, indicate their common and distinctive characteristics, or analyse and explain the modalities of managing these societies. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	12 h	
	6.	LIMITED LIABILITY COMPANY - term, incorporation, legal relations between members, bodies, simple limited liability company;	1-7	They listen to a lecture and read literature. They exercise case studies independently and, in a team, and draw conclusions on the application of legal regulations to a specific factual situation, and draw up acts relating to the establishment of joint stock companies.	At the colloquium or the written / oral exam they can define the companies of the capital, state their common and different characteristics, that is, analyse and explain the modalities of management of the limited liability companies. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	14 h	
	7.	JOINT STOCK COMPANY - term, share capital, shares, incorporation;	1-7	They listen to a lecture and read literature. They exercise case studies independently and, in a team, and draw conclusions on the application of legal regulations to a specific factual situation, and draw up acts relating to the establishment of joint stock companies.	At the colloquium or the written / oral examination, they can define the companies of the capital, state their common and different characteristics, that is, analyse and explain the modalities of founding joint stock companies and explain the term shareholding. Practical work drafted and presented (using computer programs and sources of	14 h	

					case law and other legal practice independently).	
	8.	JOINT STOCK COMPANY - monistic and dualistic structure of corporate governance, termination of joint stock companies;	1-7	They listen to a lecture and read literature. They exercise case studies independently and, in a team, and draw conclusions on the application of legal regulations to a specific factual situation, and draft acts related to corporate governance modalities.	At the colloquium or the written / oral exam they can define the companies of the capital, state their common and different characteristics, that is, analyse and explain the modalities of management and termination of the joint stock companies. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	14 h
	9.	EUROPEAN COMPANY LAW - Legal Wells, European Society (SE), European Economic Interest Association, European Cooperative Society; STATUS CHANGE AND TERMINATION OF TRADING COMPANIES - Status changes, transformation, bankruptcy, ways of termination of companies;	1-7	They listen to a lecture and read literature. They use multimedia and networking. The types and peculiarities of European society (SE) and EGIU, the status changes of companies are presented and acts related to the implementation of status changes are elaborated. Modalities for termination of companies are analysed, including bankruptcy proceedings and the impact of bankruptcy on corporate governance. In the group work on seminar teaching, the brainstorming method and the discussion method on the topic are applied.	At the colloquium or the written / oral exam, they can define and interpret the specificities of European societies and the status changes and transformation of societies. Suggest a specific status change depending on specific business and other indicators. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	10 h
	10.	TOURISM LABOR LAW - employment contract, other forms of	1-7	They listen to a lecture and read literature.	At the colloquium or written / oral exam, they know how to determine and	10 h

		employment of staff in tourism, seasonal work, student employment, working hours, flexible forms of work, vacations and leave, wages, termination of employment, protection of workers' rights, collective labour, encouragement employment in tourism		At the exercises, they demonstrate the process of hiring tourism workers and exercising their employment rights.	interpret the peculiarities of the working relationships of workers in the tourism and catering sector. Prepared and presented practical work (independently using computer programs and sources of judicial and other legal practice).	
	11.	HOTELS AND RESTAURANTS - Legal Sources, Catering Facilities - Classification and Categorization, Conditions for Performing Catering Services, Legal Framework for Hotel Management	1-6	They listen to a lecture and read literature. They use multimedia and networking. In group work on exercises, the brainstorming method and the discussion method on the topic are applied.	At the colloquium or the written / oral exam they can define the legal framework for catering. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	10 h
	12.	TOURISM SERVICES - tourism services and entities, legal framework for tourism services	1-7	They listen to a lecture and read literature. They use multimedia and networking. In group work on exercises, the brainstorming method and the discussion method on the topic are applied.	At the colloquium or written / oral exam, they can categorize and define the provision of services of a travel agency, tour guide, travel companion, tourist animator, travel agent, tourist services in nautical tourism, tourist services in a farm or family farm, tourist services in other forms of tourist offers and other services provided to tourists in connection with their travel and stay. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	12 h
	13.	COMMERCIAL CONTRACT LAW AND CONTRACTS IN TOURISM - term, legal sources, general part of obligatory law, principles of obligatory law, conclusion of contracts, types of commercial contracts	1-7	At the exercises, independently and in a team, they analyse examples from contractual practice and draw conclusions about the rights and obligations of the contracting parties, as well as	At the colloquium or the written / oral exam, they can define the basic concepts of compulsory law and propose a specific contract for a specific prana and business situation. Practical work drafted and presented (using computer programs and sources of	12 h

				optimal contractual solutions for a concrete relationship between the parties. At the exercises, they demonstrate the process of drawing up simple contracts.	case law and other legal practice independently).		
	14.	TOURISM CONTRACTS 1 - direct hotel service contract, catering contract, food and beverage service contract, camping services contract, accommodation agreement for tourist apartments	1-6	They listen to a lecture and read literature. At the exercises, independently and in a team, they analyse examples from contractual practice and draw conclusions about the rights and obligations of the contracting parties, as well as optimal contractual solutions for a concrete relationship between the parties. At the exercises, they demonstrate the process of drawing up simple contracts.	At the colloquium or the written / oral exam, they can define the basic concepts of compulsory law and propose a specific contract for a specific prana and business situation. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	12 h	
	15.	TOURISM CONTRACTS 2 - travel contract, hotel agency agreement, allotment agreement, catering facility lease agreement, catering facility time agreement, franchising agreement, other tourism contracts	1-6	They listen to a lecture and prepare individually for the exam. At the exercises, independently and in a team, they analyse examples from contractual practice and draw conclusions about the rights and obligations of the contracting parties, as well as optimal contractual solutions for a concrete relationship between the parties. At the exercises, they demonstrate the process of drawing up simple contracts.	- At the colloquium or the written / oral exam, they can define the basic concepts of compulsory law and propose a specific contract for a specific prana and business situation. Practical work drafted and presented (using computer programs and sources of case law and other legal practice independently).	20 h	

3. EVALUATION OF STUDENTS` WORK						
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-enrol 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).					
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	2	Written exam	3 (without colloquia)	Project	
	Experimental work		Research		Practical work	0,5
	Essay		Report		Continuous examination	
	Colloquium	3,5 (without written exam)	Seminar paper	0,5	Other	
	Class activity	0,5	Oral exam	0,5 (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 60 hours 2. Creation of practical work, seminar paper and presentation 15 hours 3. Preparing colloquia or exams through individual work 45 hours					
4. GRADING SYSTEM						
4.1. Grading seminar papers						
4.2. Grading colloquia/ written and oral exam	Unsatisfactory	Satisfactory		Above average		
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.		

4.3. Final grade according to evaluation elements	Active course attendance	70-74,9% of attendance	75-79,9% of attendance	80-89,9% of attendance	90-100% of attendance
		2 points	5 points	10 points	20 points
	Colloquia/ Written exam	2	3	4	5
		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
		25 points	30 points	35 points	40 points

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

5. ADDITIONAL COURSE INFORMATION

5.1. Compulsory literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	ZLATOVIĆ, D., Upravljanje trgovačkim društvima, Libertin naklada, Rijeka, 2014. (Selected articles)	5	
	BOGDAN, LJ., Pravo u turizmu, Međimursko veleučilište u Čakovcu, Čakovec, 2016. (Selected articles)		on-line
5.2. Additional literature (at the moment of changes and/or amended of study programme)	PETROVIĆ, S., CERONJA, P., Osnove prava društava, Pravni fakultet u Zagrebu, Zagreb, 2013. GORENC, V., ŠMID, V., Poslovno pravo u turizmu i ugostiteljstvu, Školska knjiga, Zagreb, 1999. Zakon o trgovačkim društvima Zakon o sudskom registru Zakon o obveznim odnosima Zakon o pružanju usluga u turizmu Zakon o ugostiteljskoj djelatnosti Zakon o turističkim zajednicama i promicanju hrvatskog turizma Zakon o radu Zakon o poticanju zapošljavanja Zakon o obavljanju studentskih poslova		

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 Intranet site of the course and on the website of the Šibenik University. 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 ABOUT THE SUBJECT			
1.1. Title	Food and Nutrition	1.8. ISVU course code	201478 201917
1.2. Lecturer	PhD Nikolina Gaćina, Sen.Lec.	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 Studies of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	3.
1.6. Study year	1 st	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 goal is to provide students with theoretical knowledge and case studies: • To understand the basic classification of food and drink and its nutritional and energy specificities • To understand the importance of diet and the interaction of food intake and health • To learn to recognize the importance of Croatian indigenous foods, food and beverages and their application in tourism • To understand the importance of fluid intake • To 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.					
2.3. Learning outcomes on the study programme level	LO 2: To organize and lead team work and critically evaluate the opinions and attitudes of team stakeholders					
	LO 3: To independently and responsibly search relevant literature for decision-making and conclusion in Croatian and foreign language					
	LO 10: To develop team and interpersonal teamwork skills, master communication and presentation skills of assigned topics and tasks (case studies, projects, seminars) using advanced software tools for document preparation, presentation and budget implementation					
	LO 13: To 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					
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (Up to two verbs per LO)					LO Level: 13. <i>Recapture</i> , 14. <i>Understanding</i> , 15. <i>Application</i> , 16. <i>Analysis</i> , 17. <i>Evaluation</i> , 18. <i>Synthesis</i>
	1. To analyse and differentiate the function of food and individual nutrients in the human body					2, 3, 4, 5, 6
	2. To analyse and differentiate the role of foods of animal origin, their energy and nutritional value					2, 3, 4, 5, 6
	3. To analyse and distinguish between the role of foods of plant origin, their energy and nutritional value					2, 3, 4, 5, 6
	4. To analyse and comment on the labelling of Croatian products, authentic Croatian food and drinks					2, 3, 4, 5, 6
	5. To choose and compare methods for preserving, storing and packaging food.					2, 3, 4, 5, 6
	6. To analyse and compare the production of wine, beer and spirits					2, 3, 4, 5, 6
	7. To present the acquired knowledge, ideas, problems and solutions independently and in a team					3, 4, 5, 6
8. To use materials and tools to search scientific and professional literature in their native and English languages					3, 4, 5, 6	
2.5. Course content according to detailed curriculum schedule	Constructive 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
		Digestion. Nutrition. Food.	1, 7, 8	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: define the basic concepts of nutrition science, describe the course of food digestion.	6hours
	2.	Nutrients. Carbohydrates, fats, proteins. Water. Daily food intake.	1, 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 and classify basic macronutrients,	10 hours

					explain their primary role in the human body and evaluate good nutritional sources of the same;	
	3.	Vitamins and minerals. Essential nutrients.	1, 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 and classify micronutrients, explain their primary role in the human body and evaluate good nutritional sources of them. They know how to list, distinguish and give an example of essential nutrients.	10 hours
	4.	Milk and dairy products. Alternative milk. Croatian indigenous dairy products.	1, 2, 4, 7, 8	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: to classify and describe types of milk and dairy products, to explain their energy and nutritional value, to enumerate and describe indigenous Croatian dairy products.	10 hours
	5.	Meat and meat products. Eggs. Croatian indigenous meat products.	1, 2, 4, 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 classify and describe the types of meat and meat products, to explain their energy and nutritional value, to enumerate and describe the indigenous Croatian meat products.	8 hours
	6.	Fish and fish products, molluscs, shellfish, crustaceans. 1. colloquium.	1, 2, 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 classify fish of sea and freshwater, to explain the role of fish and other seafood in human nutrition.	8 hours
	7.	Vegetables and vegetable products.	1, 3, 4, 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 classify and describe particular groups of vegetables and their energy and nutritional value, to name and describe Croatian indigenous vegetable varieties.	10 hours
	8.	Fruits and fruit products.	1, 3, 4, 7, 8	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 classify and describe particular groups of fruits and their energy and nutritional value, to name and describe Croatian indigenous fruit varieties.	10 hours
	9.	Cereals and cereal products.	1, 3, 4, 7, 8	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 classify and describe individual cereals and pseudo-cereals, to explain their energy and nutritional value, to classify gluten-free and gluten-free cereals.	8 hours
	10.	Vegetable fats and oils.	1, 3, 4, 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 classify and describe particular types of vegetable fats and oils, to explain their energy and nutritional value.	4 hours
	11.	Confectionery products. 2. colloquium.	1, 3, 4, 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 classify and describe particular types of confectionery products, to compare them and to analyse their energy and nutritional value.	4 hours

	12.	Food preservation. Food packaging.	1, 2, 3, 4, 5, 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 can: define and describe the types of preservation methods, analyse the applicability depending on the type of food products in terms of better preservation of nutritional value and longer shelf life, analyse the advantages and disadvantages of individual methods and evaluate the combination of different preservation methods.	10 hours
	13.	Wine technology. Wine classification. Croatian autochthonous wines.	1, 2, 3, 4, 5, 7, 8	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 describe types of wine, to compare different technologies of wine production, to list and describe Croatian autochthonous wines.	10 hours
	14.	Beer technology. Strong alcoholic beverages. Croatian strong alcoholic beverages. 3. colloquium.	1, 2, 3, 4, 5, 7, 8	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: define and describe types of beer and spirits, explain the basic raw materials for their production, enumerate and describe the specifics of Croatian autochthonous spirits and world-renowned alcoholic beverages.	10 hours
	15.	Concluding Observations / Repeat and preparing for the exam.		They listen to a lecture and prepare individually for the exam.		40 hours
3. EVALUATION OF STUDENT WORK						
3.1. Students` obligations	In accordance with the Regulations of Studying and the Regulations 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 (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	0, 5	Written exam	3 (without colloquiums)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	4 (without the written and oral exams)	Seminar paper	1	Other (inscribe)	
	Class activities	0, 5	Oral exam	1 (without colloquiums)	Other (inscribe)	

3.3. Student workload	The student's workload on all basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:				
	Commitment		Hours (estimate)		
	1.	Attending classes	60		
	2.	Creating and Presenting seminar paper	20		
	3.	Preparation for the Colloquium / exam through self-study	100		
4. GRADING					
4.1. Seminar paper grading	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, 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.
4.2. Colloquium / exam grading	Poor		Satisfying		Above average
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance	76-86% of attendance	87-100% of attendance	Case studies resolved
		3 points	4 points	5 points	5 points
	Research paper	2	3	4	5
		5 points	7 points	8 points	10 points

	Colloquium / written exam	2	3	4	5
		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
		15 points	20 points	25 points	30 points
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade	
		90 – 100%	5 (excellent)	A	
		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (sufficient)	D	
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
	1. Gaćina, N. (2013). <i>Food and beverage technology</i> . Internal script - handouts of the Polytechnic of Šibenik, Šibenik.				Available on the Intranet pages of the Šibenik University
	2. Katalinic, V. (2011). Basic nutrition knowledge. Faculty of Chemistry and Technology, University of Split, Split.				On-line
	3. Šimundić, B. (2008). Groceries. nutrition and health. Faculty of Tourism and Hotel Management in Opatija, Opatija. (Selected chapters)			8	
	4. Mandic, M. (2007). Nutrition science. J.J. University Strossmayer in Osijek, Faculty of Food Technology, Osijek.				On-line
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Gaćina, N. (2016). Nutrition and Tourism: Food and Tourism I. Textbook of the Polytechnic of Šibenik, Šibenik				Available on the Intranet pages of the Šibenik University
	2. Krešić, G. (2012). Nutrition trends. Faculty of Tourism and Hospitality Management, Opatija.			4	
	3. Kažinić Kreho, L. (2009). 21st Century Nutrition. Profile, Zagreb.			1	
	4. Mateljan, G. (2008). The healthiest foods in the world. Planetherapy, Zagreb.			3	
	5. 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 Intranet pages of the course and on the web pages of the Šibenik University. 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).

6. GENERAL COURSE INFORMATION			
1.1. Course title	Business English 2	1.8. Course code in ISVU	129824
1.2. Course lecturer	Ivana Bratić, prof., Senior Lecturer	1.9. Course code in MOZVAG	
1.3. Assistants and/or associates	Goran Crnica, prof., Senior Lecturer	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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1st level – materials available On-line,
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2
1.6. Year of study	1 st study year	6.15. 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	The aim of the course is to acquire and develop language structures, lexis and grammar from business English at a higher level. Special attention is paid to perfecting listening, reading, speaking and writing techniques. The goal is also to master the vocabulary of the profession

	at a higher level. Another goal is the repetition and determination of basic grammatical tenses, the adoption of professional vocabulary related to the language of information technology and international, intercultural business and economic topics.	
2.2. Terms of course entry and required competences	Knowledge of English at a minimum B1 level.	
2.3. . Learning outcomes on the study programme level	LO 1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign language LO 2: To develop teamwork and interpersonal skills, master communication skills and skills of giving presentations on particular topics and tasks LO 3: To independently and responsibly undertake research through relevant literature to develop abilities of decision-making by using Croatian and English language	
2.4. Expected learning outcomes on the course level	Learning outcomes according 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
	To define and explain business English keywords	1, 2
	To explain and apply correctly grammatical structures and vocabulary in the field of Business English	2, 3
	To create independently and present content in the field of Business English	3
	To analyse medium-sized professional texts and solve language tasks	4
	To argue critically the views expressed and express your own views on the topic of Business English	5
	To use part of the Common European Framework of Reference for Languages (CEF) level B1-B1+ language competences to generate new ideas	6

2.5. Course content according to detailed curriculum schedule	Constructive allignement					
		Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time
	1.	Introduction to the 2nd semester; Repetition of key grammatical structures.	1, 2	Lectures: Work plan; revision of tense and modal verbs.	In the oral part of the final exam, they present themselves or their colleague. They express their opinion on their own	3

				Exercises: Reading a current text in the field of tourism or economics of students' choice	linguistic progress, highlighting shortcomings and virtues.	
	2.	Logistics and e-commerce	1, 2, 4,	[Unit 5.1, 5.2] Lectures: Logistics vocabulary; Passive forms in past, present, and future. Exercises: Debate: Use of drones; Describing a logistical process.	Checking the knowledge of the semantics of key concepts and the accuracy of grammatical structures of future tenses in written work.	3
	3.	Collaborating and negotiating	1, 3, 4	[Unit 5.3, 5.4, 5.5] Lectures: Collaborating on projects; Negotiating terms and conditions. Exercises: Writing workshop: Drafting a formal letter of complaint.	Evaluation of the written assignment (official email) according to the criteria of structure, register and clarity.	3
	4.	Automated warehouse logistics strategy	3, 5, 6	[Business Workshop 5] Lectures: Review of Unit 5; Supplier selection criteria. Exercises: Simulation: Negotiating a deal for warehouse robots.	Evaluation of the oral presentation of the project and the ability of team cooperation.	3
	5.	Entrepreneurs and innovation	1, 2, 4	[Unit 6.1, 6.2] Lectures: Running a business; Reported speech (statements and questions). Exercises: Roleplay: Interviewing a new entrepreneur.	Analysis of a professional text through solving language tasks that prove the understanding of professional vocabulary.	3
	6.	Influencing and data presentation	1, 3, 5	[Unit 6.3, 6.4, 6.5] Lectures: Influencing styles; Presenting facts, figures, and visuals. Exercises: Writing workshop: Summarising a business talk; interpreting charts.	Continuous monitoring of presentation skills and proper use of phrases for audience direction (signposting).	3

	7.	Crowdfunding pitch project	3, 5, 6	[Business Workshop 6] Lectures: Review of Unit 6; Successful crowdfunding pitch principles. Exercises: Workshop: Preparing and delivering a crowdfunding pitch.	Evaluation of oral pitch for a marketing campaign and argumentation of attitudes.	3
		Colloquium 1	1, 2, 4, 6	Pisana provjera: Cjeline 5 i 6.	Scoring of the written test (vocabulary, grammar and the use of professional terms).	3
	8.	Global work cultures and anecdotes	1, 2, 4	[Unit 7.1, 7.2] Lectures: Cross cultural communication; Adjectives for personality; Past tenses review. Exercises: Project: Interviewing someone about working abroad.	Evaluacija pismene izrade CV-a prema standardima struke i točnosti indirektnih pitanja.	3
	9.	Decision-making and recommendations	1, 3, 4	[Unit 7.3, 7.4, 7.5] Lectures: Decision-making styles; Relationship-building; Recommendation language. Exercises: Writing workshop: Drafting a formal report with recommendations.	Evaluation of the written motivation letter (structure, persuasiveness and spelling).	3
	10.	Cross-cultural consultancy simulation	3, 5, 6	[Business Workshop 7] Lectures: Review of Unit 7; International teamwork challenges. Exercises: Simulation: Cross-cultural consultancy roleplay.	Scoring oral interview simulation (reaction to stressful questions and fluency of speech).	3
	11.	Leadership and management	1, 2, 4	[Unit 8.1, 8.2] Lectures: Leadership vocabulary; Relative clauses (defining and non-defining).	Evaluation of the analyticality and accuracy of the PEST analysis report using modal verbs.	3

				Exercises: Project: Discussing and writing about a great leader.		
	13.	Feedback and leading meetings	1, 3, 5	[Unit 8.3, 8.4, 8.5] Predavanja: Giving/receiving feedback; Leading meetings and dealing with interruptions. Vježbe: Writing workshop: Informing staff of decisions via email.	Evaluation of a written report on problem solving and logical linking of results.	3
	14.	Talent management	3, 5, 6	[Business Workshop 8] Lectures: Review of Unit 8; Talent management and training options. Exercises: Project: Designing and justifying a personal development plan	Evaluation of critical argumentation of selected growth strategies in a competitive environment.	3
	15.	Final lecture Colloquium 2	1, 2, 4, 6	Written exam: Cjeline 7 i 8.	Scoring of the written test (vocabulary, grammar and text analysis).	3

3. EVALUATION OF STUDENTS' WORK

3.1. Students' obligations	Following the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students, the required attendance is at least 70%. Part-time students are required to 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 in 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, he/she is exempted from the written part of the final exam and is obliged to take the oral final exam. Student achievements: • 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: a) by passing two colloquia and an oral exam during the regular or extraordinary exam; b) by passing the final exam consisting of a written and an oral exam during the regular or extraordinary 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 score of the course))	Attendance	0.5	Written exam	1 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous evaluation	
	Colloquium	1 (without written exam)	Seminar paper		(Homework for part-time students)	
	Active participation	0.5	Oral exam	1	(Other)	
3.3. . Student workload	Student workload on all bases for 1 ECTS credit is 30 hours in a semester and is estimated as:					
	Attendance			45		
	Preparation for the colloquium/exam through independent learning			45		
4. FORMIRANJE OCJENE						
4.1. Grading seminar papers	-					
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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 originally given. Notes correlations with related material.	
4.3. Final grade according to evaluation elements	Active course attendance	70-70.9% of attendance	75-79.9% of attendance	80-89.9% of attendance	90-100% of attendance	
		2 points	3 points	4 points	5 points	
		2	3	4	5	

	Colloquia/ 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	4	5
		25 points	30 points	35 points	40 points
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade	ECTS grade	
		90 – 100%	5 (excellent)	A	
		80 – 89.9%	4 (very good)	B	
		65 -79%	3 (good)	C	
		50 -64.9%	2(satisfactory)	D	
5. ADDITIONAL COURSE INFORMATION					
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
	1. Dubicka, I., O'Keeffe, M., Dignen, B., Hogan, M., Wright, L., Business Partner B1+ Coursebook, Pearson 2019 (Unit 5-8)				
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Dubicka, I., O'Keeffe, M., Dignen, B., Hogan, M., Wright. L., Business Partner B1+ Workbook, Pearson 2019				
	2. Bratić, I., Kardum Goleš, I.; Crnica, G., Osnovna gramatika engleskog jezika Vježbenica 1, Šibenik, Veleučilište u Šibeniku, 2023. (https://www.croris.hr/crosbi/publikacija/knjiga/796480)				
	3. https://learnenglish.britishcouncil.org/free-resources/business (British Council's free business English learning resources)				
	4. https://www.croatia.eu/index.php/en/ (Comprehensive guide and information about Croatia)				

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 Intranet site of the course and the website of the Šibenik University. 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 title	Business German II	1.8. Course code in ISVU	129819 201920
1.2. Course lecturer	Goran Crnica, prof., Sen.Lec.	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 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	1st	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 mandatory.	
2.3. Learning outcomes on the study programme level	LO 1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign language	
	LO 3: To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages	
	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 learning outcomes)	Learning outcomes according to Bloom's taxonomy:	
	1. To define and explain business German keywords	LO level: 1 - memory, 2 - understanding, 3 - application, 4 - analysis, 5- evaluation, 6 - synthesis 1,2
	2. To explain and apply correctly grammatical structures and vocabulary in the field of Business German	2,3
	3. To create independently and present content in the field of Business German	3
	4. To analyse medium-sized professional texts and solve language tasks	4
	5. To argue critically the views expressed and express your own views on the topic of Business German	5
	6. To use part of the Common European Framework of Reference for Languages (CEF) level A1-A2 language competences to generate new ideas	6

2.5. Course content according to detailed curriculum schedule	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
	1	Wohnungssituation in Deutschland	Maskuline Nomen für Lebewesen; Substantivierte Adjektive	3,5,6	Students listen to the lectures. They work independently on the computer, inform themselves about the course content and eLearning documents. Students get to know each other in small groups, discuss the reasons for choosing their studies and explain what they expect from the studies. Group representatives present to their colleagues the similarities and differences of they have about German and other foreign languages.	In the oral part of the final exam, you introduce yourself or your colleagues. They express their opinion about their own linguistic progress and point out the shortcomings and strengths.	3

	2.	Sozialer Wohnungsbau in Wien	Präpositionen mit dem Dativ; Präsens von nehmen	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
	3.	Straßen und Verkehr in deutschen Städten	Trennbare Verben	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	Präpositionen mit Dativ und Akkusativ	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
	5.	Das Mobiltelefon verändert den Alltag	Komparativ und 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	Präteritum von Dürfen; Nebensätze	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,	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 A1 and A2 of the Common	3

					speaking, reading and writing) are used extensively.	European Framework of Reference for Languages by presenting their ideas and findings.	
	7.	Was essen die Deutschen?	Deklination der Adjektive ohne Artikel	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	Präsens von essen; Perfekt von sagen und kommen	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.	Lebensqualität und Lebensstandard Kolloquium 1	Verwendung von Perfekt und Präteritum; Partizipformen	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	25
	10.	Folgen des zu großen Konsums	Rektion der Verben; Rektion der Nomen	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.	Öffentliche Verkehrsmittel	Passiv: im Präsens und Präteritum der dritten Person Singular	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 A1 and A2 of the Common European Framework of Reference for	3

						Languages by presenting their ideas and findings.	
	12.	Transrapid, die schnelle Magnetbahn	Präsens des Verbes sollen	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.	Haushalt und Haushaltsarbeit	Nebensätze mit ob eingeleitet	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 A1 and A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	3
	14.	Fremdsprachen lernen	Konjunktiv Präteritum: von sein, haben, können, müssen, sollen, wollen	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
	15.	Sprachen in der EU Kolloquium 2	Finalsätze mit um, zu, und dem Infinitiv; würde + Infinitiv	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.	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.	26

3. EVALUATION OF STUDENTWORK

3.1. Student obligations	Following the Regulations on Studying and the Regulations on Student Assessment and Evaluation: for all full-time students, the required attendance is at least 70%. Part-time students are required to 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 in 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, he/she is exempted from the written part of the final exam and is obliged to take the oral final exam. Student achievements: - 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: a) by passing two colloquia and an oral exam during the regular or extraordinary exam; b) by passing the final exam consisting of a written and an oral exam during the regular or extraordinary 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 score of the course)	Attendance	0,5	Written exam	1 (without colloquia)	Project		
	Experimental work		Research		Practical work		
	Essay		Report		Continuous evaluation		
	Colloquium	1 (without written exam)	Seminar paper		(Homework for part-time students)	0,5	
	Active participation	0,5	Oral exam	1	(Other)		
3.3. Student workload	The workload of students on all bases is 1 ECTS credit point (30 semester hours) and is estimated as:						
	Obligation			Hours (estimated)			
	1. Attending classes and language exercises			45			
	2. Preparing colloquia or exams through individual work			45			
4. GRADING SYSTEM							
4.1. Grading seminar papers	-						
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average		
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.		
4.3. Final grade according to evaluation elements	Active participation of lectures and language exercises	70-74,9% of attendance		75-79,9% of attendance		80-89,9% of attendance	90-100% of attendance
		2 points		5 points		10 points	20 points
	Colloquia/Written exam	2		3		4	5
		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

		25 points	30 points	35 points	40 points

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

5. ADDITIONAL COURSE INFORMATION

5.1. Compulsory literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Marčetić, T. (2005). <i>Njemački u komunikaciji: uvod u jezik njemačke i austrijske svakodnevnice i u jezik medija</i> . Zagreb: Školska knjiga.		
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. www.goethe.de – a well-known website about the German language 2. learnergerman.dw.com – a well-known website that, in addition to news in 30 different languages, also offers content for learning German		Available on the Intranet pages of the Šibenik University
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 Intranet site of the course and the website of the Šibenik University. 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	PhD, Ivana Kardum Goleš, College professor	1.8. Course code in ISVU	129821 201921
1.2. Course title	Business Italian Language II	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 Tourism management	2.10.1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Optional	2.11.1.12. Number of course revisions	1
1.6. Year of study	1 st	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 DESCRIPTION			
2.1. Course objectives	The aim of the course is to master basic language structures, lexicon and grammar from the Italian language. Particular attention is paid to improving the techniques of reading, understanding, writing and speaking in the field of tourism and management. Governing the vocabulary of the profession at a lower level. By attending a foreign language class, students are introduced with new communication systems, enabling their easier and more direct involvement in world events and getting acquainted with the elements of Italian culture and civilization of the Italian speaking world. Learning a foreign language is in line with the aspiration to preserve the richness of the diversity of multi-faceted Europe as well as with fostering the development of the culture of dialogue and civilization.		
2.2. Terms of course entry and required competences	Completed course Business Italian language I		
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. Expected learning outcomes on the course level	Learning outcomes according 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.	to understand and apply basic concepts from professional terminology related to business and tourism in Italian				
	2.	to describe the ways of promoting products, services, types of tourism in Italian				
	3.	to describe the national parks in Croatia, administrative and political division of Italy, a typical menu, specifics of tourist destinations				
	4.	to recognize and apply basic grammatical structures on texts and tasks using a part of general language competences at level A1 and A2				
	5.	to reproduce a summary in Italian				
	6.	to be able to read and analyse simple texts in the areas that are discussed during the course				
	7.	to be able to listen to short conversations individually and work on solving tasks				
	8.	to be able to communicate on a basic level in a foreign language within the subjects of the course				
2.5. Course content according to detailed curriculum schedule	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 e-learning documents.	-	2 hours
	2.	Facciamo pubblicità – i verbi riflessivi	1, 2, 3	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can describe the activities and the most important occupations related to 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
	3.	I modelli di fare pubblicità – marketing mix –l'imperfetto	1 2, 3	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can describe the activities and the most important occupations related to 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
	4.	Esigenze e caratteristiche principali di un prodotto, passato prossimo vs imperfetto	1, 2, 3	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 from professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to 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

	5.	Croazia – struttura e amministrazione, revision	1, 2, 3, 4, 5, 6	Listen to lectures and read literature. Use multimedia and internet. Solve exercises. Participate in discussions.	At the colloquium or the written and oral exam they can understand and apply basic concepts from professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to 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 explain the specifics of Italy in the context of etymology, history, geography and culture.	4 hours	
	6.	I rapporti personali introduzione, trapassato prossimo	1,2, 3	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.	I tipi di turismo in Croazia, revisione di tempi passati	1, 2, 3,4,5,6	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.	Regole d`oro al telefono, il testo	1, 2	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 cultura degli affari – culture a confronto, il futuro semplice	1, 2, 6, 7, 8	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.	Preparare un viaggio, il futuro anteriore	1, 2, 3, 8	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,	6 hours	

					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, listen to short conversations individually and work on solving tasks		
	11.	Promemoria e come fare l'agenda, l'infinito	1, 2,3	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 sat	
	12.	Parma e Langhirano – produzione dei prodotti tipici, il gerundio	1, 2, 3, 8	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	
	13.	I parchi nazionali, revisione	1, 2, 3, 4, 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.	Il menu italiano, revisione	1, 2, 3, 4, 5, 6, 7, 8	Listen to lectures and read literature. During lectures individually research the content of this thematic field by searching data bases, present 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	6 hours	

					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		
	15.	Revisione - Il testo	1,2,3,4,5,6,7, 8	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 OF STUDENTS' WORK

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% is required. Part-time students are required to attend classes at least 50%. The students' acquired knowledge is tested during the course classes. Special consideration is given to the student's evaluation during the course of the teaching process, with particular attention being paid to the student's active participation in teaching as well as his/her presentation of the written work that the student produces for homework. Of particular importance for the final evaluation are the two written tests that students take during the semester. If the student successfully passes both exams, he / she is exempted from the written part of the final exam and is obliged to take the oral exam only. The final exam consists of a written and an oral part. Ways to check learning outcomes are: essays, objective type assignments, discussion, role play, presentation creation, etc. The obligation of each student is to regularly inform oneself about the course. All notices about maintenance or eventual postponement of teaching will be published on the web site of the Polytechnic of Šibenik and the e-learning page of the course, where all the information on the course as well as the teaching materials and the list of literature are also available.					
3.2. Monitoring student work (enter the share of ECTS credits for each activity so that the total number of ECTS points corresponds to	Attendance	0,5	Written exam	1 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	1 (without written exam)	Seminar paper		Other	

the credit score of the course)	Class activity	0,5	Oral exam	1	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	-								
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average				
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.				
4.3. Final grade according to evaluation elements	Active course attendance	70-75% of attendance		76-86% of attendance		87-100% of attendance		Max. Points	
		3 points		7 points		20 points		20 points	
	Seminar paper								
	Colloquia/ Written exam	2		3		4		5	
		50-64,9%		65-79,9%		80-89,9%		90-100%	
		25 points		30 points		35 points		40 points	
	Oral exam	2		3		4		5	
		25 points		30 points		35 points		40 points	
4.3. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)		Numerical grade		ECTS grade			
		90 – 100%		5 (excellent)		A			
		80 – 89,9%		4 (very good)		B			
		65 – 79,9%		3 (good)		C			
		50 – 64,9%		2 (satisfactory)		D			

5. ADDITIONAL COURSE INFORMATION			
5.1. Compulsory literature (available in the library and via other media)	Title	Number of copies in the library	Availability 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)	1. L`ITALIANO PER GLI AFFARI, N. Cherubini, Bonacci Editore, 2000. 2. Dizionario italiano-croato, M.Deanović, J.Jernej, Školska knjiga Zagreb	10	Available on the Intranet pages of the Šibenik University
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 Intranet site of the course and on the website of the Šibenik University. 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).		

III. SEMESTAR

1. GENERAL INFORMATION ABOUT THE SUBJECT			
1.1. Title	MANAGEMENT	1.8. ISVU course code	214412 214413
1.2. Lecturer	PhD Jasmina Sladoljev, Sen.Lec.	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 + 30)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of online course performance (max. 20%)	Level 1 - Materials Available Online, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	3.
1.6. Study year	2 nd	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 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 passing the exams with the second year of study
2.3. Learning outcomes on the study programme level	1. To apply and link economic terms in complex written and oral communication in Croatian and foreign languages
	2. To organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders
	3. To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign language
	4. To use planning, organizing, leading and controlling methods using case studies and analysing the problem
	5. To analyse and integrate core concepts and apply content related to economics, management, accounting and finance
	6. To 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. To use software packages to manage business departments, processes, and organizations
	8. To design and economically evaluate entrepreneurial ideas, events, projects, products and services in the team and present the same
	9. To 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. To use advanced software tools for document creation, presentation and budget implementation

2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (Up to two verbs per LO)	LO Level: <i>Recapture, Understanding, Application, Analysis, Evaluation, Synthesis</i>
	1. To define, explain and relate key terms related to management and manager	2, 5

	2. To analyse the impact of the environment on the management of business processes and systems, and the appropriate adoption and suggestion of strategies	4, 6			
	3. To apply appropriate planning, organizing, human resources management, leadership and motivation techniques, and controls	4			
	4. To assess the importance of managing operations and processes	6			
	5. To assign a business development project, design products, define pricing, sales and cost projections, identify competitors, customers and suppliers, and make a financial construction of operating income and expenses	5.6			
2.5. Course content according to detailed curriculum schedule	Constructive alignment				
	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 e-learning page of the course by working independently on a computer.	-	6 hours
	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
	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 judge based on the presented problem and propose a solution to the same problem.	8 hours
	Planning as a function of managing a tourist destination; principles and characteristics of planning; subjective to you in	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	10 hours

	the process of development planning tour with t Icke destination;			example, critically judge based on the presented problem and propose a solution to the same problem.	
	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 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 analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
	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	16 hours

				example, critically judge based on the presented problem and propose a solution to the same problem.	
	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
	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 Regulations on Studying and the Regulations 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 (enter the share of ECTS)	Attending classes	0.5	Written exam	2 (no midterm)	Project	2
	Experimental work		Research		Practical work	

credits for each activity so that the total number of ECTS points corresponds to the credit score of the course)	Essay		Report		Continuous checking	
	Colloquiums	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 workload on all bases is 1 ECTS credit 30 semester hours and is estimated as:					
	Commitment			Hours (estimated)		
	1.	Attending classes		60		
	2.	Creation of seminar work and project assignment and presentation		15		
	3.	Preparation for the midterm / exam through self-study		105		
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 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.		
	Active attendance	70-75% attendance	76-86% attendance	87-100% presence	Project assignment	

4.3. Creating a final grade according to evaluation elements						Solved case studies
			2 points	4 points	7 points	3 points
	Seminar paper		2	3	4	5
			5 points	7 points	8 points	10 points
	Examination / Written examination		2	3	4	5
			50 to 64.9%	65 to 79.9%	80 to 89.9%	90-100%
			25 points	30 points	35 points	40 points
	Oral part of the exam		2	3	5	5
			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)	Number rating	ECTS grade		
		90 - 100%	5 (excellent)	AND		
		80 - 89,9%	4 (very good)	B		
		65 - 79,9%	3 (good)	C		
		50 - 64,9%	2 (sufficient)	D		

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
	1. M. Buble, Menadžment, University of Economy in Split, Split, 2006.		5
	2. Course materials available on the official website		Available on the Intranet pages of the Sibenik University

5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Sikavica, P., Bahtijarevic-Šiber F.: Menadžment – teorija menadžmenta i veliko empirijsko istraživanje u Hrvatskoj, Masmedia, Zagreb, 2004. 2. Drucker, P.: Najvažnije o menadžmentu, M.E.P.Consult, Zagreb 2005. 3. Weihrich, H., Koontz, H.: Menadžment, Mate, Zagreb, 1993.	3 1 3	
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 and the classroom activities. All notices of classes or possible adjournment will be published in a timely manner on the Intranet site of the course and on the website of the Šibenik University. 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 ABOUT THE SUBJECT			
1.1. Title	MARKETING IN TOURISM	1.8. ISVU course code	187571
1.2. Lecturer	PhD Jelena Šišara, 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 Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	4.
1.6. Study year	2 st	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.

2.2. Terms of course entry and required competences	Admission requirements for the 2nd year of study	
2.3. Learning outcomes on the study programme level	1. To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages	
	2. To develop teamwork and interpersonal skills, master communication skills and skills of giving presentations on particular topics and tasks	
	3. To independently and responsibly undertake research through relevant literature to develop abilities of decision-making by using Croatian and English language	
	4. To apply methods in the fields of mathematics, statistics, and informatics in the processing and analysis of data in the field of economics	
	12. To analyse the tourist environment and create a development strategy	
	13. To develop a marketing plan for a tourism company	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	LO Level: 19. <i>Recapture</i> , 20. <i>Understanding</i> , 21. <i>Application</i> , 22. <i>Analysis</i> , 23. <i>Evaluation</i> , 24. <i>Synthesis</i>
	1. To critically evaluate the fundamental concepts and characteristics of marketing in tourism.	5
	2. To analyze the marketing environment and marketing strategies of a tourism company.	5
	3. To develop a marketing plan for a tourism company.	5
	4. To assess the marketing mix of a tourism company.	6

2.5. Course content according to detailed curriculum schedule	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.	-	6 hours

	2.	Understanding of marketing processes in tourism	1	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	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 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.	The role of marketing in strategic planning	2	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 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
	5.	Development of marketing opportunities and strategies in tourism	2	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 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
	6.	Marketing environment	2	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 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.	Marketing plan	3	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 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.	Marketing Information System and Marketing Research, I. Colloquium	1	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 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.	Markets of final consumption and consumer behavior	1	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 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

	10.	Market segmentation and market positioning	1	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 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.	Development of marketing mix in tourism: production and product management	4	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 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
	12.	Development of marketing mix in tourism: price and placement	4	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 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
	13.	Development of the marketing mix in tourism: promotion	4	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 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
	14.	Marketing management in tourism and destination marketing	4	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 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
	15.	Final lecture, course signatures, II. colloquium		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 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

3. EVALUATION OF STUDENT WORK

3.1. Students` obligations	According to the Study Regulations and the Regulations on Assessment and Evaluation of Student Work For all full-time students, a minimum attendance of 70% in classes is required. Part-time students are required to attend at least 50% of lectures. All students must prepare, present, and successfully pass the project assignment. Final Exam Completion Students can pass the final exam in the course in two ways: a) During the course, through continuous assessment (active participation in class, case study resolution, preparation and presentation of the project assignment, and passing the colloquium).

	b) During the course, through active participation in class, resolution of case studies, preparation and presentation of the project assignment, and by passing the exam (written and oral parts).					
	Project Assignment Based on the analysis of an existing digital campaign and the online reputation of a tourism company, as well as market research, students will create a plan for the digital marketing communication of the tourism company on the internet.					
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	1	Written exam	2 (by submitting both colloquiums the student is relieved of an written examination)	Project	1
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	3 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper	1	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)		
	Attending classes			60		
	Creating and Presenting seminar paper			30		
	Preparation for the Colloquium / exam through self-study			90		
4. GRADING						
4.1. Seminar paper grading	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, 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.			
4.2. Colloquium / exam grading	Poor			Satisfying			Above average			
	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.			
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons		70-75% of attendance		76-86% of attendance		87-100% of attendance		Solved case study and project	
			2 points		4 points		7 points		3 points	
	Seminar paper		2		3		4		5	
			5 points		7 points		8 points		10 points	
	Colloquium / written exam		2		3		4		5	
			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	
			25 points		30 points		35 points		40 points	
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)		Numerous grade		ECTS grade				
		90 – 100%		5 (excellent)		A				
		80 – 89,9%		4 (very good)		B				
		65 – 79,9%		3 (good)		C				
		50 – 64,9%		2 (sufficient)		D				

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
	1.Kotler, P., Bowen, J. T., Makens, J. C. (2010). *Marketing u ugostiteljstvu, hotelijerstvu i turizmu*. Mate, Zagreb	1	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Kotler, P. and Armstrong, G. (2018) Principles of Marketing, 17th edn. Harlow: Pearson Education.	0	
	2. Kotler, P., Bowen, J.T., Makens, J.C., Baloglu, S. (2017). Marketing for Hospitality and Tourism (7ed). Pearson.		
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			
1.1. Course lecturer	Anita Grubišić,mag.oec., Sen.Lec.	1.8. Course code in ISVU	146572 201924
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 Tourism management	a. 1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	b. 1.12. Number of course revisions	3
1.6. Year of study	II	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 DESCRIPTION			
2.1. Course objectives	Accounting, content and concept, accounting process and policies, international accounting standards and the environment in which it is developed and operates, accounting plan, asset accounting and amortization, accounting for liabilities and equity, cost accounting, income accounting, accounting of business results, inventory of assets and liabilities, acquisitions and consolidated reports, financial statements, financial indicators, understanding of financial statements, management accounting, inflation accounting, accounting ethics. Exercises include solving characteristic task groups as part of a written exam through examples of business events entries in the order of the RRIF Accounting Plan for Entrepreneurs.		
2.2. Terms of course entry and required competences	No conditions		
2.3. Learning outcomes on the	LO1: To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages LO3: To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign languages LO4: To apply methods in the field of mathematics, statistics and informatics in the processing and analysis of data in the field of economics		

study programme level	LO6: To apply basic legal and economic principles in organization and management LO7: To interpret business and financial reports and suggest solutions for improvement					
2.4. Expected learning outcomes on the course level	Learning outcomes according 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.	To explain, link and analyse the features of accounting for entrepreneurs and financial reporting.			4,5	
	2.	To analyse the effects of key business transactions on financial statements.			4,5	
	3.	To classify business events.			3,4	
	4.	To compute and record business events in basic and auxiliary accounting books and records.			5,6	
	5.	To understand, link and analyse financial statements.				
2.5. Course content according to detailed curriculum schedule	Number	Thematic unit	LO of the course	Content/teaching method	Evaluation	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.	In the written and oral exam, they define the basic concepts of accounting. Analyse the types and users of accounting information.	12
	2.	Types of accounting, accounting information users, Basic models of balance sheet and income statement,	1,2,3	They listen to a lecture and read literature. They work on their own and in team workouts.	In the written and oral exam, they know how to distinguish between accounting categories and set an example, with an understanding of the positions of the underlying financial statements and the application of the law.	12
	3.	Accounting harmonization, accounting documents and controls, accounting types and accounts.	1,2,3	They listen to a lecture and read literature. They work on their own and in team workouts.	In the written and oral exam, they know how to analyse and evaluate the chart of accounts and the chart of accounts, and apply them correctly with the double entry bookkeeping rules.	12
	4.	Basic accounting categories, accounting accounts, Chart of accounts for entrepreneurs, Rules in double-entry bookkeeping system	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
	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. 1	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 entries using RRIF Accounting Plan for Entrepreneurs. 6	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
	13.	Exercises include solving characteristic task groups as part of a written part of	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

		exams through recording business events entries using RRIF Accounting Plan for Entrepreneurs. 7				
	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 Regulations on Studying) and the preparation of homework assignments are required for signature.					
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	1	Written exam (theory + practical)	2 +2	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	0,5
	Colloquium		Seminar paper		Other	
	Class activity	0,5	Oral exam		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 60 hours 2. Preparing colloquia or exams through individual work 120 hours					
4. GRADING SYSTEM						
4.1. Grading seminar papers	-					

4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average			
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.			
4.3. Final grade according to evaluation elements	Active course attendance	70-75% of attendance		76-86% of attendance		87-100% of attendance		Max. Points
		4 points		7 points		210points		20 points
	Seminar paper							
	Colloquia/ Written exam	2		3		4		5
		50-64,9%		65-79,9%		80-89,9%		90-100%
		241points		53 points		65 points		72 points
	Oral exam	2		3		4		5
		9 points		12 points		15 points		18 points
4.3. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)		Numerical grade		ECTS grade		
		90 – 100%		5 (excellent)		A		
		80 – 89,9%		4 (very good)		B		
		65 – 79,9%		3 (good)		C		
		50 – 64,9%		2 (satisfactory)		D		

5. ADDITIONAL COURSE INFORMATION			
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. Group of authors: 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 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 Intranet site of the course and on the website of the Šibenik University. 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).		

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

5.1. Compulsory literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	1. 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	Available on the Intranet pages of the Šibenik University
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Upper Intermediate English Practice File MARKET LEADER (Third edition), Pearson Longman 2. Essential Business Grammar and Usage, Business English, MARKET LEADER, Peter Strutt, Pearson Longman	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 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 Intranet site of the course and on the website of the Šibenik University. 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., Sen. Lec.	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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , 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	2 st	a. 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	The objective of the course Business English 3 is to upgrade the learned grammar structures with new vocabulary from the business environment related to the world of business, global trends and intercultural diversity. Developing competence in reading and understanding professional texts, communicating, and writing business letters in English. The aim of the course is also to familiarize students with multicultural diversity at European and global level and to develop competencies and skills that will prepare them; public speaking skills, active listening, writing a business letter (business etiquette) and the basics of negotiation skills.		
2.2. Terms of course entry and required competences	Four-year secondary education completed; Possession of a Level 4.2 qualification according to the CROQF. Proficiency in English at minimum B1 level.		
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. LO2: To organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders. LO3: To independently and responsibly search the relevant literature for decision-making and conclusion in Croatian and foreign languages. LO6: To analyse and relate basic concepts and apply content related to economics, management, accounting and finance.		

	LO10: To develop team and interpersonal teamwork skills, master communication and case study skills (case studies, projects, seminars) using advanced software tools for document preparation, presentation and budget implementation.					
2.4. Expected learning outcomes on the course level	Learning outcomes according 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. To understand and apply basic terms in professional terminology of economic character in English				2,3	
	2. To translate and interpret in English language texts of business and economic character processed during the course				2,3	
	3. To develop and demonstrate (in front of fellow students) a brief presentation within the topics of the course				3	
	4. To formulate and compose a business letter in English				6	
	5. To prepare and compose an essay in English				6	
	6. To select and evaluate one of the topics within the course				5	
	7. Explain and translate specific business text				6	
	8. Organize and implement teamwork				6	
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	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 e-learning documents.	-	2 h
	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	At the colloquium or the written and oral exam, students know to evaluate and explain how companies can handle the modern way of communication; whether the technology has helped	4 h

				into English and offer adequate translation into Croatian. They answer the questions.	to establish successful communication or did the principles of communication remain the same.		
	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, 8	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 marketers" 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 business letters Formal vs. Informal writing 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	4 h	

					business letter or e-mail and use the basic phrases needed to write a business letter.		
	10.	Writing requests Arranging a visit Giving news Writing a complaint	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	
	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 <i>business success</i> . 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	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-enrol 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).					
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	0,5	Written exam	1 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	2 (without written exam)	Seminar paper		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: Attending classes and exercises 45 hours Preparing colloquia or exams through individual work 45 hours					
4. GRADING SYSTEM						
4.1. Grading seminar papers						
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.	
4.3. Final grade according to evaluation elements	Active course attendance	70-74,9% of attendance	75-79,9% of attendance	80-89,9% of attendance	90-100% of attendance	

			2 points	5 points	10 points	20 points
	Colloquia/ Written exam		2	3	4	5
			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
			25 points	30 points	35 points	40 points
4.3. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade	ECTS grade		
		90 – 100%	5 (excellent)	A		
		80 – 89,9%	4 (very good)	B		
		65 – 79,9%	3 (good)	C		
		50 – 64,9%	2 (satisfactory)	D		
		5. ADDITIONAL COURSE INFORMATION				
5.1. Compulsory literature (available in the library and via other media)	Title				Number of copies in the library	Availability via other media
	1. 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	Available on the Intranet pages of the Šibenik University
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Upper Intermediate English Practice File MARKET LEADER (Third edition), Pearson Longman 2. Essential Business Grammar and Usage, Business English, MARKET LEADER, Peter Strutt, Pearson Longman				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 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 Intranet site of the course and on the website of the Šibenik University. 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 ABOUT THE SUBJECT			
1.1. Title	Use of DDD Measures and HACCP Standard in Hotel Industry	1.8. ISVU course code	214418 214419
1.2. Lecturer	Tanja Radić Lakoš, MSc, s.lec.	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)	Professional Undergraduate study of Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	5
1.6. Study year	2 nd	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			
2.2. Terms of course entry and required competences	-		
2.3. Learning outcomes on the study programme level	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, analyse the problem and propose appropriate solutions to problem situations		

	LO13: To analyse new roles of organizations, systems, processes, products and services and quality standards in companies and propose valorisation of new trends in companies and organizations					
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (Up to two verbs per LO)					LO Level: 25. <i>Recapture</i> , 26. <i>Understanding</i> , 27. <i>Application</i> , 28. <i>Analysis</i> , 29. <i>Evaluation</i> , 30. <i>Synthesis</i>
	1.	To demonstrate knowledge and understanding of the content of course that define and describe the underlying concepts with good hygienic and production practice				3, 1
	2.	To analyse and compare the importance of hygiene and sanitation in food, hospitality and hotel industry				4, 4
	3.	To predict the consequences of poor and inefficient cleaning, disinfection, disinfestation and derating and provide an example of measures for the implementation of personal hygiene, hygiene in the production process and environmental hygiene				2, 2
	4.	To discuss and critically evaluate how to prevent food contamination by physical, chemical and biological hazards,				4, 5
	5.	To establish the process and actively contribute to the protection of food from potential hazards;				6, 5
	6.	To select and recommend appropriate commercial cleaning, disinfection, disinfestation and derating agents				2, 5
	7.	To use materials and tools to search scientific and professional literature in Croatian and in English,				3
	8.	To present accepted knowledge, ideas, problems and solutions independently and in the team.				6
2.5. Course content according to detailed curriculum schedule	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.	-	4 hours
	2.	DDD and HACCP concepts and definitions.	1, 3, 5, 8	Listen to the lecture and read the literature. At the seminar student individually or in pairs made mental map thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.	In an oral exam students can define concepts of DDD and HACCP, and concepts related to it. Created mental map	4 hours
	3.	Legislative framework for the introduction of the HACCP system. HACCP team. CP / CCP. HACCP plan.	1, 3, 5, 8	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 an oral exam students can distinguish and name control points and critical control points, they know their role and importance and can present simple HACCP plan. Solved case study.	4 hours

	4.	Microorganisms - food and water poisoning agents. Intestinal parasites. Epidemic. Quarantine.	1, 2, 3, 4, 5, 7, 8	Listen to the lecture and read the literature. They use multimedia and network. 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 an oral exam students can define and describe the role of microorganisms in the environment, describe and explain the entrance pathways in host organisms, list some of the most common intestinal microorganisms responsible for food and water poisoning. Students can discuss about some epidemic in history and importance of quarantine. Created and Presented seminar paper (by independent use of computer programs).	8 hours
	5.	Hygiene of water. Purification of drinking water and waste water.	1, 2, 3, 4, 5, 7, 8	Listen to the lecture and read the literature. They use multimedia and network 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 an oral exam students can define and describe the underlying concepts of water pollution, enumerate and distinguish natural and anthropogenic sources of water pollution, predict the effects of polluted water and the consequences analyse the impact of water pollution on the human health, plant and animal life and environment in general. Created and Presented seminar paper (by independent use of computer programs).	4 hours
	6.	Sanitation. Personal Hygiene. Hygiene of handling and preparation of food.	1, 2, 3, 4, 5, 7, 8	Listen to the lecture and read the literature. They use multimedia and network 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 an oral exam they can define, describe and present methods of hygienic procedures for personal and working space hygiene. They understand and distinguish concept of cross-contamination and cold chain. Created and Presented seminar paper (by independent use of computer programs).	6 hours
	7.	Organization of food processing plant. Obtaining and preventing food poisoning. Models of food contamination.	1, 2, 3, 4, 5, 7, 8	Listen to the lecture and read the literature. They use multimedia and network 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	In an oral exam they can define and describe the types, role and mode of food storage, enumerate and describe members of food chain (from field to table), choose the most appropriate ways of food transportation and interpret the choice, analyse the conditions in warehouses in terms of storage capacity, development of new technologies and science.	6 hours

				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.	Created and Presented seminar paper (by independent use of computer programs).	
	8.	Allergens in food.	1, 7, 8	Listen to the lecture and read the literature. They use multimedia and network. 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 an oral exam they can define and describe the types of food allergens. Created and Presented seminar paper (by independent use of computer programs).	4 hours
	9.	Disinfection – introduction (mechanical, physical, chemical or biological methods of disinfection).	1, 2, 3, 4, 5, 6, 7, 8	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 importance of disinfection methods, to analyse, compare and select type of disinfection method in case of food processing, working space maintenance, transport, surrounding area (environment). Created and Presented seminar paper (by independent use of computer programs).	8 hours
	10.	Disinfection – sanitation procedures. Disinfectant (chemical agent) choice.	1, 2, 3, 4, 5, 6, 7, 8	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 describe types of disinfectant and their application in various area (air, water, soil, and solid surfaces) and equipment. They can discuss about sanitation procedures in hotel industry, every day surroundings and extraordinary circumstances like natural catastrophes or state of epidemic. Created and Presented seminar paper (by independent use of computer programs).	6 hours
	11.	Disinfestation	1, 2, 3, 4, 5, 6, 7, 8	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	In an oral exam students can define and describe the role of insects in the environment, list some of the most common insects in human environment (on fields and warehouses) describe and explain the basic structure, life cycle, and infestation.	8 hours

				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.	They can define and describe importance of disinfection methods, to analyse, compare and select type of disinfection method in case of food processing, working space maintenance, transport, surrounding area (environment). Created and Presented seminar paper (by independent use of computer programs).	
	12.	Derating	1, 2, 3, 4, 5, 6, 7, 8	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 an oral exam students can define and describe the role of rodents in the environment, list some of the most common rodents in human environment (on fields and warehouses) describe and explain the basic structure, life cycle, and infestation. They can define and describe importance of derating methods, to analyse, compare and select type of derating method in case of food processing, working space maintenance, transport, surrounding area (environment). Created and Presented seminar paper (by independent use of computer programs).	8 hours
	13.	Application of HACCP system in food industry	1, 2, 3, 4, 5, 6, 7, 8	Field training	Experience learning.	4 hours
	14.	Tour of the hotel industry (cleaning and sanitation in the facility, insect treatment, bait-laying).	1, 2, 3, 4, 5, 6, 7, 8	Field training	Experience learning.	4 hours
	15.	Concluding Considerations / Repeating and Preparing for Exam.	1, 2, 3, 4, 5, 6, 7, 8	Listen to the lecture and individual preparation for the exam.		14 hours

3. EVALUATION OF STUDENT WORK

3.1. Students` obligations	In accordance with the Regulations on studying and the Regulations 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, solving case studies, making and presenting the seminar paper and passing two colloquia); b) during the course (active participation in the lessons, creating mental map, solving case studies, creating and presenting the seminar paper) 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	Attendance	0,25	Written exam		Project	
	Experimental work		Research		Practical work	
	Essay	0,25	Report		Continuous examination	

corresponds to the credit score of the course)	Colloquium		Seminar paper	0,25	Other (inscribe)	
	Class activities	0,25	Oral exam	2	Other (inscribe)	
3.3. Student workload	The student's workload on all basis’s amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	1. Attending classes			45		
	2. Creating and Presenting seminar paper			5		
	3. Preparation for the Colloquium / exam through self-study			40		
4. GRADING						
4.1. Seminar paper grading	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, 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.	
4.2. Colloquium / exam grading	Poor		Satisfying		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.	
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance	76-86% of attendance	87-100% of attendance	Created mental map. Solved case study.	
		5 points	7 points	10 points	10 points	
	Essay	2	3	4	5	
		5 points	7 points	8 points	10 points	

	Seminar paper	2		3		4		5		
		5 points		7 points		8 points		10 points		
	Oral exam	2		3		4		5		
		20 points		35 points		50 points		60 points		
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade		ECTS grade					
		90 – 100%	5 (excellent)		A					
		80 – 89,9%	4 (very good)		B					
		65 – 79,9%	3 (good)		C					
		50 – 64,9%	2 (sufficient)		D					
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	
	1. Krajcar, S. Dezinfekcija, dezinskcija, deratizacija, Zagreb, 2001. (selected chapters)						5			
	2. Turčić, V. HACCP i higijena namirnica, Zagreb, 2000.						2			
	3. Krešić, G. Trendovi u prehrani, FMTU, Opatija, 2012. (selected chapters)						2			
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Vodič dobre higijenske prakse za ugostitelje 2. HACCP vodič - Praktična provedba načela HACCP sustava za ugostitelje 3. Nacionalno zdravstveno vijeće. Kodeks Jamstvo neškodljivosti namirnica u ugostiteljstvu HACCP sustavom. Zagreb, 1997								Available On-line Available On-line 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 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 be regularly informed about the course, teaching and teaching activities. All information about teaching or any delay in teaching will be published on the Intranet pages of the course and on the web pages of the Šibenik University. 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	Food Safety in Tourism	1.8. ISVU course code	214420 214421
1.2. Lecturer	Phd Nikolina Gaćina, Sen.Lec.	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)	Professional Undergraduate Studies of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	1.
1.6. Study year	2 nd	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 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 • Applying and understanding the importance of personal hygiene to all participants who have any contact with food		

2.2. Terms of course entry and required competences	No competences required					
	LO 3: To independently and responsibly search relevant literature for decision-making and conclusion in Croatian and foreign language					
	LO 5: To use planning, organizing, leading and controlling methods using case studies, and analyse the problem and propose appropriate solutions to problem situations					
	LO 13: To 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					
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (Up to two verbs per LO)					LO Level: 31. <i>Recapture</i> , 32. <i>Understanding</i> , 33. <i>Application</i> , 34. <i>Analysis</i> , 35. <i>Evaluation</i> , 36. <i>Synthesis</i>
	1. To demonstrate knowledge and understanding of course content by defining and describing basic concepts about food and food safety					1, 2
	2. To analyse the importance of food safety „from the field to the table “					2 ,3,4,5,6
	3. To anticipate the consequences of poor and inefficient hygiene measures and inadequate food manipulation					4, 2, 5
	4. To analyse measures of personal, space, equipment and accessories hygiene, and the environment					4, 2
	5. To analyse and compare ways to prevent food contamination					4, 5,6
	6. To use materials and tools to search the scientific and professional literature in their native and English languages					4, 2, 6
	7. To present the acquired knowledge, ideas, problems and solutions independently and in a team					4, 2, 6
2.5. Course content according to detailed curriculum schedule	Constructive 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
		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.	6 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.	6 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.	6 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.	4 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, Disinfection, 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.	4 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.		20 hours

3. EVALUATION OF STUDENT WORK						
3.1. Students` obligations	In accordance with the Regulations of Studying and the Regulations 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).					
	Attendance	0,25	Written exam	1 (without colloquiums)	Project	
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)	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	2 (without the written and oral exams)	Seminar paper	0,75	Other (inscribe)	
	Class activities		Oral exam	1 (without colloquiums)	Other (inscribe)	
3.3. Student workload	The student's workload on all basis’s amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	1. Attending classes			45		
	2. Creating and Presenting seminar paper			10		
	3. Preparation for the Colloquium / exam through self-study			35		
4. GRADING						
4.1. Seminar paper grading	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, 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.	

4.2. Colloquium / exam grading	Poor		Satisfying		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.	
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70% of attendance		71-80% of attendance	81-90% of attendance	91-100% of attendance
		2 points		3 points	4 points	5 points
	Research paper	2		3	4	5
		8 points		10 points	12 points	15 points
	Colloquium / written exam	2		3	4	5
		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
		15 points		20 points	25 points	30 points
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade		
		90 – 100%	5 (excellent)	A		
		80 – 89,9%	4 (very good)	B		
		65 – 79,9%	3 (good)	C		
		50 – 64,9%	2 (sufficient)	D		

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
	1. Havranek, J., Tudor Kalit, M. (Eds.) (2014). Food security from field to table. M.E.P. , Zagreb. (Selected chapters)		4

	2. Krešić, G. (2012). Nutrition trends. Faculty of Tourism and Hospitality Management, Opatija.	4	
	3. Ordinance on the sanitary quality of drinking water (NN 47/08). https://narodne-novine.nn.hr/clanci/sluzbeni/2008_04_47_1593.html		On-line
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Marinculic, A., Haburn, B., Barbic, Lj., Bech, R. (2009). Biological hazards in food. HAH, Osijek. https://www.hah.hr/pdf/Prirucnik%20bioloske%20opasnosti.pdf		On-line
	2. Food safety. https://www.mingo.hr/public/documents/5-vodic-sigurnost-hrane-lowresfinalweb.pdf		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 Intranet pages of the course and on the web pages of the Šibenik University. 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	ECONOMICS OF NON-PROFIT ORGANISATION	1.8. ISVU course code	140750
1.2. Lecturer	Divna Goleš, Master in econ., Sen.Lec.	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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	4.
1.6. Study year	2 st	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 collegium is to familiarize students with the basic concepts of economics from the aspect of rational behaviour of non-profit organizations whose primary objective is to ensure general interests and the common needs of the wider social community or a specific target group.
2.2. Terms of course entry and required competences	No requirements.

	LO1: To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages.	
	LO2: To develop team and interpersonal skills in team work, master communication skills and presentation skills of given topics and tasks.	
	LO3: To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign languages	
	LO6: To apply basic legal and economic principles in organization and management	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (Up to two verbs per LO)	
		LO Level: 37. <i>Recapture</i> , 38. <i>Understanding</i> , 39. <i>Application</i> , 40. <i>Analysis</i> , 41. <i>Evaluation</i> , 42. <i>Synthesis</i>
	1. To critically evaluate the role and importance of organizations acting for the common good.	5
	2. To analyse the specifics of individual management functions in the non-profit sector.	4,6
	3. To design a work program for a non-profit organization.	6
	4. To present an approach paper that addresses the business of a non-profit organization	6

2.5. Course content according to detailed curriculum schedule	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 Intranet course page.	-	3 hours
	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 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
	7.	Development of business behaviour 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 behaviour 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	Student obligations are prescribed by the Regulations on studying and the Regulations in Student Assessment and Evaluation. It is recommended that students actively participate in classes, which means participating in discussions, solving assignments, etc. Students who are unable to attend classes regularly should consult with the subject teacher during the consultation or via e-mail. It is the duty of every student to be regularly informed about the progress of classes. All information about the holding or possible postponement of classes will be published on the website of the Šibenik University of Applied Sciences or on the website of the course, which also contains all information about the course as well as teaching materials and a list of literature.

	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).					
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	0,5	Written exam	1 (by submitting both colloquiums the student is relieved of a written examination)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	1,5 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper		Other (inscribe)	0,5
	Class activities	0,5	Oral exam	0,5 (by submitting both colloquiums the student is relieved of an oral examination)	Other (inscribe)	
3.3. Student workload	The student's workload on all basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	Attending classes			45		
	Creating and Presenting seminar paper			15		
	Preparation for the Colloquium / exam through self-study			30		
4. GRADING						
4.1. Seminar paper grading	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, 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.			
4.2. Colloquium / exam grading	Poor			Satisfying			Above average			
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.			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.			
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons		70-75% of attendance		76-86% of attendance		87-100% of attendance		Solved case study and project	
			2 points		4 points		7 points		3 points	
	Seminar paper		2		3		4		5	
			5 points		7 points		8 points		10 points	
	Colloquium / written exam		2		3		4		5	
			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	
			25 points		30 points		35 points		40 points	
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)		Numerous grade		ECTS grade				
		90 – 100%		5 (excellent)		A				
		80 – 89,9%		4 (very good)		B				
		65 – 79,9%		3 (good)		C				
		50 – 64,9%		2 (sufficient)		D				

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
	1. Alfrević N., and associates (2013). * Osnove marketinga i menadžmenta neprofitnih organizacija,* Školska knjiga, Zagreb, (selected chapters)	2	
	2. Dobro R.(2005). *Ekonomika poduzeća*, VŠTM, Šibenik,(selected chapters)	10	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Group of authors (2018).*Računovodstvo neprofitnih organizacija* RRIF, Zagreb 2. Meler M.,(2003).* Neprofitni marketing*, University of Economy in Osijek, Osijek 3. Legislation (NN)	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 Intranet pages of the course and on the web pages of the Šibenik University. 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.		

7. GENERAL COURSE INFORMATION			
1.1. Course title	Health tourism	1.8. Course code in ISVU	
1.2. Course lecturer	Slavica Dino, mag.oec., lecturer Vukša Andrea, univ. mag. med. techn., lecturer	1.9. Course code in MOZVAG	
1.3. Associates		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)	Undergraduate professional study Management: Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1.st level – materials available On-line, 20%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	0
1.6. Year of study	2nd	6.16. 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	Based on theoretical knowledge and case studies the goal is for the students to: • Define basic concepts related to selective forms of tourism; • Understand the relationship between tourism travel motives, tourism market segmentation and selective forms of tourism; • Learn to recognize the potential resource base for the development of selective forms of tourism; • Critically review the development of selective forms of destination tourism; • Apply the learned content of this course in business practice.

2.2. Terms of course entry and required competences					
2.3. . Learning outcomes on the study programme level	IU1: Apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages				
	IU3: Independently and responsibly search relevant literature for decision making and conclusion in Croatian and foreign language				
	IU9: Analyze business processes and standards in tourism entities and propose the valorization of new ones for their development				
	IU10: Evaluate the cause-and-effect relationships of the impact of the economic development process and the multiplicative impact of tourism on social change environment, and propose possibilities and strategies for their improvement and development				
	IU12: Analyze the tourism environment and create a health tourism development strategy				
2.4. Expected learning outcomes on the course level	IU14: Use information and communication technology in tourism business				
	Learning outcomes according 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. Analyze the position of health tourism within the overall tourism supply and demand in the selected destination, identifying key factors that influence its integration.				4,6
	2. Assess the opportunities and potential for the development of health tourism in the destination, taking into account the social, economic and demographic aspects of the local community				5, 6
	3. Critically evaluate the health tourism market and the role of health professionals in tourism at the national, European and global levels, based on available data and trends				4, 6
	4. Present a well-designed plan for a health tourism development program for the selected destination that includes specific objectives, activities, stakeholders and performance indicators				7
2.5. Course content according to detailed curriculum schedule	Constructive allignment				
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation
	1.	Introduction to the course and a detailed syllabus.		They listen to lectures. In seminar classes, they get acquainted with the content of the course and documents on the e-learning page of the course by working independently on a computer.	2 h

	2.	Historical overview and development of health tourism	1,2	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	4h
	3.	Terminology and classification of health tourism	2,3	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	4h
	4.	Health tourism segments	2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	5.	Analysis of the health tourism market in Croatia	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	6.	Profiles of users of health tourism services	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6

	7.	Market trends in health tourism in Europe and world	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	8.	1st Colloquium	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	9.	Health tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	10h
	10.	Medical tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	11.	Spa, Wellnes tourism	1,2,3,4,	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h

	12.	Health insurance and healthcare system in Europe	1,2,3,4,	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	13.	Specificities of the work of healthcare staff in health tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	14.	Future directions and potentials of health tourism	1,2,3,4	They listen to lectures and read literature. In the seminar classes, they individually research the content of this thematic area by searching the database, and on the basis of it and the read literature, they make a seminar workshop in which they present their own ideas on the mentioned topic.	At the colloquium or written exam, they define and explain the terms that appear 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.	6h
	15.	Concluding remarks, 2nd Colloquium			At the colloquium or written exam, they define and explain the terms that appear 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.	10h
3. EVALUATION OF STUDENTS' WORK						
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 must have a minimum grade of 50% on exercises. 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 making a mental map and solving case studies, making and presenting a seminar paper and two colloquia); b) during classes (active participation in classes and making a mental map and solving case studies, making and presenting a seminar paper) and taking exams (written and oral part of the exam).					
	Attendance		Written exam	2 (without colloquia)	Project	

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))	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	1 (without written and oral exam)	Seminar paper	1	Other	
	Class activity		Oral exam	1	Other	
3.3. . Student workload	Obligation Hours (estimate) 1. Class attendance 45 2. Preparation for the colloquium / exam through independent learning 75					
4. GRADE FORMING						
4.1. Grading seminar papers	Evaluation Element	Unsatisfactory	Satisfactory		Above average	
	Organization	The work 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 perfectly logically interconnected.	
	Terminology, writing style	Unsatisfactory	Satisfactory		Above average	
		Words and expressions are not aligned with official terminology. The writing style is not appropriate, the sentences are too long, of 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 listing References	Sources are not listed at all. References do not fit the topic and show a superficial approach to researching the topic.	Sources are cited, but incomplete and with errors. The references are relevant to the topic and show a satisfactory research attitude.	The sources are accurately, completely and consistently cited. The references are appropriate, their list is "rich" and comprehensive and shows a detailed research approach.	
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory	Above average	
	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.	
4.3. Final grade according	The final grade is formed according to the following distribution: Percentage of acquired knowledge, skills and competencies				
	90 – 100% 80 – 89.9% 65 – 79.9% 50 – 64.9%		Numerical grade 5 (excellent) 4 (very good) 3 (good) 2 (sufficient)		
5. ADDITIONAL COURSE INFORMATION					
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
	1. Smith M, Puczko L. Health, Tourism and Hospitality:Spas, wellness and medical travel, Routledge, 2014 2. Rabotić B., Selective forms of tourism , Belgrade: College of Tourism Vocational Studies, 2013				
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Ministry of Health of the Republic of Croatia. Catalog of health tourism projects, 2022 2. Čorak S, Mikačić V. Croatian tourism: blue, white, green. Institute of Tourism; 2006 3. Tomas Health tourism 2018				

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).

2. GENERAL INFORMATION			
1.1. Course title	Business German III	1.8. Course code in ISVU	140746 201930
1.2. Course lecturer	Goran Crnica, prof., Sen.Lec.	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 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	Knowledge of German at a minimum basic level (A1-A2) is desirable but not mandatory.							
2.3. Learning outcomes on the study programme level	LO 1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign language							
	LO 3: To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages							
	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 learning outcomes)	Learning outcomes according to Bloom's taxonomy:						LO level: 1 - memory, 2 - understanding, 3 - application, 4 - analysis, 5- evaluation, 6 - synthesis	
	1.	To define and explain business German keywords						1,2
	2.	To explain and apply correctly grammatical structures and vocabulary in the field of Business German						2,3
	3.	To create independently and present content in the field of Business German						3
	4.	To analyse medium-sized professional texts and solve language tasks						4
	5.	To argue critically the views expressed and express your own views on the topic of Business German						5
	6.	To use part of the Common European Framework of Reference for Languages (CEF) level A2 language competences to generate new ideas						6
2.5. Course content according to detailed curriculum schedule	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	
	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	
	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	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	3	

					(listening, speaking, reading and writing) are used extensively.	skills at level A2 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	
	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.	Aktivurlaub	Artikel, Artikeldeklinaton, Wenn-Sätze, Präpositionen mit Dativ und Akkusativ	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.	Hotelprospekte	Präpositionen mit Dativ oder Akkusativ, Adjektivdeklinaton, Superlativ, indirekte Rede, Infinitiv mit zu	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.	Hotelklassifikation	Passiv mit Modalverben	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.	Hotelhinweise	Erweiterte Attribute	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.	3

						In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	
	8.	Management in der Hotellerie - Wiederholung	Konditionalsätze, Aktiv-Passiv - Kolloquium 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
	9.	Gästereklamation	Indirekte Fragen – ohne zu...	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 of the Common European Framework of Reference for Languages by presenting their ideas and findings.	25
	10.	Empfangsszenen an der Rezeption	Frage- und Pronominaladverbien	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.	Hoteleinrichtung und Dienstleistungen	Aktiv- Passiv	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
	12.	Wetterverhältnisse	Substantivierte Adjektive und Partizipien	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.	3

						In the oral part of the final exam, students use everyday examples to explain how to use certain grammatical structures.	
	13.	Unterbringung und Zimmerservice	Adjektivdeklinaton, Passiv mit Modalverben, Präteritum, Perfekt, Frage- und Pronominaladverbien	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
	14.	Neue Trends in der Gastronomie	Temporalsätze, Konzessivsätze, Modalsätze, 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
	15.	Reklamationen Wiederholung	Adjektivdeklinaton, Artikelgebrauch - Kolloquium 2	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.	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.	26

3. EVALUATION OF STUDENTWORK

3.1. Student obligations	Following 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 to 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 in 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, he/she is exempted from the written part of the final exam and is obliged to take the oral final exam.					
	Student achievements: • 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: a) by passing two colloquia and an oral exam during the regular or extraordinary exam; b) by passing the final exam consisting of a written and an oral exam during the regular or extraordinary exam.					
	Attendance	0,5	Written exam	1 (without colloquia)	Project	

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)	Experimental work		Research		Practical work				
	Essay		Report		Continuous evaluation				
	Colloquium	1 (without written exam)	Seminar paper		(Homework for part-time students)	0,5			
	Active participation	0,5	Oral exam	1	(Other)				
3.3. Student workload	The workload of students on all bases is 1 ECTS credit point (30 semester hours) and is estimated as:								
	Obligation			Hours (estimated)					
	4. Attending classes and language exercises			45					
	5. Preparing colloquia or exams through individual work			45					
4. GRADING SYSTEM									
4.1. Grading seminar papers	-								
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average				
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.				
4.3. Final grade according to evaluation elements	Active participation of lectures and language exercises	70-74,9% of attendance		75-79,9% of attendance		80-89,9% of attendance		90-100% of attendance	
		2 points		5 points		10 points		20 points	
	Colloquia/Written exam	2		3		4		5	
		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	
		25 points		30 points		35 points		40 points	
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade		ECTS grade				
		90 – 100%	5 (excellent)		A				

		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (satisfactory)	D	

5. ADDITIONAL COURSE INFORMATION			
5.1. Compulsory literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	1. Blažević, N. (1998). <i>Deutsch in Hotellerie und Tourismus</i> . Zagreb: Školska knjiga.		
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. www.goethe.de – a well-known website about the German language 2. lerngerman.dw.com – a well-known website that, in addition to news in 30 different languages, also offers content for learning German 3. https://www.croatia.hr – the official website of the Croatian National Tourist Board		Available on the Intranet pages of the Šibenik University
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 Intranet site of the course and the website of the Šibenik University. 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).		

9. GENERAL INFORMATION			
1.1. Course lecturer	PhD, Ivana Kardum Goleš, college profesor	1.8. Course code in ISVU	140747 201932
1.2. Course title	Business Italian Language III	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 Tourism Management	a. 1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Optional	b. 1.12. Number of course revisions	1
1.6. Year of study	2 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 DESCRIPTION			
2.1. Course objectives	The aim of the course is to master basic language structures, lexicon and grammar from the Italian language. Particular attention is paid to improving the techniques of reading, understanding, writing and speaking in the field of tourism and management. Governing the vocabulary of the profession at a lower level. By attending a foreign language class, students are introduced with new communication systems, enabling their easier and more direct involvement in world events and getting acquainted with the elements of Italian culture and civilization of the Italian speaking world. Learning a foreign language is in line with the aspiration to preserve the richness of the diversity of multi-faceted Europe as well as with fostering the development of the culture of dialogue and civilization.		
2.2. Terms of course entry and required competences	Completed course Business Italian language II		
2.3. Learning outcomes on the	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		

study programme level						
2.4. Expected learning outcomes on the course level	Learning outcomes according 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	
					2, 4	
	1. to understand and interpret concepts from professional terminology related to business and tourism in Italian				2, 4	
	2. to write CV in Italian by using the Europa`s template				2,3	
	3. to write business letters in Italian				2, 6	
	4. to recognize and apply grammatical structures on texts and tasks using a part of general language competences at level A2/B2				2, 6	
	5. to read and analyse more complex texts in areas that have been dealt with during the course				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				6		
2.5. Course content according to detailed curriculum schedule	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.	At the colloquium or the written and oral exam they can describe the activities and the most important occupations related to 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
	3.	Noleggiare, il condizionale presente	1,2,5	Listen to lectures and read literature. Use multimedia and internet. Solve exercises.	At the colloquium or the written and oral exam they can describe the activities and the most important occupations related to 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
	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 or the written and oral exam they can understand and apply basic concepts from professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to 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

	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 or the written and oral exam they can understand and apply basic concepts from professional terminology related to business and tourism in Italian, describe the activities and the most important occupations related to 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 explain the specifics of Italy in the context of etymology, history, geography and culture.	4 hours
	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, present 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	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,	6 hours

		carriera: esperienza professionale passata (mansioni, trasferimenti, promozioni), descrivere i propri studi			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, 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, present 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, revisione	5, 6	Listen to lectures and read literature. During lectures individually research the content of this thematic field by searching data bases,	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,	6 hours

				present acquired knowledge, express their own ideas and ways of problem solving. Brainstorming, discussion. Solve exercises.	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	
	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 OF STUDENTS' WORK						
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% is required. Part-time students are required to attend classes at least 50%. The students' acquired knowledge is tested during the course classes. Special consideration is given to the student's evaluation during the course of the teaching process, with particular attention being paid to the student's active participation in teaching as well as his/her presentation of the written word that the student produces for homework. Of particular importance for the final evaluation are the two written tests that students take during the semester. If the student successfully passes both exams, he / she is exempted from the written part of the final exam and is obliged to take the oral exam only. The final exam consists of a written and an oral part. Ways to check learning outcomes are: essays, objective type assignments, discussion, role play, presentation creation, etc. The obligation of each student is to regularly inform oneself about the course. All notices about maintenance or eventual postponement of teaching will be published on the web site of Šibenik University of Applied Sciences and the Intranet page of the course, where all the information on the course as well as the teaching materials and the list of literature are also available.					
3.2. Monitoring student work (enter the share of ECTS credits for each activity so that the total	Attendance	0,5	Written exam	1 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	

number of ECTS points corresponds to the credit score of the course)	Colloquium	1 (without written exam)	Seminar paper		Other	
	Class activity	0,5	Oral exam	1	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	-					
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.	
4.3. Final grade according to evaluation elements	Active course attendance	70-75% of attendance	76-86% of attendance		87-100% of attendance	Max. points
		3 points	7 points		20 points	20 points
	Seminar paper					
	Colloquia/ Written exam	2	3		4	5
		50-64,9%	65-79,9%		80-89,9%	90-100%
		25 points	30 points		35 points	40 points
	Oral exam	2	3		4	5
		25 points	30 points		35 points	40 points
4.3. Final grade according to		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade	ECTS grade		

absolute division	90 – 100%	5 (excellent)	A
	80 – 89,9%	4 (very good)	B
	65 – 79,9%	3 (good)	C
	50 – 64,9%	2 (satisfactory)	D

5. ADDITIONAL COURSE INFORMATION			
5.1. Compulsory literature (available in the library and via other media)	Title	Number of copies in the library	Availability 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)	1. L'ITALIANO PER GLI AFFARI, N. Cherubini, Bonacci Editore, 2000. 2. Dizionario italiano-croato, M. Deanović, J. Jernej, Školska knjiga Zagreb	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 Intranet site of the course and on the website of the Šibenik University. 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	142625 201933
1.2. Lecturer	PhD, Ana Udovičić, college professor	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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	obligatory	1.12. Number of course revisions	1.
1.6. Study year	2	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	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, analyse the problem and propose appropriate solutions to problem Situations					
	LO11: To analyse new roles of organizations, systems, processes, products and services and quality standards in companies and propose valorisation of new trends in companies					
	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	Learning outcomes towards Bloom's taxonomy: (Up to two verbs per LO)				LO Level: 1. <i>Recapture</i> , 2. <i>Understanding</i> , 3. <i>Application</i> , 4. <i>Analysis</i> , 5. <i>Evaluation</i> , 6. <i>Synthesis</i>	
	1. To analyse processes of service management and new roles of planning, controlling, implementation and enhancement				1,2	
	2. To critically analyse business models and innovation methods.				5,2	
	3. To comment the problematic of innovations				4,2	
	4. To critically judge the process of innovation implementation and methods of innovations				6	
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	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 & Pikkell – 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	In a colloquy or written and oral exam they can define and describe Keeley and Pikkell innovation process. Created and Presented seminar paper (by independent use of computer programs).	14 hours

				problems. Methods of brain storm and discussion on the exposed topic is applied in the whole group.		
	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.	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

				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.		
	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

3. EVALUATION OF STUDENT WORK

3.1. Students` obligations	In accordance with the Book of Regulations on Studying and Regulations 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).					

3.2. Monitoring student work (enter the share of ECTS credits for each activity so that the total	Attendance		Written exam	2 (by submitting both colloquiums the student is relieved of a written examination)	Project	

number of ECTS points corresponds to the credit score of the course)	Experimental work		Research	0,5	Practical work	
	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 basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	1.	Attending classes		45		
	2.	Creating and Presenting seminar paper		10		
	3.	Preparation for the Colloquium / exam through self-study		65		

4. GRADING

4.1. Seminar paper grading	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, 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.

4.2. Colloquium / exam grading	Poor	Satisfying	Above average

	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.	
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance	76-86% of attendance	87-100% of attendance	Created mental map. Solved case study.	
		2 points	4 points	7 points	3 points	
	Seminar paper	2	3	4	5	
		5 points	7 points	8 points	10 points	
	Colloquium / written exam	2	3	4	5	
		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	
		25 points	30 points	35 points	40 points	
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade		
		90 – 100%	5 (excellent)	A		
		80 – 89,9%	4 (very good)	B		
		65 – 79,9%	3 (good)	C		
		50 – 64,9%	2 (sufficient)	D		

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
	1. Žilić. I.: Inoviranje, menadžment usluga i poslovna izvrsnost u organizacijama, textbook, Veleučilište u Šibeniku, 2015. –available in pdf. file at e-learning		Available On-line

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	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 Intranet pages of the course and on the web pages of the Šibenik University. 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	Fundamentals of Enterprise Finance in Tourism	1.8. ISVU course code	
1.2. Lecturer	Jelena Žaja, mag.oec., s. lec.	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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2.
1.6. Study year	2 nd	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	
2.1. Course objectives	The aim of the course is to familiarise students with basic terms in the field of corporate finance and with the various sources of financing offered to entrepreneurs in the tourism industry. Also, the goal is to teach students how to analyze basic financial statements and interpret key indicators for monitoring company operations, and to demonstrate the methods of determining the cash flow and the application of the basic methods of evaluating long-term investments.

2.2. Terms of course entry and required competences	No conditions.	
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	
	LO2. To organize and lead team work, and critically judge the opinions and attitudes of team members	
	LO3. To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages	
	LO4. Apply methods from the fields of mathematics, statistics and informatics in the processing and analysis of data from the field of economics	
	LO6. Apply basic legal and economic principles in organization and management	
	LO7. To interpret business and financial reports and propose solutions to improve financial performance and profitability	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	
	1. To interpret and link the basic terms from the field of company finance and the financial environment of the company,	LO Level: 43. <i>Recapture</i> ,
	2. to propose ways and means of financing short-term and long-term assets of a business entity,	44. <i>Understanding</i> ,
	3. to evaluate the structure and sources of enterprise financing, and to estimate the costs related to individual sources of financing,	45. <i>Application</i> ,
	4. to choose adequate methods and analyze the basic financial statements for tourism sector companies,	46. <i>Analysis</i> ,
	5. to evaluate the profitability of investing in tourism projects using appropriate methods of evaluating investment projects,	47. <i>Evaluation</i> ,
	6. to present seminar paper independently and in a team.	48. <i>Synthesis</i>
		5,4
		6
		5,3
		5,4
		6
		5

2.5. Course content according to detailed curriculum schedule	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	-	2 h

				course content and documents on the e-learning course page.		
		Introduction to business finance.	1,6	Students 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.	6 h
	2.	The financial environment of the company.	1,6	Students 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 institutions. They know how to identify differences between types of financial markets.	8 h
	3.	Forms of organization of business entities. Key characteristics of tourism enterprises.	1,6	Students listen to the lecture and read the 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 h
	4.	Time value of money.	1,6	They listen to lectures and read literature. During the exercises, they independently solve practical problems, using a computer program they apply discounting and compounding procedures.	At the colloquium or written and oral exam, they know how to apply discounting and compounding procedures (calculate the future value of money invested today at a certain interest rate, calculate the present and future value of a series of cash flows).	10 h
	5.	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.	12 h
	6.	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.	6 h
	7.	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.	10 h

	8.	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.	8 h
	9.	Short-term financing.	1,2,6	They listen to lectures and read literature. During the exercises, they independently evaluate the values of securities.	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 h
	10.	Field work. Financing by issuing short-term and long-term securities.	1,2,3,6	They listen to lectures and read literature. During the exercises, they independently evaluate the values of securities.	At the colloquium or 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 financing and equity capital varies in companies and individual industries.	8 h
	11.	Financing small and medium-sized enterprises in Croatia.	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 can describe, research the availability of traditional and alternative financing options for companies.	8 h
	12.	Sources of financing in tourism industry.	1,2,3,6	They listen to a lecture and read literature. They search and compare the offer of tourist loans from commercial banks. They search the System for Reviewing and Allocating Available Tourism Support – TuRiznica.	In the preliminary exam or written and oral exam, they can list possible sources of financing for companies and projects in the field of tourism. They are familiar with the system of investment incentives and support in tourism.	8 h
	13.	Financial analysis.	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. They can analyze company financial statements using basic financial indicators, assess potential risks of ratios based on accounting data.	10 h
	14.	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 h
	15.	Concluding Considerations / Repeating and Preparing for Exam.		Listen to the lecture and individual preparation for the exam.		32 h

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).					
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	0,5	Written exam	3 (by submitting both colloquiums the student is relieved of an written examination)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	3 (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			60		
	2.Preparation for the Colloquium / exam through self-study			75		
	3.Seminar paper			15		
4. GRADING						

4.1. Seminar paper grading	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, 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.		
4.2. Colloquium / exam grading	Poor		Satisfying			Above average		
	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.		
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance		76-86% of attendance		87-100% of attendance		Solved case study.
		3 points		4 points		5 points		5 points
	Seminar paper	2		3		4		5
		5 points		7 points		8 points		10 points
	Colloquium / written exam	2		3		4		5
		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
25 points		30 points		35 points		40 points		

4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade	
		90 – 100%	5 (excellent)	A	
		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (sufficient)	D	
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
	1.Brealey, R., Myers, S., Marcus, A. (2007). Osnove korporativnih financija, MATE d.o.o., Zagreb (odabrana poglavlja).			2	
	2.Van Horne, J. C., Wachowicz, J. M.(2014). Osnove financijskog menadžmenta, Mate d.o.o., Zagreb (odabrana poglavlja).			2	
	3. Teaching materials on the course website.				Available On-line
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1.Berk, J., DeMarzo, P. (2017). Corporate Finance, Pearson (odabrana poglavlja). 2.Deković, Ž. (2016). Analiza financijskog poslovanja hotelijerskih poduzeća. Udžbenik Veleučilišta u Šibeniku, Šibenik (odabrana poglavlja). 3.Orsag S., Dedi, L. (2011). Budžetiranje kapitala: Procjena investicijskih projekata. Masmedia, Zagreb. 5.Zakon o turizmu			2	Available On-line Available On-line 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 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.				

1. GENERAL INFORMATION ABOUT THE COURSE			
1.1. Course title	Business statistics	1.8. Course code in ISVU	140751, 201936
1.2. Course lecturer	PhD Ana Perišić, college professor	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 + 30 + 0 + 0)
1.4. Study programme (professional undergraduate, and professional graduate)	Professional undergraduate study of Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	4
1.6. Year of study	2 nd	6.17. 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	No conditions.		
2.3. Learning outcomes on the study programme level	LO4: To apply methods in the field of mathematics, statistics and informatics in the processing and analysis of data in the field of economics		
	LO5: To use methods of planning, organizing, leading and controlling on examples from practice and analyze the problem and propose appropriate solutions to problem situations in the field of tourism		
	LO7: To interpret business and financial reports and suggest solutions for improvement		
2.4. Expected learning outcomes on the course level	Learning outcomes according 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.	Choose appropriate descriptive statistics methods, apply them and draw conclusions about observed phenomena			5,3	
	2.	To prepare tabular and graphical data representation of statistical data and comment on the displays			3,4	
	3.	To calculate and to interpret measures of central tendency and measures of dispersion			3,4	
	4.	To perform correlation and regression analysis, to comment the results and to draw a conclusion about the relationship between variables			3, 4, 5	
	5.	Identify the type of time series, and examine the dynamics with appropriate indicators			4,5	
	6.	To estimate the linear trend equation and to apply it for forecasting future values of the time series			3,4,6	
	7.	To set the statistical hypothesis and to conduct the chi square test			6,3	
2.5. Course content according to detailed curriculum schedule	Constructive allignement					
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time needed
	1.	Introduction into the course and detailed plan.	-	Attending lectures. Familiarize with course content, e-learning documents, literature and students' obligations and.	-	2 h
	2.	Descriptive statistics.	1	Attending lectures. Actively involving students through problem solving and discussion.	Students will define fundamental concepts of descriptive statistics and interpret indicator values from the field of descriptive statistics; will calculate and interpret values for the measures of central tendency and dispersion parameters through colloquia or written/oral exams. Students will apply methods of descriptive statistics in business problems solving.	4 h

	3.	Data grouping. Tabular and graphical presentation of data	2	Attending lectures. Actively involving students through problem solving and discussion.	Students will define fundamental concepts of descriptive statistics and interpret indicator values from the field of descriptive statistics; will calculate and interpret values for the measures of central tendency and dispersion parameters through colloquia or written/oral exams. Students will apply methods of descriptive statistics in business problems solving.	4 h
	4.	Measures of central tendency	1,3	Attending lectures. Actively involving students through problem solving and discussion.	Students will define fundamental concepts of descriptive statistics and interpret indicator values from the field of descriptive statistics; will calculate and interpret values for the measures of central tendency through colloquia or written/oral exams. Students will apply descriptive statistic methods for solving business problems.	4 h
	5.	Positional measures of central tendency	1,3	Attending lectures. Actively involving students through problem solving and discussion.	Students will define fundamental concepts of descriptive statistics and interpret indicator values from the field of descriptive statistics; will calculate and interpret values for the measures of central tendency through colloquia or written/oral exams. Students will apply descriptive statistic methods for solving business problems.	4 h
	6.	Measures of dispersion	1,3	Attending lectures. Actively involving students through problem solving and discussion.	Students will define fundamental concepts of descriptive statistics and interpret indicator values from the field of descriptive statistics; will calculate and interpret values for the measures of central	

					tendency and dispersion parameters through colloquia or written/oral exams. Students will apply descriptive statistic methods for solving business problems.		
	7.	Standardized value. Outliers. Data distribution rules.	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.	4 h	
	8.	Applications of Business Statistics with Practical Examples. Partial exam preparation.	1,2,3	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.	4 h	
	9.	Correlation and regression.	4	Attending lectures. Actively involving students through problem solving and discussion.	Students will conduct correlation and regression analysis and derive conclusions on variable relationship through colloquia or written/oral exams.	4 h	
	10.	Chi-square test	8	Attending lectures. Actively involving students through problem solving and discussion.	Students will set the statistical hypothesis and conduct the chi square test through colloquia or written/oral exams.	4 h	
	11.	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.	4 h	
	12.	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.	4 h	

	13.	Aggregate indices	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.	4 h
	14.	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.	4 h
	15.	Final conclusions. Exam preparation	4 - 8	Group problem solving and discussion. Exam preparation.	-	4 h
3. EVALUATION OF STUDENTS` WORK						
3.1. Students` obligations	Student obligations are prescribed by the Study Regulations. It is recommended that students actively participate in classes, which includes engaging in discussions, solving tasks, etc. Students who are unable to attend classes regularly should consult with the professor during consultation hours or via email (ivana.beljo@vus.hr, ana.sisak@vus.hr). It is the responsibility of each student to stay informed about the conduct of classes. All announcements regarding the conduct or possible postponement of classes will be posted on the website of the Polytechnic of Šibenik or the course webpage, where all information about the course, as well as teaching materials and a list of literature, can also be found. Students can pass the final exam in the course in two ways: a) During the course through continuous student assessment (active participation in classes and two colloquiums). Students who do not meet some of the learning outcomes are required to take the oral part of the exam. b) During the course (active participation in classes) and by taking the exam (written and oral parts).					
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	0.5	Written exam	3,5 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	0.5
	Colloquium	4,5 (without written exam)	Seminar paper		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 60 hours 2. Preparing colloquia or exams through individual work 120 hours					
4. GRADING SYSTEM						
4.1. Grading seminar papers						
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	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.	
4.3. Final grade according to evaluation elements	Activities in class		Preparation for teaching units; Understanding previous content; Participation in solving tasks together 0 – 20 points			
	Seminar papers		-			
	Colloquium/written exam		Preparation/learning; Scoring and grading according to correct answers in the test. 0 – 80 points (min 40 points)			
	Oral exam		Preparation/learning; additional verification of unachieved learning outcomes			
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade	ECTS grade		
		90 – 100%	5 (excellent)	A		
		80 – 89,9%	4 (very good)	B		
		65 – 79,9%	3 (good)	C		
		50 – 64,9%	2 (satisfactory)	D		

5. ADDITIONAL INFORMATION ABOUT THE COURSE			
5.1. Compulsory literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Dumičić, K. i suradnici (2011) Poslovna statistika. Zagreb: Element (odabrana poglavlja) Šošić I., Primijenjena statistika, Školska knjiga, Zagreb, 2004. (odabrana poglavlja)	5 12	No
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 Boban, M. i Mečev, D. (2011.) Poslovna statistika, Veleučilište u Šibeniku, recenzirana skripta Nastavni materijali na e-learningu	1 1 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. 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 Šibenik University. 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 ABOUT THE SUBJECT			
1.1. Title	ENTREPRENEURSHIP	1.8. ISVU course code	214416 214417
1.2. Lecturer	PhD Ana Udovičić, college professor	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)	undergraduate	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	obligatory	1.12. Number of course revisions	2.
1.6. Study year	2	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 objectives of the course is to introduce students with the small and medium entrepreneurship sector; recognize advantages and shortcoming of entrepreneurship and to recognize the value of entrepreneurship for economy. Moreover, to develop students' entrepreneurship competencies trough individual compilation of business plan.		
2.2. Terms of course entry and required competences	None		

2.3. Learning outcomes on the study programme level	LO 6 To design and economically valorise entrepreneurial ideas, events, projects, products and services in the team and present them					
	LO 7 To analyse and link basic concepts and apply content related to the area of economics, management, accounting, and finance					
	LO 12 To interpret business and financial reports and propose solutions to improve financial performance and profitability					
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)					LO Level: 49. <i>Recapture</i> , 50. <i>Understanding</i> , 51. <i>Application</i> , 52. <i>Analysis</i> , 53. <i>Evaluation</i> , 54. <i>Synthesis</i>
	1. To analyse and individually write business plan					1,2
	2. To recognize positive and negative sides of entrepreneurship					5,2
	3. To analyse financial reports and to valorise good business ideas					4,5
	4. To develop entrepreneurship competencies and to recommend further steps in entrepreneurship education.					6
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed
	1	Introduction to course objectives and thematic	-	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
		Entrepreneur and entrepreneurship	1,6,7	Listen to the lecture and read the literature. Writing and presentation of Business plan – information	In a colloquy or written and oral exam students can define entrepreneur and entrepreneurship.	4 hours
	2.	Entrepreneurship characteristics	1, 6, 7	Listen to the lecture and read the literature. On seminars - Business idea	In a colloquy or written and oral exam students can name, distinguish and give an example of an entrepreneurship characteristics.	4 hours
	3.	Entrepreneurship infrastructure	1, 6, 7	Listen to the lecture and read the literature. Seminars - Market of business plan	In a colloquy or written and oral exam students can define the specifics of entrepreneurship infrastructure.	4 hours
	4.	Legal constitution	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. Seminar - Technological part of business plan	In a colloquy or written and oral exam students can define different legal constitutions and know its specific characteristics.	10 hours

	5.	SME	1, 5, 6, 7	Listen to the lecture and read the literature. Management of business plan	In a colloquy or written and oral exam students can define and describe specifics of small and medium entrepreneurship.	10 hours
	6.	Family entrepreneurship	1, 3, 5, 6, 7	Listen to the lecture and read the literature. Marketing of business plan	In a colloquy or written and oral exam they can define family entrepreneurship.	8 hours
	7.	Innovative and service entrepreneurship	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 service entrepreneurship and innovative entrepreneurship.	10 hours
	8.	Commerce entrepreneurship	1, 4, 5, 6, 7	Listen to the lecture and read the literature. Financial part of business plan	In a colloquy or written and oral exam they can define and describe commerce entrepreneurship.	4 hours
	9.	Entrepreneurship management	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. Listen to the lecture and read the literature. Financial part of business plan	In a colloquy or written and oral exam students can define and describe specifics of entrepreneurship management.	6 hours
	10.	Entrepreneurship strategies	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. Financial part of business plan	In a colloquy or written and oral exam students can define and describe entrepreneurship strategies.	8 hours
	11.	Franchising	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature Business plan presentation individually or in pairs)	In a colloquy or written and oral exam they can define and describe franchising other methods of forming a business.	8 hours
	12.	Business plan	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. Business plan presentation individually or in pairs)	In a colloquy or written and oral exam students can define and describe what is business plan and its characteristics.	10 hours
	13.	Business plan	1, 2, 3, 4, 5, 6, 7	Listen to the lecture and read the literature. Business plan presentation individually or in pairs)	In a colloquy or written and oral exam students can define and describe what is business plan and its characteristics	6 hours
	14.	Entrepreneurship reality	1, 2, 3, 5, 6, 7	Listen to the lecture and read the literature. Business plan presentation individually or in pairs)	In a colloquy or written and oral exam they can describe and critically describe the entrepreneurship reality.	6 s hours

	15.	Concluding Considerations / Repeating and Preparing for Exam.		Listen to the lecture and individual preparation for the exam. Business plan presentation individually or in pairs)		20 hours

3. EVALUATION OF STUDENT WORK						
3.1. Students` obligations	In accordance with the Regulations on Studying and the Regulations 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).					
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	2 (by submitting both colloquiums the student is relieved of a written examination)	Project	
	Experimental work		Research	0,5	Practical work	
	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 basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	1. Attending classes			20		
	2. Creating and Presenting seminar paper			40		
	3. Preparation for the Colloquium / exam through self-study			50		

4. GRADING					
4.1. Seminar paper grading	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, 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.
4.2. Colloquium / exam grading	Poor		Satisfying		Above average
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance	76-86% of attendance	87-100% of attendance	Created mental map. Solved case study.
		2 points	4 points	7 points	3 points
	Seminar paper	2	3	4	5
		5 points	7 points	8 points	10 points
	Colloquium / written exam	2	3	4	5
		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

		25 points	30 points	35 points	40 points
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade	
		90 – 100%	5 (excellent)	A	
		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		60 – 64,9%	2 (sufficient)	D	
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
	1. Kuvačić, N. Poduzetnička biblija, Split, 2005.			3	-
					-
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	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 Šibenik University. 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			
1.1. Course lecturer	Ivana Bratić, prof., Sen.Lec.	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	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , 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	2 st	b. 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	The objective of the course Business English 4 is to upgrade the acquired language structures with new syntax and vocabulary from a business environment related to the world of business and global movements, and to improve oral and written communication in English. The aim of the course is to introduce students to multicultural diversity at European and global level and to develop competencies and skills that will prepare them; active listening, negotiation, telephone, public speaking skills through Power Point presentations.		
2.2. Terms of course entry and required competences	Four-year secondary education completed; Possession of a Level 4.2 qualification according to the CROQF. Proficiency in English at minimum B1 level.		
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. LO2: To organize and lead team work, and critically evaluate the opinions and attitudes of team stakeholders. LO3: To independently and responsibly search the relevant literature for decision-making and conclusion in Croatian and foreign languages. LO6: To analyse and relate basic concepts and apply content related to economics, management, accounting and finance. LO10: To develop team and interpersonal teamwork skills, master communication and case study skills (case studies, projects, seminars) using advanced software tools for document preparation, presentation and budget implementation.		

2.4. Expected learning outcomes on the course level	Learning outcomes according 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. To understand and apply basic terms in professional terminology of economic character in English					2,3	
	2. To translate and interpret texts from business and economy (learnt during the course)					2,3	
	3. To develop and demonstrate a brief presentation in English					6,3	
	4. To prepare and write an essay in English					6	
	5. To select and evaluate one of the topics dealt within the course					5	
	6. To explain and translate a text of business character					5	
	7. To organize and implement teamwork					6	
2.5. Course content according to detailed curriculum schedule	Constructive alignment						
	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.	-	2 h	
	2.	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	
	3.	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 themselves on the listener's place.	4 h	
	4.	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 oral exam, students know how to explain what a team is, how successful teams function, what the role of a leader is in the team, and what type of communication	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.		
	5.	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	
	6.	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	
	7.	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	
	8.	Revision 1	1,2,3,4,5,6,7	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	
	9.	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	
	10.	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 behaviours 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	
	11.	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 some topics from the coursebook.	4 h	

	12.	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	
	13.	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	
	14.	Case study „Runover 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	
	15.	Review 2	1,2,3,4,5,6,7	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. EVALUATION OF STUDENTS' WORK

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-enrol 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).					
3.2. Monitoring student work (enter the share of ECTS credits for each	Attendance	0,5	Written exam	1 (without colloquia)	Project	

activity so that the total number of ECTS points corresponds to the credit score of the course)	Experimental work			Research			Practical work			
	Essay			Report			Continuous examination			
	Colloquium		2 (without written exam)	Seminar paper			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: Attending classes and exercises 45 hours Preparing colloquia or exams through individual work 45 hours								
4. GRADING SYSTEM										
4.1. Grading seminar papers										
4.2. Grading colloquia/ written and oral exam	Unsatisfactory			Satisfactory			Above average			
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.			
4.3. Final grade according to evaluation elements	Active course attendance		70-74,9% of attendance		75-79,9% of attendance		80-89,9% of attendance		90-100% of attendance	
			2 points		5 points		10 points		20 points	
	Colloquia/ Written exam		2		3		4		5	
			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	
			25 points		30 points		35 points		40 points	
4.3. Final grade according to absolute division			Percentage of acquired knowledge, skills and competences (teaching + final exam)		Numerical grade		ECTS grade			

		90 – 100%	5 (excellent)	A	
		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (satisfactory)	D	
5. ADDITIONAL COURSE INFORMATION					
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
	1.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	Available on the Intranet pages of the Šibenik University
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Upper Intermediate English Practice File MARKET LEADER (Third edition), Pearson Longman 2. 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 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 Intranet site of the course and on the website of the Šibenik University. 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 ABOUT THE SUBJECT			
1.1. Title	DIGITAL MARKETING	1.8. ISVU course code	
1.2. Lecturer	PhD Jelena Šišara, senior lecturer	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+15+0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1st level – materials available online, 0%
1.5. Course status (obligatory, optional)	OPTIONAL	1.12. Number of course revisions	New course
1.6. Study year	2nd study year	1.13. Modernization	
1.7. Credit score (ECTS)	3	1.14. Percentage estimate of course changes and/or supplements	

2. SUBJECT DESCRIPTION	
2.1. Course objectives	Acquaint students with the latest communication trends and examples of good practice related to digital marketing. To develop student ability to think critically and creatively about the digital marketing strategy of a tourist company. Teach students to: design, implement and analyze the digital marketing strategy of a tourist company, monitor consumer behavior in a digital environment, write adequate web content for a specific tourist company, monitor the reputation of a tourist company on the Internet, create a digital marketing communication plan for a tourist company on the Internet.

2.2. Terms of course entry and required competences	Requirements for enrollment in the 2nd year of study	
2.3. Learning outcomes on the study programme level	1. To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages	
	2. To develop team and interpersonal skills in team work, master communication skills and presentation skills of given topics and tasks	
	3. To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign languages	
	12. To analyze the tourist environment and develop a development strategy	
	13. To develop a marketing plan for a tourism company	
	14. To use information and communication technology in business in tourism	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	
	1. To compare concepts and technology related to digital marketing.	LO Level: 55. <i>Recapture</i> , 56. <i>Understanding</i> , 57. <i>Application</i> , 58. <i>Analysis</i> , 59. <i>Evaluation</i> , 60. <i>Synthesis</i>
	2. To evaluate the specific characteristics of digital marketing.	5
	3. To critically reflect on the digital marketing communication of a tourism company.	5
	4. To design an appropriate digital marketing strategy for a tourism company.	6
		6

2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	r. no.	Thematic unit	IU course	Content/teaching method	Evaluation	Time needed
	1.	Introduction to Digital Marketing: Defining Digital Marketing. The evolution of marketing. The	1	They are listening to a lecture. In the seminar class, by independent work on the computer, they become familiar with the content of the	-	3 hours

		technology behind digital marketing. The people behind digital marketing.		course and the documents on the e-learning page of the course.		
	2.4.	Digital Marketing Communication Plan: What Does It Include? How to make it? Digital marketing strategy	1, 2	They listen to lectures, solve case studies and assignments.	At the colloquium or written and oral exam, they define and explain digital marketing, DM technology, DM plan and strategy	3 hours
	3.	Online consumer behavior	1,2,3	They listen to lectures, solve case studies and assignments.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	3 hours
	4.	Creating and designing a website, writing web content Web positioning: Internet search engine, keywords, SEO and SEM techniques, business models for estimating payment for online advertising	1,2,3	They listen to lectures, solve case studies and assignments.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	3 hours
	5.	Marketing on social networks: The role of community manager, plan for social networks, advertising on social networks	1,2,3	They listen to lectures, solve case studies and assignments.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	3 hours
	6.	E-mail marketing: advantages and disadvantages, subscribers, newsletters, e-mail marketing metrics,	1,2,3,4	They listen to lectures, solve case studies and assignments.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	5 hours
		Mobile Marketing: Trends and Application of Mobile Marketing.	1,2,3,4	They listen to lectures, solve case studies and assignments.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	5 hours
	8.	In-game advertising.	1,2,3,4	They listen to lectures, solve case studies and assignments.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and	5 hours

		1. COLLOQUIUM			analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	
	9.	Influencer marketing	1,2,3,4	They are listening to a lecture. They are developing a digital marketing communication plan for a tourist company on the Internet.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	5 hours
	10.	e-commerce: e-commerce techniques Affiliate marketing	1,2,3,4	They are listening to a lecture. They are developing a digital marketing communication plan for a tourist company on the Internet.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	10 o'clock
	11.	Web analytics Return on investment in digital marketing (ROI)	1,2,3,4	They are listening to a lecture. They are developing a digital marketing communication plan for a tourist company on the Internet.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	10 o'clock
	12.	Online Public Relations (PR) and Internet Reputation: How to Build a Positive Online Image? How to manage a company's reputation in a digital environment?	1,2,3,4	They are listening to a lecture. They are developing a digital marketing communication plan for a tourist company on the Internet.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	10 o'clock
	13.	Application of digital marketing in tourism and catering.	1,2,3,4	They are listening to a lecture. They are developing a digital marketing communication plan for a tourist company on the Internet.	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	10 o'clock
	14	2. COLLOQUIUM	1,2,3,4	Presentations of project tasks	At the colloquium or written and oral exam, they define and explain the concepts that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem.	10 'clock

	15.	Final considerations, signatures	5,6	Presentations of project tasks	In the presentation, the implementation of the project task as well as the students' presentation skills are evaluated.	5 hours
3. EVALUATION OF STUDENT WORK						
3.1. Students` obligations	According to the Study Regulations and the Regulations on Assessment and Evaluation of Student Work For all full-time students, a minimum attendance of 70% in classes is required. Part-time students are required to attend at least 50% of lectures. All students must prepare, present, and successfully pass the project assignment. Final Exam Completion Students can pass the final exam in the course in two ways: a) During the course, through continuous assessment (active participation in class, case study resolution, preparation and presentation of the project assignment, and passing the colloquium). b) During the course, through active participation in class, resolution of case studies, preparation and presentation of the project assignment, and by passing the exam (written and oral parts). Project Assignment Based on the analysis of an existing digital campaign and the online reputation of a tourism company, as well as market research, students will create a plan for the digital marketing communication of the tourism company on the internet.					
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)	Attending classes	1	Written exam	1	Project	1
	Experimental work		Research		Practical work	
	Essay		Report		Continuous check	
	Colloquiums	1 (by passing the colloquium, the student is exempt from the written and oral exam)	Seminar work		(write the rest)	
	Activities in class		Oral exam	1	(write the rest)	
3.3. Student workload	The workload of the student on all grounds amounts to 30 hours of work per semester for 1 ECTS point and is estimated as:					
	Obligation			Hours (estimate)		
	Attending classes			45		
	Creation of a seminar paper and a project assignment and presentation			25		
	Preparation for the colloquium/exam through self-study			20		
4. FORMATION OF ASSESSMENT						

4.1. Seminar paper grading	An element of valuation	Bad		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 part of the text and the conclusion, which are excellently logically connected to each other.
	Terminology, writing style	Words and expressions not aligned with official terminology. The writing style is not appropriate, the sentences are too long, the vocabulary is modest and there are frequent and repeated grammatical errors.		Words and expressions are aligned 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 demonstrate 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.
	Citation and citing of references	No sources are given at all. The references do not match the topic and show a superficial approach to researching the topic.		The sources are listed, but incompletely and with errors. References are appropriate for the topic and demonstrate a satisfactory research attitude.		Sources are accurately, completely and consistently cited. The references are adequate, their list is "rich" and comprehensive and shows a detailed research approach.
4.2. Colloquium / exam grading	Bad		Satisfying		Above average	
	He answers from memory, without deeper understanding. He does not know and does not apply basic terms and concepts. He does not know how to apply or explain the content of the course with examples.		He reproduces basic concepts and transfers new knowledge without difficulty, understands the material, explains terms and concepts that he supports with examples.		Knowledge is at the level of analysis, synthesis and evaluation. He observes laws, accurately and thoroughly explains the content of the material, and logically connects and explains terms and concepts, which he supports with examples. Finds solutions that were not originally given. Observes correlations with related material.	
4.3. Creating a final grade according to evaluation elements	Active attendance of classes	70-75% attendance	76-86% attendance	87-100% attendance	Project assignment Solved case studies	
		2 points	4 points	7 points	3 points	
	Project	2	3	4	5	
		5 points	7 points	8 points	10 points	
	Taking the colloquium / Written part of the exam	2	3	4	5	
		50-64.9%	65-79.9%	80-89.9%	90-100%	
		25 points	30 points	35 points	40 points	
	Oral part of the exam	2	3	5	5	
		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 (classes + final exam)	Numerical evaluation	ECTS grade	
		90 – 100%	5 (excellent)	A	
		80 – 89.9%	4 (very good)	B	
		65 – 79.9%	3 (good)	C	
		50 – 64.9%	2 (enough)	D	
5. ADDITIONAL INFORMATION ABOUT THE SUBJECT					
5.1. Compulsory literature (available in the library and through other media)	title			Number of copies in the library	Availability through other media
	Aleksandra Krajnović, Dominik Sikirić, Monika Hordo (2023) DIGITALNI MARKETING – nova era tržišne komunikacije, Sveučilište u Zadru. ISBN 978-953-331-235-4			0	Online
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Stokes, R. (2011). eMarketing: The essential guide to digital marketing (Vol. 563). Quirk eMarketing.				Online
	Dann, S., & Dann, S. (2011). E-marketing: theory and application. Macmillan International Higher Education.				Online
	Ružić, D., Biloš, A. &Turkalj, D.: Emarketing, III izmijenjeno i dopunjeno izdanje, Osijek: Ekonomski fakultet u Osijeku, 2014.				
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	Control of the quality of students' work and the acquisition of the necessary knowledge and skills will be ensured through interactive work. By keeping records of students' attendance and activities in classes and the information obtained about students' progress through colloquia, the information necessary for further instructions to students will be obtained in order to increase the efficiency of their work. Students will be informed about their rights and obligations, work methods and necessary literature. Indicators of the quality assurance system: Student survey, monitoring of annual data from HZZZ - on the annual state of student employment, employer and Alumni association surveys.				
5.4. information on the course and contact with the teacher	It is the duty of every student to regularly inform himself about the course, the course and activities at the class. All information about the holding of classes or possible postponement of classes will be published in a timely manner on the e-learning pages of the course and on the website of the Polytechnic. Students can contact teachers during the consultation period (at least one hour a week), while for short questions and explanations they can be contacted during classes. It is also possible to ask questions by e-mail (from the official e-mail address on the domain @vus.hr), which will be answered as soon as possible (no later than five working days from the receipt of the e-mail).				

16 GENERAL COURSE INFORMATION			
1.1. Course title	Cultural Heritage Management	1.8. Course code in ISVU	
1.2. Course lecturer	Gorana Barišić Bačelić, MA History of Art	1.9. Course code in MOZVAG	
1.3. Assistants and/or associates	Dino Slavica, mag. oec., Lec.	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 Tourism management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	2
1.6. Year of study	2 st	c. 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	Based on the theoretical knowledge and case studies, the goals are: • To understand the concept of cultural heritage and its role in the society, • To recognize the impact of effective cultural heritage management on the development of the sustainable tourism, • To adopt knowledge and skills for the strategic management of the cultural heritage, • To distinguish concepts of the cultural heritage management and apply learnt content in their business practice.

2.2. Terms of course entry and required competences	4-year secondary education completed; qualification level 4.2 according to the CROQF.		
2.3. Learning outcomes on the study programme level	LO2: To develop team and interpersonal skills in team work, master communication skills and presentation skills of given topics and tasks. LO3: To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign languages. LO5: To use methods of planning, organizing, leading and controlling on examples from practice and analyse the problem and propose appropriate solutions to problem situations in the field of tourism. LO8: To design and economically valorise entrepreneurial ideas, events, projects, products and services in a team and present them. LO12: To analyse the tourist environment and develop a development strategy. LO13: To use information and communication technology in business in tourism.		
2.4. Expected learning outcomes on the course level	Learning outcomes according 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
	2. To interpret the concept of cultural heritage in the context of management and the positive and negative aspects of the connection between heritage and tourism.		3,4
	3. To differentiate between organizations that manage cultural heritage, their activities and the necessary human resources.		4
	4. To plan the steps in creating a strategic plan for the management of cultural heritage.		6
	5. To identify the potential of cultural heritage in community development and sustainable tourism.		4,5
	6. To apply tools for the interpretation of cultural heritage.		6
	7. To apply the creative marketing tools in the promotion of cultural heritage.		3
	8. To develop a plan for the organization of a cultural event related to heritage.		6

2.5. Course content according to detailed curriculum schedule	Constructive alignments					
	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 e-learning documents.	-	3 h
	2.	Cultural Heritage – Definition, Meaning and Roles	1,2	Listen to lectures and read literature, present exercises and discuss the topic.	In colloquium or written and oral exams students are able to enumerate and differentiate the basic	6 h

					terms connected to cultural heritage and clarify its role in the society	
	3.	Heritage in the Context of Cultural and Creative Industries	1,2	Listen to lectures and read literature. present exercises and discuss the topic.	In colloquium or written and oral exams students' area able to enumerate all sectors of CCI and describe the relation of cultural heritage with the rest of the sectors.	3 h
	4.	The Impact of Cultural Heritage on the Identity of the Local Community	3,4	Listen to lectures, analysing case studies, present exercises and discuss the topic.	In colloquium or written and oral exams students can describe the impact of cultural heritage on the identity of the local community.	3 h
	5.	The Role of Cultural Heritage Management in the Development of Sustainable Tourism	4,5,6,7	Listen to lectures, analysing case studies, present exercises and discuss the topic.	In colloquium or written and oral exams students are able to define the role of cultural heritage management in the development of sustainable tourism.	5 h
	6.	Branding of Culture – the best practices	4,5,6,7	Listen to lectures, watch and listen multimedia content, present exercises and discuss the topic.	In colloquium or written and oral exams students are able to explain what is branding of culture and enumerate best practices example.	3 h
	7.	Heritage Revitalization and Cultural Tourism	2,3,4,5,6,7	On site visit, expert guided tour and discussion.	In colloquium or written and oral exams students know how to analyse the topic and can critically judge it on the basis of the concrete examples.	12 h
	8..	The Plans and Strategies of Cultural Heritage Management; The Colloquium	3,4	Listen to lectures, analysing case studies, present exercises and discuss the topic. Write the colloquium.	In colloquium or written and oral exams students know to describe the methodology, content and procedures of strategic management plans.	8 h
	9.	The Administrative and Legal Framework of Cultural Heritage Management	2,3	Listen to lectures, analysing case studies, present exercises and discuss the topic.	In colloquium or written and oral exams students can define administrative and legal framework of cultural heritage management.	4 h
	10.	The Organization models of Cultural Heritage Management and Human Resources	2,3,	Listen to lectures, analysing case studies, present exercises and discuss the topic.	In colloquium or written and oral exams students know to enumerate and describe the models and human resources necessary for effective management of the cultural heritage.	6 h
	11.	The Financing of Project and Entrepreneurship in Culture	2,3,6,7	Listen to lectures, analysing case studies, present exercises and discuss the topic.	In colloquium or written and oral exams students are able to identify the sources of financing the culture and define the entrepreneurship in culture.	5 h
	12.	The Contemporary Tools for Heritage Interpretation	5,6	Listen to lectures, watch and listen multimedia content, present exercises and discuss the topic.	In colloquium or written and oral exams students can define and explain the contemporary tools for heritage interpretation.	8 h
	13.	Organizing a Cultural Event	2,4,6,7	Listen to lectures, analysing case studies, present exercises and discuss the topic.	In colloquium or written and oral exams students can enumerate steps and explain the process of event organization.	10 h
	14.	Cultural Heritage and Creative Marketing	3,4,6,7	Listen to lectures, analysing case studies, present exercises and discuss the topic.	In colloquium or written and oral exams students describe the impact of creative marketing on cultural heritage management.	6 h

	15.	Audience Development and the Future of Heritage; The Colloquium; Preparation for the Exam	3,4,6	Listen to lectures, analysing case studies, present exercises and discuss the topic. Write the colloquium.	In colloquium or written and oral exams students can describe the concept of audience development in the context of program organization and communication.	8 h
3. EVALUATION OF STUDENTS' WORK						
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-enrol 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 two colloquia); b) by passing the exam (written and oral part of the 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 score of the course))	Attendance	0,5	Written exam	1 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	1 (without written exam)	Seminar paper	0,5	Other	
	Class activity		Oral exam	1	Other	
3.3. . Student workload	Student workload on all bases for 1 ECTS credit is 30 hours in a semester and is estimated as: Attending classes and exercises 45 hours Making a seminar paper and presentation 5 hours Preparing colloquia or exams through individual work 40 hours					
4. FORMIRANJE OCJENE						
4.1. Grading seminar papers	An element of valuation	Poor	Satisfactorily	Above average		
	Organization	The work is not organized in a logical order and it 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 part of the text and the conclusion, which are excellently logically connected to each other.		

	Terminology, writing style		Words and expressions are not aligned with official terminology. The writing style is not appropriate, the sentences are too long, the vocabulary is modest and with frequent and repeated grammatical errors.	Words and expressions are aligned 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 demonstrate 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.	
	Citation and citing references		No sources are given at all. The references do not match the topic and show a superficial approach to researching the topic.	Sources are listed, but incompletely and with mistakes. References are appropriate for the topic and demonstrate a satisfactory research attitude.	Sources are accurate, complete and consistent listed. The references are adequate, their list is "rich" and comprehensive and shows a detailed research approach.	
4.2. Grading colloquia/ written and oral exam	Unsatisfactory			Satisfactory		Above average
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.
4.3. Final grade according to evaluation elements	Active course attendance	70-74,9% of attendance		75-79,9% of attendance	80-89,9% of attendance	90-100% of attendance
		5 points		7 points	8 points	10 points
	Seminar paper	2		3	4	5
		5 points		7 points	8 points	10 points
	Colloquia/ Written exam	2		3	4	5
		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
		25 points		30 points	35 points	40 points
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade		ECTS grade	
		90 – 100%	5 (excellent)		A	
		80 – 89,9%	4 (very good)		B	

	65 – 79,9%	3 (good)	C	
	50 – 64,9%	2 (satisfactory)	D	
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)	1. Daniela Angelina Jelinčić, Kultura u izlogu : kratki vodič za upravljanje kulturnim dobrima, Meandar, Zagreb 2010. 2. Jadran Antolović, Menadžment u kulturi, Hadrian, Zagreb, 2009. 3. Daniela Angelina Jelinčić, Dragana Glivetić, Sanja Tišma, Priručnik za održivost kulturne baštine, Jesenski i Turk, Zagreb, 2022. 4. Nastavni materijali s predavanja i seminara			
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Odabrane teme suvremenog menadžmenta u kulturi i turizmu, ur. Tea Golja, Sveučilišta Jurja Dobrile, Pula, 2017. 2. Jurica Pavičić, Nikša Alfirević, Ljiljana Aleksić, Marketing i menadžment u kulturi i umjetnosti, Masmedia, Zagreb 2006.			
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 the duty of every student to regularly inform himself about the course, the course and activities at the class. All information about the holding of classes or possible postponement of classes will be published in a timely manner on the Intranet pages of the course and on the website of the Šibenik University. Students can contact teachers during the consultation period (at least one hour a week), while for short questions and explanations they can be contacted during classes. It is also possible to ask questions by e-mail (from the official e-mail address on the domain @vus.hr), which will be answered as soon as possible (no later than five working days from the receipt of the e-mail).			

1. GENERAL INFORMATION ABOUT THE SUBJECT			
1.1. Title	Management of Protected Nature Areas	1.8. ISVU course code	214414 214415
1.2. Lecturer	MSc Tanja Radić Lakoš, Sen.Lec.	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+0+15+0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate Study of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	3 rd 20%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	2.
1.6. Study year	2 nd	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 goal of this course is that students, based on theoretical knowledge and case studies, are able to: • Recognize the importance of nature protection and the need for effective management of protected areas; • Understand the limitations of tourism development in and around the protected area; • Acquire basic knowledge and skills necessary for effective management of protected areas; • Recognize their role in the active planning and management of the protected area, either as employees of public institutions or employees of institutions and organizations that cooperate with the Public Institution.		

2.2. Terms of course entry and required competences		Completed four years of high school education; possession of a qualification at level 4.2 according to the CROQF.					
2.3. Learning outcomes on the study programme level		LO3. To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages					
		LO5. To use methods of planning, organizing, leading and controlling on examples from practice and analyse the problem and propose appropriate solutions to problem situations in the field of tourism					
		LO10. To evaluate the cause-and-effect relations between the impact of the economic development process and the multiplicative impact of tourism on social change and the state of the environment, and propose possibilities and strategies for their improvement and development					
		LO14. To use information and communication technology in business in tourism					
2.4. Expected learning outcomes on the course level		Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)				LO Level: 61. <i>Recapture</i> , 62. <i>Understanding</i> , 63. <i>Application</i> , 64. <i>Analysis</i> , 65. <i>Evaluation</i> , 66. <i>Synthesis</i>	
		1. To demonstrate knowledge and understanding of course content by defining and describing basic concepts in environmental protection				1, 1	
		2. To analyse and compare the relationship between man and his environment in the contemporary context of tourism and society development in general				4, 2	
		3. To 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. To use measures to reduce the negative impacts of tourism on the environment,				3	
		5. To comment and critically evaluate the actions of tourism stakeholders as well as responsible experts in accordance with the principles of sustainability and responsibility				4, 5	
		6. To use materials and tools to search scientific and professional literature in their native and English languages				3	
		7. To present the acquired knowledge, ideas, problems and solutions independently and in a team				6	
2.5. Course content according to detailed curriculum schedule		Constructive alignment					
		No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed
		1	Introduction to the course and a detailed syllabus	-	They are listening to a lecture. In seminar classes, they get acquainted with the content of the course and documents on the e-learning page of the course by working independently on a computer.	-	4 hours
		2.	Theoretical foundations of protected area management	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature	At the oral exam, they know how the legislation in the field of nature protection at the level of the Republic of Croatia and the EU and use it. They can link national	4 hours

					strategy papers to the provisions of international treaties	
	3.	The role and importance of protected areas	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature, present a seminar paper followed by a discussion.	At the oral exam, they distinguish between nature protection and environmental protection. They know how to define key terms in the field of nature protection. I can describe the history of nature protection. I can identify and explain ecosystem values on a concrete example.	4 hours
	4.	Categorization of protected areas	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature, present a seminar paper followed by a discussion.	At the oral exam, they know how to define what protected areas are, list the categories of protected areas and define the differences between different categories of protection. I can describe the role and importance of a protected area from an ecological, economic and social perspective. They know how to list all national parks and nature parks in the Republic of Croatia. They know how to enumerate international categories of protection and list examples in the Republic of Croatia. They describe the process of declaring an area protected.	8 hours
	5.	Evaluation of protected areas	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature, present a seminar paper followed by a discussion.	At the oral exam, they can enumerate the criteria for evaluating nature areas from biological, spatial-ecological and geomorphological aspects.	4 hours
	6.	Protected area planning	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature, present a seminar paper followed by a discussion.	At the oral exam, they can explain the methods and techniques of determining the benefits and costs of nature conservation. Understand and interpret the planning process, key stakeholders and criteria	4 hours
	7.	Spatial planning in protected areas	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature, present a seminar paper followed by a discussion.	At the oral exam, they can list the forms of cooperation of external experts with institutions in the development and implementation of the Management Plan and other spatial planning documents and strategic documents.	6 hours
	8.	Basics of protected area management	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, watch multimedia, present a seminar paper followed by a discussion. They read literature.	At the oral exam, they can explain the principles of protected area management, the functioning of the nature protection system and protected area management. They differentiate the services within the institution and the purpose / tasks of each of them. They know how to list the basic management documents. By reading the	6 hours

					Ordinance, they can list prohibitions and restrictions for a certain protected area	
	9.	Management plans for protected areas	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, watch multimedia, present a seminar paper followed by a discussion. They read literature.	At the oral exam, they can explain the importance of drafting a Protected Area Management Plan and participatory planning and transparency in its drafting. They know how to explain adaptive control. On the example of a certain protected area, they know how to distinguish stakeholders within the area. They can describe the structure of the Management Plan and the ways of monitoring the Management Plan and its revision. I can describe the importance of zoning when developing a Management Plan. At the oral exam, they can explain the importance of drafting a Management Action Plan and describe the drafting process	8 hours
	10.	Management of protected areas in Croatia	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, watch multimedia, present a seminar paper followed by a discussion. They read literature.	At the oral exam, they can list the values of the selected protected area, analyse the similarities and differences in management and explain them. Suggest solutions for identified shortcomings	8 hours
	11.	Financing of protected areas	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature, present a seminar paper followed by a discussion.	At the oral exam, they can count the sources of funding for public institutions and define the purpose of funds. They can count the funds of the European Union which can (co) finance projects / programs in the field of nature protection and give examples of good practice from HR.	6 hours
	12.	Ecological education and interpretation	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature, present a seminar paper followed by a discussion.	At the oral exam, they can describe the importance of quality interpretation and education. Describe ways of communicating with visitors for the purpose of informing and educating. They can explain the importance of quality interpretation within the protected area, but also regular education and list educational content. They know how to explain the importance of monitoring visitor satisfaction. I can describe aspects of cooperation with the private sector through business cooperation and volunteer work (e.g. team building).	4 hours
	13.	Surveillance of protected areas	1, 2, 3, 4, 5, 6, 7, 8	They listen to lectures and read literature, present a seminar paper followed by a discussion	At the oral exam, they know how to define the role of the supervisory service within the protected area management institution.	4 hours

	14.	Tourist function of protected areas	1, 2, 3, 4, 5, 6, 7, 8	They listen to a lecture, watch multimedia, present a seminar paper followed by a discussion. They read literature.	At the 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 inadequate planning or its absence. They can list examples of the negative impact of tourism on the protected area. They can critically judge the development / impact of tourism in protected areas.	8 hours
	15.	Concluding remarks / Repetition and preparation for the exam.	1, 2, 3, 4, 5, 6, 7, 8	They listen to the lecture and prepare individually for the exam.	-	12 hours

3. EVALUATION OF STUDENT WORK

3.1. Students` obligations	In accordance with the Regulations on Studying and the Regulations 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, solving case studies, making and presenting the seminar paper and passing two colloquia); b) during the course (active participation in the lessons, creating mental map, solving case studies, creating and presenting the seminar paper) 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 score of the course)	Attendance	0,25	Written exam		Project	
	Experimental work		Research		Practical work	
	Essay	0,25	Report		Continuous examination	
	Colloquium		Seminar paper	0,25	Other (inscribe)	
	Class activities	0,25	Oral exam	2	Other (inscribe)	
3.3. Student workload	The student's workload on all basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	1.	Attending classes		45		
	2.	Creating and Presenting seminar paper		5		
	3.	Preparation for the Colloquium / exam through self-study		40		

4. GRADING

4.1. Seminar paper grading	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, 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.	
4.2. Colloquium / exam grading	Poor		Satisfying		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.	
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons		70-75% of attendance	76-86% of attendance	87-100% of attendance	Created mental map. Solved case study.
			5 points	7 points	10 points	10 points
	Seminar paper		2	3	4	5
			5 points	7 points	8 points	10 points
	Essay		2	3	4	5
			5 points	7 points	8 points	10 points
	Oral exam		2	3	4	5
			20 points	35 points	50 points	60 points
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade		
		90 – 100%	5 (excellent)	A		

		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (sufficient)	D	

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
	1. Martinić, Ivan; Upravljanje zaštićenim područjima prirode. Sveučilište u Zagrebu, Zagreb, 2010		
	2. Zakon o zaštiti prirode (NN 80/13, 15/18, 14/19)		Available On-line
	3. Strategija i akcijski plan zaštite prirode Republike Hrvatske za razdoblje od 2017. do 2025. godine (NN 72/17)		Available On-line
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Dudley, N. (2008) Guidelines for Applying Protected Area Management Categories IUCN, Gland, Switzerland and Cambridge, UK. 2. Eagles P. F. J., S. F. McCool, C. D. Haynes (2002) Sustainable Tourism in Protected Areas Guidelines for Planning and Management. Ed Adrian Phillips. IUCN, Gland, Switzerland and Cambridge, UK. 3. Smjernice za planiranje upravljanja zaštićenim područjima i/ili područjima ekološke mreže (2018) MZOE (http://www.haop.hr/sites/default/files/uploads/dokumenti/04_zasticena/smjernice/Smjernice_z_a_planiranje_upravljanja_MZOE_HAOP_2018.pdf)		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 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 Intranet pages of the course and on the web pages of the University of Šibenik. 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 COURSE			
1.1. Title	Sustainable Gastronomy in Tourism	1.8. ISVU course code	
1.2. Lecturer	PhD Nikolina Gaćina, 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)	Professional Undergraduate study of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of online course performance (max. 20%)	1 st – materials available On-line 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	1.
1.6. Study year	3 rd	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 goal is to provide students with theoretical knowledge and case studies, to: • Understand the general and specific determinants of sustainability in gastronomy. • Understand the historical influence, selection of local ingredients, traditional preparation and innovations of regional Croatian gastronomy. • Learn how to recognize indigenous Croatian food products and the importance of their use in the gastronomic offer. • 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.

2.3. Learning outcomes on the study programme level	LO 2: Develop team and interpersonal skills for working in a team, master communication skills and skills for presenting assigned topics and tasks.	
	LO 3: Independently and responsibly search relevant literature for decision-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	
	LO 8: Design and economically evaluate entrepreneurial ideas, events, projects, products and services in a team and present them.	
	LO 10: Evaluate the cause-and-effect relationships between the impact of the economic development process and the multiplicative impact of tourism on social changes and the state of the environment, and propose possibilities and strategies for their improvement and development.	
	LO 11: Propose and evaluate the importance of food and nutrition and hygienic food production and preparation in the tourism industry.	
	LO 14: Use information and communication technology in tourism business.	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	LO Level: 1. <i>Recapture,</i> 2. <i>Understanding,</i> 3. <i>Application,</i> 4. <i>Analysis,</i> 5. <i>Evaluation,</i> 6. <i>Synthesis</i>
	1. demonstrate knowledge and understanding course content by defining and describing basic concepts of sustainable gastronomy	3
	2. analyze and comment on the specifics of sustainability in gastronomy with an emphasis on no- waste	4
	3. analyze and compare the specificities of indigenous Croatian food products and apply this knowledge when creating a gastronomic offer	4, 5
	4. analyze and comment on the specificities of regional Croatian gastronomy	4
	5. analyze and highlight the advantages of Croatian traditional gastronomy	4, 5, 6
	6. analyze and comment on the labeling of Croatian food products, indigenous and traditional Croatian dishes and beverages	4
	7. analyze, compare and plan the use of indigenous Croatian foods and beverages in the gastronomic offer	4, 6
	8. use materials and tools for searching scientific and professional literature in their native language and English	3
	9. present acquired knowledge, ideas, problems and solutions independently and in a team	4

2.5. Course content according to detailed	Constructive alignment					
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed

curriculum schedule	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.	-	3 hours
		Sustainable gastronomy.	1, 2, 8, 9	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: define the basic concepts of sustainability and gastronomy, describe the importance of it.	9 hours
	2.	Zero Waste.	1, 2, 8, 9	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 zero- waste principles in gastronomy. Explain and list examples of good practice.	9 hours
	3.	The development of Croatian gastronomy throughout history.	4, 5, 8, 9	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: describe historical influences on the development of Croatian gastronomy.	4 hours
	4.	Specificities of Croatian traditional gastronomy. The position of the Republic of Croatia on the gastronomic map of Europe and the world.	3, 4, 5, 8, 9	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 Croatian gastronomy, types of food and methods of thermal processing.	4 hours
	5.	Autochthonous Croatian varieties and breeds.	4, 5, 8, 9	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 indigenous Croatian varieties of wine, fruit and vegetables, and breeds of farm animals, describe the basic characteristics and causes of their specificity.	4 hours
	6.	Labeling of Croatian indigenous products at national and European level.	3, 6, 8, 9	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 labeling of indigenous Croatian products at the national and European level, list and describe Croatian indigenous products.	4 hours
	7.	Regional gastronomy I – Istria and Kvarner.	3, 4, 5, 7, 8, 9	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 specific foods, by their method of preparation and traditional significance of Istria and Kvarner gastro-region..	4 hours
	8.	Regional gastronomy II – Dalmatia.	3, 4, 5, 7, 8, 9	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 specific foods, by their method of preparation and traditional significance..	4 hours
	9.	Regional gastronomy III – Lika.	3, 4, 5, 7, 8, 9	They listen to a lecture, present a seminar paper,	At the colloquium or the written and oral exam they know: define and describe specific foods, by	4 hours

				followed by a discussion, and read literature.	their method of preparation and traditional significance.	
	10.	Regional gastronomy IV – central Croatia and Zagorje.	3, 4, 5, 7, 8, 9	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: define and describe specific foods, by their method of preparation and traditional significance.	4 hours
	11.	Regional gastronomy V – Slavonia and Baranja.	3, 4, 5, 7, 8, 9	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 specific foods, by their method of preparation and traditional significance.	4 hours
	12.	Chef greats and their entrepreneurial ventures - guest lectures.	1, 2, 4, 5, 8, 9	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 importance of gastronomic innovations in traditional gastronomy to the overall gastronomic offer of the Republic of Croatia as a destination.	9 hours
	13.	Traditional vs. fusion restaurants in Croatia.	1, 3, 8, 9	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 traditional catering establishments and their gastronomic offer and role in the promotion of Croatian gastronomy, the specifics of fusion catering establishments.	4 hours
	14.	The role of Croatian gastronomic heritage within the overall tourist offer of the Republic of Croatia. Colloquium.	1, 3, 8, 9	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 importance of gastronomic heritage on the overall experience of a tourist destination and the possibilities of improving it.	6 hours
	15.	Final considerations/Review and preparation for the exam.		They listen to a lecture and prepare individually for the exam.		4 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 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).					
	Attendance		Written exam	1 (without colloquiums)	Project	

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)	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	2 (without the written and oral exams)	Seminar paper	0, 75	Other (inscribe)	
	Class activities	0,25	Oral exam	1 (without colloquiums)	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. Creating and Presenting seminar paper			10		
	3. Preparation for the Colloquium / exam through self-study			35		

4. GRADING						
4.1. Seminar paper grading	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, 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.
4.2. Colloquium / exam grading	Poor		Satisfying		Above average	
	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.	
		70-75% of attendance	76-86% of attendance	87-100% of attendance	Case studies resolved	

4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	3 points	4 points	5 points	5 points
	Research paper	2	3	4	5
		5 points	7 points	8 points	10 points
	Colloquium / written exam	2	3	4	5
		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
		15 points	20 points	25 points	30 points
4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade	
		90 – 100%	5 (excellent)	A	
		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (sufficient)	D	
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
	1. Gaćina, N. (2025). <i>Sustainable gastronomy</i> . Internal script - handouts. Šibenik University of Applied Sciences, Šibenik. 2. Gaćina, N. (2016). <i>Nutrition and Tourism: Food and Tourism I</i> . Textbook of the Šibenik University of Applied Sciences, Šibenik.				VUŠ e - learning
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Gaćina, N. (2022). <i>Nutrition in tourism: Drinks and beverages</i> . Textbook of the Šibenik University of Applied Sciences, Šibenik. 2. Krešić, G. (2012). <i>Nutrition trends</i> . Faculty of Tourism and Hospitality Management, Opatija.			5	VUŠ e - learning
5.3. Quality assurance methods that ensure the acquisition of	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.				

knowledge, skills and competences	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).

1.1. Course title	Business German IV	1.8. Course code in ISVU	140759 201939
1.2. Course lecturer	Goran Crnica, prof., Sen.Lec.	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 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	Knowledge of German at a minimum basic level (A1-A2) is desirable but not mandatory.							
2.3. Learning outcomes on the study programme level	LO 1: To apply and link economic terms in more complex written and oral communication in Croatian and foreign language							
	LO 3: To individually and responsibly search relevant literature for reaching solutions and conclusions in Croatian and foreign languages							
	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 learning outcomes)	Learning outcomes according to Bloom's taxonomy:						LO level: 1 - memory, 2 - understanding, 3 - application, 4 - analysis, 5- evaluation, 6 - synthesis	
	1.	To define and explain business German keywords						1,2
	2.	To explain and apply correctly grammatical structures and vocabulary in the field of Business German						2,3
	3.	To create independently and present content in the field of Business German						3
	4.	To analyse medium-sized professional texts and solve language tasks						4
	5.	To argue critically the views expressed and express your own views on the topic of Business German						5
	6.	To use part of the Common European Framework of Reference for Languages (CEF) level A2-B1 language competences to generate new ideas						6
2.5. Course content according to detailed curriculum schedule	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	
	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	
	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,	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	3	

					speaking, reading and writing) are used extensively.	Framework of Reference for Languages by presenting their ideas and findings.	
	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 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.	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
	7.	Zadar	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	Vergleichssätze	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	Students apply grammar structures and solve grammar and spelling problems at the colloquium or in the written part of the final exam.	3

					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.	
	9.	Pula; Kolloquium 1	Infinitiv mit zu	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.	Bestandteile des Geschäftsbriefs - Rundschreiben	Infinitiv ohne zu	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.	Anfrage	Wunschsätze	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.	Anfrage/Angebot	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
	13.	Reservierung; Allotment	Relativsätze	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	3

						Framework of Reference for Languages by presenting their ideas and findings.	
	14.	Abrechnung	Dass-Sätze	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
	15.	Sprachen in der EU Kolloquium 2	Konditionalsätze	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.	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.	26
3. EVALUATION OF STUDENTWORK							
3.1. Student obligations	Following 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 to 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 in 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, he/she is exempted from the written part of the final exam and is obliged to take the oral final exam. Student achievements: - 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: a) by passing two colloquia and an oral exam during the regular or extraordinary exam; b) by passing the final exam consisting of a written and an oral exam during the regular or extraordinary 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 score of the course)	Attendance	0,5	Written exam	1 (without colloquia)	Project		
	Experimental work		Research		Practical work		
	Essay		Report		Continuous evaluation		
	Colloquium	1 (without written exam)	Seminar paper		(Homework for part-time students)	0,5	
	Active participation	0,5	Oral exam	1	(Other)		
3.3. Student workload	The workload of students on all bases is 1 ECTS credit point (30 semester hours) and is estimated as:						
	Obligation			Hours (estimated)			
	1. Attending classes and language exercises			45			
	2. Preparing colloquia or exams through individual work			45			

4. GRADING SYSTEM						
4.1. Grading seminar papers	-					
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.	
4.3. Final grade according to evaluation elements	Active participation of lectures and language exercises	70-74,9% of attendance		75-79,9% of attendance		80-89,9% of attendance
		2 points		5 points		10 points
	Colloquia/Written exam	2		3		4
		50-64,9%		65-79,9%		80-89,9%
		25 points		30 points		35 points
	Oral exam	2		3		5
		25 points		30 points		35 points
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)	Numerical grade		ECTS grade	
		90 – 100%	5 (excellent)		A	
		80 – 89,9%	4 (very good)		B	
		65 – 79,9%	3 (good)		C	
		50 – 64,9%	2 (satisfactory)		D	

5. ADDITIONAL COURSE INFORMATION			
5.1. Compulsory literature (available in the library and via other media)	Title		Number of copies in the library
	1. Blažević, N. (1998). <i>Deutsch in Hotellerie und Tourismus</i> . Zagreb: Školska knjiga.		Availability via other media

5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. www.goethe.de – a well-known website about the German language 2. learngerman.dw.com – a well-known website that, in addition to news in 30 different languages, also offers content for learning German 3. www.croatia.hr – the official website of the Croatian National Tourist Board		Availability via Intranet system of Šibenik University of Applied Sciences
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 Intranet site of the course and the website of the Šibenik University. 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., Sen.Lec.	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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	2
1.6. Year of study	2 nd	d. 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	The objective of the course Business Italian 4 is to upgrade the acquired language structures with new syntax and vocabulary from the world of business and tourism management, and to improve oral and written communication in Italian. Students are introduced to Italian customs and culture through a series of activities and communication skills that will facilitate the acquisition Italian language.		
2.2. Terms of course entry and required competences	Four-year secondary education completed; Possession of a Level 4.2 qualification according to the CROQF. Proficiency in Italian at minimum B1 level.		
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. LO2: To organize and lead teamwork, and critically evaluate the opinions and attitudes of team stakeholders. LO3: To independently and responsibly search the relevant literature for decision-making and conclusion in Croatian and foreign languages. LO6: To analyse and relate basic concepts and apply content related to economics, management, accounting and finance. LO10: To develop teamwork and interpersonal skills, master communication and case study skills (case studies, projects, seminars) by using advanced software tools for document preparation, presentation and budget implementation.		

2.4. Expected learning outcomes on the course level	Learning outcomes according 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. To explain and apply complex verb structures in sentences in Italian					2,3	
	2. To paraphrase and apply new vocabulary in Italian in speaking and writing					2,3	
	3. To translate and interpret in Italian texts of business and economic character processed during the course					2,3	
	4. To compose and demonstrate a presentation within a Power Point presentation					6,3	
	5. To prepare and compose an essay in Italian					6	
	6. To select and evaluate one of the topics within the course					5	
	7. To explain and translate specific business text					6	
	8. To organize and implement teamwork					6	
2.5. Course content according to detailed curriculum schedule	Constructive alignment						
	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.	-	2 h	
	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 exam students know how they will access the formal introduction as part of the Italian business environment. Students will be able to formally introduce themselves and start conversations through activities such as roleplay.	4 h	
	3.	Come rapportarsi nell'ambito lavorativo	2,3,5,6,7,8	Students listen to a lecture.	In the colloquium or in the written and oral exam, students are know-how to set themselves in a	4 h	

				Participate in practical exercises. They participate in the discussion.	business environment in terms of communicating in Italian through a series of situations that they improvise during their lectures.		
	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 oral exam students can speak in Italian; they know which terms to use, how to organize a conversation, and how to build a positive relationship.	4 h	
	5.	Impiegato di agenzia di viaggi Come presentare una destinazione turistica	2,3,5,6,7,8	Students deal with the new text. Participate in hands-on exercises, listen to audio-visual material, test comprehension.	At the colloquium or the written and oral exam students can present one tourist destination of their choice in Italian, taking into account the use of the correct vocabulary and sentence structures.	4 h	
	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 imperfetto Gli esercizi con il congiuntivo: presente, passato e il congiuntivo imperfetto	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 turistico 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 presentazioni II	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	
	15.	Revisione II		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 processed during the course. With regard to vocabulary exercises, they can use new vocabulary and phrases in the text.	16 h	

3. EVALUATION OF STUDENTS' WORK

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-enrol 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).					
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	0,5	Written exam	1 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	2 (without written exam)	Seminar paper		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: Attending classes and exercises 45 hours Preparing colloquia or exams through individual work 45 hours								
4. GRADING SYSTEM									
4.1. Grading seminar papers									
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average				
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.				
4.3. Final grade according to evaluation elements	Active course attendance	70-74,9% of attendance		75-79,9% of attendance		80-89,9% of attendance		90-100% of attendance	
		2 points		5 points		10 points		20 points	
	Colloquia/ Written exam	2		3		4		5	
		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	
		25 points		30 points		35 points		40 points	
4.3. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)		Numerical grade		ECTS grade			
		90 – 100%		5 (excellent)		A			
		80 – 89,9%		4 (very good)		B			
		65 – 79,9%		3 (good)		C			
		50 – 64,9%		2 (satisfactory)		D			
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)	1.L'ITALIANO IN AZIENDA, Giovanna Pelizza, Marco Mezzadri; GUERRA EDIZIONI, 2003	1	Learning material available on Intranet system of Šibenik University of Applied Sciences
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 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 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 Intranet site of the course and on the website of the Šibenik University. 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).		

V.SEMESTAR

1. GENERAL INFORMATION ABOUT THE SUBJECT			
1.1. Title	Human Resources Management	1.8. ISVU course code	187576
1.2. Lecturer	Slavica Dino, mag.oec., 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+30+0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate Study of Management, direction of study Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1 st – materials available On-line, 20%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2
1.6. Study year	3 th	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 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	IU1: Apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages IU2: Develop team and interpersonal skills of working in a team, master communication skills and skills of presenting assigned topics and tasks IU3: Independently and responsibly search relevant literature for decision making and conclusion in Croatian and foreign language IU10: Evaluate the cause-and-effect relationships of the impact of the economic development process and the multiplicative impact of tourism on social change and the state of the environment, and propose possibilities and strategies for their improvement and development IU14: Use information and communication technology in tourism business	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	LO Level: 67. <i>Recapture</i> , 68. <i>Understanding</i> , 69. <i>Application</i> , 70. <i>Analysis</i> , 71. <i>Evaluation</i> , 72. <i>Synthesis</i>
	1. Check employee performance	5,6
	2. Analyze human resource evaluation methods	4,6
	3. Organize specific human resource management processes	4,6
	4. Plan human resource selection and recruitment procedures	5,6,
	5. Manage employee motivation	5,6
	6. Measure employee business skills	6,

2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed
	1.	Introductory lesson..		Listen to the lecture. Get basic information about the course and their tasks on it.	-	4 hours
		HRM development.	1,2,3	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	6 hours

					understand contemporary trends that influence HRM.	
	2.	Principles of HRM.	4,5,6	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.	8 hours
	3.	HRM basic factors.	2,3,4	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.	8 hours
	4.	Strategic HRM.	1,2,3,4,5,6	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.	14 hours
	5	Planning and Job Analysis.	1,5,6	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.	12 hours
	6	Employee recruiting.	1,3,5,6	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.	14 hours
	7	Methods and techniques of professional selection.	1,2,3,4,5,6	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.	14 hours
	8	Employee performance.	1,4,5,6	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.	14 hours
	9	Work motivation.	1,2,3,4,5,6	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.	10 hours
	10	Strategic understanding of HRM	1,2,3,4,5,6	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.	10 hours
	11	Career development and management.	1,2,3,4,5,6	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	12 hours

					characteristics of learning process. Critically evaluate different training methods.	
	12.	Training and Development of manager.	1,2,3,4,5,6	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.	12 hours
	13.	Stress at work	4,5, 6	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 managers training and development.	12 hours
	14.	Emotional intelligence at work	4,5,6	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 apply earlier acquired knowledge in real or hypothetical situations. They use all the information necessary for proper selection of the employees	12 hours
	15.	Concluding remarks, signatures from the course, II. Colloquium		They listen to a lecture and prepare individually for the exam.	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	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. 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 (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	2	Written exam	3(without colloquiums)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	3.5 (without the written and oral exams)	Seminar paper	0.5	Other (inscribe)	
	Class activities		Oral exam	0.5 (without colloquiums)	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)		
	Attending classes			45		
	Creating and Presenting seminar paper			10		
	Preparation for the Colloquium / exam through self-study			65		

4. GRADING														
4.1. Seminar paper grading	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, 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.										
4.2. Colloquium / exam grading	Poor		Satisfying	Above average										
	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.										
4.3. Creating a final grade	The final grade is formed according to the following distribution: <table><thead><tr><th>Percentage of acquired knowledge, skills and competencies</th><th>Numerical grade</th></tr></thead><tbody><tr><td>90 – 100%</td><td>5 (excellent)</td></tr><tr><td>80 – 89.9%</td><td>4 (very good)</td></tr><tr><td>65 – 79.9%</td><td>3 (good)</td></tr><tr><td>50 – 64.9%</td><td>2 (sufficient)</td></tr></tbody></table>				Percentage of acquired knowledge, skills and competencies	Numerical grade	90 – 100%	5 (excellent)	80 – 89.9%	4 (very good)	65 – 79.9%	3 (good)	50 – 64.9%	2 (sufficient)
Percentage of acquired knowledge, skills and competencies	Numerical grade													
90 – 100%	5 (excellent)													
80 – 89.9%	4 (very good)													
65 – 79.9%	3 (good)													
50 – 64.9%	2 (sufficient)													
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									
	1. Bahtijarević-Šiber, F. (1999). Human resources management. Golden Marketing. Zagreb													

	2. Gutić, D; Horvat, Đ.; Jurčević, M. (2018) Human resources management in theory and application. Effectus. Zagreb. 3. Marušić, S. (2006). Human resources management. IV. Th revised and updated edition. Adeco, Zagreb		
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Noe, R. A; Hollenbeck, J. R.; Gerhart, B; Wright, P. M. (2006), Human resources management, Mate, Zagreb 2. 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 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	Hotel Organization and Reception Operations	1.8. ISVU course code	214439 214441
1.2. Lecturer	PhD Jasmina Sladoljev, Sen. Lec.	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 Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of online 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)	6	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20% ☐

2. COURSE 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	Having passed the exams with the second year of study
2.3. Learning outcomes on the study programme level	1. To apply and link economic terms in complex written and oral communication in Croatian and foreign languages
	2. To organize and lead teamwork, and critically evaluate the opinions and attitudes of team stakeholders
	3. To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign language
	4. To collect, budget and graph economy and business statistics using advanced software tools and comment and analyse them
	5. To use planning, organizing, leading, and controlling methods using case studies and analysing the problem
	6. To analyse and integrate core concepts and apply content related to economics, management, accounting and finance
	7. To 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. To 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. To use software packages to manage business departments, processes, and organizations
	10. To design and economically evaluate entrepreneurial ideas, events, projects, products, and services in the team and present the same
	11. To 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. To 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 on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)				LO Level: 1. <i>Recapture</i> , 2. <i>Understanding</i> , 3. <i>Application</i> , 4. <i>Analysis</i> , 5. <i>Evaluation</i> , 6. <i>Synthesis</i>
	1. To explain and critically evaluate the basic concepts and characteristics of hotels, hotel management				2, 5
	2. To develop a project plan for a hotel company				4, 6
	3. To analyse hotel environment on a concrete example, and based on that, determine the cost of services the hotel				6
	4. To draw up contracts between a travel agency and a tour operator and a travel agency and a service provider				3
	5. To make an offer for a travel agency				3
2.5. Course content according to detailed curriculum schedule	Constructive alignment				
	Thematic unit	IU course	Content / teaching method	Valuation	It takes time
	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 e-learning page of the course by working independently on a computer.	-	6 hours
	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	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	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 structure 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, 7,10, 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	10 hours

				presented problem and propose a solution to the same problem.	
	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 contracts; 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,	At the colloquium or the written and oral exam they define and explain the concepts that occur	16 hours

			Making an offer for an individual guest; Preparation of the offer for a travel agency in a language; Hotel occupancy forecast for example Reporting for the receptionist, director and hotel household	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.	
	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 Defences 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 STUDENT WORK						
3.1. Students` obligations	In accordance with the Regulations on Studying and the Regulations 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 (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)	Attending classes	0.5	Written exam	2 (no midterm)	Project	2
	Experimental work		Research		Practical work	
	Essay		Report		Continuous checking	
	Colloquium	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 workload on all bases is 1 ECTS credit 30 semester hours and is estimated as:					
	Commitment			Hours (estimated)		
	1.	Attending classes			60	
	2.	Creation of seminar work and project assignment and presentation			45	
	3.	Preparation for the midterm / 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 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 grading	Poor		Satisfying	Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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 attendance	70-75% attendance	76-86% attendance	87-100% presence	Project assignment Solved case studies
		2 points	4 points	7 points	3 points

4.3. Creating a final grade according to evaluation elements	Seminar paper	2		3		4		5	
		5 points		7 points		8 points		10 points	
	Examination / Written examination	2		3		4		5	
		50 to 64.9%		65 to 79.9%		80 to 89.9%		90-100%	
		25 points		30 points		35 points		40 points	
	Oral part of the exam	2		3		5		5	
		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)		Number rating		ECTS grade			
		90 - 100%		5 (excellent)		AND			
		80 - 89,9%		4 (very good)		B			
		65 - 79,9%		3 (good)		C			
		50 - 64,9%		2 (sufficient)		D			
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 through other media	
	Galičić, V., Ivanović, S. Lapić, M., Hotelska prodaja i recepcijsko poslovanje, Fakultet za turistički i hotelski menadžment u Opatiji, Opatija, 2005.					2			
	Carev, D., Hotelska prodaja i recepcijsko poslovanje, VPŠ Libertas, Zagreb, 2015.					5			
	e-learning handout								

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 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 and the classroom activities. All notices of classes or possible adjournment will be published in a timely manner on the Intranet site of the course and on the website of the Šibenik University. 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 ABOUT THE SUBJECT			
1.1. Title	Management of Tourist Agencies and Tour Operators	1.8. ISVU course code	201480 202057
1.2. Lecturer	PhD Jasmina Sladoljev, Sen.Lec.	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 Tourism Management	1.11. Level of e-learning application (1 st , 2 nd , 3 rd level), percentage of online 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 DESCRIPTION	
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 outcomes on the study programme level	1. To apply and link economic terms in complex written and oral communication in Croatian and foreign languages
	2. To organize and lead teamwork, and critically evaluate the opinions and attitudes of team stakeholders
	3. To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign language
	4. To collect, budget and graph economy and business statistics using advanced software tools and comment and analyse them
	5. To use planning, organizing, leading and controlling methods using case studies and analysing the problem
	6. To analyse and integrate core concepts and apply content related to economics, management, accounting, and finance
	7. To 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. To 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. To use software packages to manage business departments, processes, and organizations
	10. To design and economically evaluate entrepreneurial ideas, events, projects, products, and services in the team and present the same
	11. To 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. To 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 on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)				LO Level: <i>Recapture, Understanding, Application, Analysis, Evaluation, Synthesis</i>	
	1.	To explain and critically evaluate the basic concepts and characteristics of a tourist destination			2, 5	
	2.	To 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	
	4.	To design new products and services			6	
	5.	To analyse and process the offer and resources of the tourist destination			5,6	
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	nr.	Thematic unit	IU course	Content / teaching method	Valuation	It takes time
	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
	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	8 o'clock

					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.	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 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 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
	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	12 hours

					concrete example, critically judge based on the presented problem and propose a solution to the same problem.	
	8.	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
	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	16 hours

					based on the presented problem and propose a solution to the same problem.	
	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 Regulations on Studying and the Regulations 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 (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)	Attending classes	0.5	Written exam	2 (no midterm)	The project	1.5
	Experimental work		Research		Practical work	
	Essay		Essay		Continuous checking	
	Colloquia	3 (without written and oral exam)	Seminar paper	0.5	(other type)	
	Class activities	0.5	Oral examination	1 (no midterm)	(other type)	
3.3. Student workload	Student workload on all bases is 1 ECTS credit 30 semester hours and is estimated as:					
	Obligation			Hours (estimated)		
	1. Attending classes			60		
	2. Creation of seminar work and project assignment and presentation			30		
	3. Preparation for the midterm / exam through self-study			90		

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 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 grading	Poor	Satisfying	Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.	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.	

4.3. Creating a final grade according to evaluation elements	Active attendance	70-75% attendance	76-86% attendance	87-100% presence	Project task Solved case studies
		2 points	4 points	7 points	3 points
	Seminar paper	2	3	4	5
		5 points	7 points	8 points	10 points
	Examination / Written examination	2	3	4	5
		50-64.9%	65-79.9%	80-89.9%	90-100%
		25 points	30 points	35 points	40 points
	Oral part of the exam	2	3	5	5
		25 points	30 points	35 points	40 points

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

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 through other media
	1. P. Gardijan, Menadžment turističke destinacije-brend menadžment turističke destinacije, Veleučilište u Šibeniku, 2010.	5	
	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)	1. D. Magaš, Management turističke organizacije i destinacije, Adamić, Rijeka, 2003. 2. R. Dobre, Menadžment turističke destinacije (skripta), Visoka škola za turistički menadžment Šibenik, Šibenik, 2004. 3. Časopisi (Turizam, Tourism and Hospitality Management, Journal of Travel research, Acta Turistica) 4. P. Mason, Tourism Impacts, Planning and Management, Elsevier, Oxford 2006.	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 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 Intranet pages of the course and on the web pages of the Šibenik University. 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 COURSE			
1.1. Course title	PUBLIC SECTOR ECONOMY	1.8. ISVU course code	146812 202060
1.2. Course lecturer	PhD Dijana Mečev, college professor	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)	(30L + 0 + 15S+ 0)
1.4. Study programme (professional undergraduate, and professional graduate)	Professional Undergraduate study 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	3 rd	1.13. Modernization	☐ yes X no
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	Understanding the fundamental mechanisms of modern public finance and the role of the public sector in the functioning of market economies.	
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	LO1: To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages.	
	LO2: To develop team and interpersonal skills in team work, master communication skills and presentation skills of given topics and tasks	
	LO3: To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign languages.	
2.4. Expected learning outcomes on the course level	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
	1. To justify the role of the government in managing public goods.					6
	2. To evaluate the financial and economic aspects of an individual's quality of life based on the analysis of the pension and healthcare systems.					6
	3. To critically assess the effects of the government's fiscal activities on creating an investment and competitive environment.					6
	4. To critically evaluate the complex factors influencing the public sector's operations.					6
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	no.	Thematic ensemble / Lecture Topic	LO of the course	Content / Teaching Method	Evaluation	Time needed
	1.	Introduction to Public Sector Economy	LO1	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications).	In the colloquium or written and oral exams, the student will be able to define and describe the fundamental concepts of public sector economics.	3 hours
	2.	The role of the state in a market economy	LO1, LO4	Listen to the lecture (with encouragement of student participation and engagement); Class discussions; Presentation of seminar papers with discussion.	In the colloquium or written and oral exams, students will be able to list and explain the functions of the state; critically reflect on the differences between the concept of "good society" and public choice theory; explain the reasons for government intervention in the economy as well as the shortcomings of such intervention.	6 hours
	3.	Public Goods and Private Goods Provided by the Public Sector	LO1, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications ...); presentation of seminar papers with discussion.	In the colloquium or written and oral exams, students will be able to define public, mixed, and private goods. They will be able to explain the inefficiencies of the market mechanism in providing public goods and identify and explain the reasons for income redistribution.	

	4.	Public Revenue and Public Expenditure	LO1, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; presentation of seminar papers with discussion.	In the colloquium or written and oral exams, students will be able to list and explain various forms of public revenue and public expenditures. They will analyse public revenue in terms of bearing the fiscal burden and levels of financial autonomy and sovereignty. They will also analyse public expenditures based on the object, time, and entity of spending, and differentiate between public revenue and expenditures in the government budget.	6 hours
	5.	Tax Analysis	LO3, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; Study of teaching materials (case studies, research articles, official publications); Presentation of seminar papers with discussion.	In colloquium or written and oral exams, students will be able to define and explain fundamental terms in tax terminology. They will be able to critically reflect on the fairness and efficiency of the tax system.	5
	6.	Taxation of Individuals and Their Behavior	LO3, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; Presentation of seminar papers with discussion.	In colloquium or written and oral exams, students will be able to explain the position of individuals in the income tax system. They will analyse income tax as a means to achieve fiscal and non-fiscal goals. The student will be able to articulate reasoned arguments for progressive or proportional taxation of individuals' income. They will outline the fundamental characteristics of the income tax system.	6 hours
	7.	Corporate Income Tax	LO3, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications); presentation of seminar papers with discussion.	In colloquium or written and oral exams, students will be able to list the fundamental characteristics of the corporate income tax system. They will distinguish factors that increase and decrease the tax base of corporate income tax, and evaluate the utilization of tax losses by business entities in regular operations.	6 hours
	8.	Consumption Taxes	LO3, LO4	Listen to the lecture (with encouragement of student participation and engagement); class	In colloquium or written and oral exams,	6 hours

				discussions; study of teaching materials (case studies, research articles, official publications); presentation of seminar papers with discussion.	students will be able to analyse consumption taxes as means to achieve fiscal and non-fiscal objectives. They will be able to outline the fundamental characteristics of consumption taxes.	
	9.	Public Debt	LO3, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications); presentation of seminar papers with discussion.	In colloquium or written and oral exams, students will be able to define public debt; critically evaluate the current level and structure of public debt, as well as recognize the possibilities and limitations of refinancing matured obligations. They will be able to differentiate between theoretical approaches to public debt and alternative financing approaches through tax increases.	6 hours
	10.	Pension Insurance and Social Welfare	LO1, LO2	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications); presentation of seminar papers with discussion.	In colloquium or written and oral exams, students will be able to explain the role of pension insurance and social welfare. They will critically reflect on the sustainability of intergenerational solidarity systems.	6 hours
	11.	Health Insurance	LO1, LO2	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications); presentation of seminar papers with discussion.	In colloquium or written and oral exams, students will be able to describe and define basic economic concepts in healthcare, explain the financing of healthcare in Croatia and worldwide. They will be able to explain the roles of different stakeholders in the healthcare system and outline the advantages and disadvantages of centralized and polycentric planning models for health.	6 hours
	12.	Education as a Public Good	LO1, LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications); Critical Review (with oral presentation)	In colloquium or written and oral exams, students will be able to define and describe the concepts of the economics of education. They will explain the relationship between educational policy, education reform, and economic growth. Additionally, they will analyse the impact of investing in	6 hours

					education costs on the societal benefits of education.	
	13.	Cost-Benefit Analysis	LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications); presentation of seminar papers with discussion.	In colloquium or written and oral exams, students will be able to describe the purpose and objectives of conducting cost-benefit analysis. They will be able to evaluate different models of cost-benefit analysis.	6
	14.	Political Economy	LO4	Listen to the lecture (with encouragement of student participation and engagement); class discussions; study of teaching materials (case studies, research articles, official publications); teamwork.	In colloquium or written and oral exams, students will be able to define fundamental concepts in the field of political economy. They will explain different approaches to conducting economic and political reforms and critically analyse the relationship between economics and politics, specifically the interaction between markets and the state in contemporary societies.	6 hours
	15.	Concluding Considerations / Repeating and Preparing for Exam.		Concluding Considerations / Repeating and Preparing for Exam.		9 hours

3. EVALUATION OF STUDENT WORK

3.1. Students` obligations	In accordance with the Regulations on Studying and the Regulations on Student Assessment and Evaluation: all regular students must attend at least 70% of classes. Part-time students are required to attend at least 50% of lecture classes. All students must complete, present, and pass a seminar paper. It is recommended that students actively participate in class, which includes engaging in discussions, solving problem tasks, etc. During the course, students are entitled to take two colloquiums. If students do not pass the colloquiums, they have the option to take a written exam, in which they must achieve at least 50% of the points to qualify for the oral exam. After successfully passing the colloquium or the written exam, students proceed to the oral exam. In the oral exam, students answer questions related to the outcomes that were not met. The final grade is formed based on the weighted sum of points achieved through class activities, the written exam or colloquium, and the oral exam.					
3.2. Monitoring student work (enter the share of ECTS credits for each activity so that the total number of ECTS points	Attendance		Written exam	1 (without the colloquium)	Project	
	Experimental work		Research		Practical work	

corresponds to the credit score of the course)	Essay		Report		Continuous examination	
	Colloquium	1 (without the written part of the exam)	Seminar paper	0,5		
	Class activities	0,5	Oral exam	1		
3.3. Student workload	The student's workload on all basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	Attending classes			45		
	Creating and Presenting seminar paper			15		
	Preparation for the Colloquium / exam through self-study			30		
4. GRADING SYSTEM						
4.1. Seminar paper grading	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, 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.
4.2. Colloquium / exam grading	Poor		Satisfying		Above average	

	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.	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.	
4.3. Creating a final grade according to absolute allocation	Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade	
	90 – 100%	5 (excellent)	A	
	80 – 89,9%	4 (very good)	B	
	65 – 79,9%	3 (good)	C	
	50 – 64,9%	2 (sufficient)	D	
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
	Rosen, H.S. (1999). „Javne financije“. Institut za javne financije, Zagreb. Mečev, D. i Žaja, J. (2018). „Financiranje središnje države i lokalnih vlasti “. Veleučilište u Šibeniku, Šibenik		5	e-edition
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Sliglitz, J.E. (2004). „Ekonomija javnog sektora“. Ekonomski fakultet u Beogradu, Beograd.		2	
	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.			

1. GENERAL INFORMATION ABOUT THE SUBJECT			
1.1. Title	QUALITY MANAGEMENT IN TOURISM	1.8. ISVU course code	
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+0+15+0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate Study of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	5.
1.6. Study year	3 st	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 collegium is to familiarize students with important terms in the area of Quality Management System and understanding the systems applied to quality management in tourism companies. 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	No conditions.	
	LO2: To develop team and interpersonal skills in team work, master communication skills and presentation skills of given topics and tasks.	
	LO3: To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign languages	
	LO 9: To analyze business processes and standards in tourism entities and propose the valorization of new ones for their development.	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	
		LO Level: 4. <i>Recapture</i> , 5. <i>Understanding</i> , 6. <i>Application</i> , 7. <i>Analysis</i> , 8. <i>Evaluation</i> , 9. <i>Synthesis</i>
	1. Critically evaluate key concepts and processes that are important in the Quality Management System in general and with application in tourism companies	5
	2. Analyze the role and significance of quality policy and design it using the specific example of a company in the field of tourism	4,6
	3. To connect the reasons for improving the quality area, the role of quality costs and quality-based systems in the field of tourism	6
	4. Select and critically judge the appropriateness of selected methods and tools for solving problems in the Quality Management System	3,5
	5. Present the seminar paper and make a critical judgment about the discussed topic	6,5

2.5. Course content according to detailed curriculum schedule	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.	-	2 hours
	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.	4 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.	4 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.	4 hours
	5.3.	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 analyze the same on a concrete example.	6 hours
		Business Systems and Quality Management Systems in the field of tourism	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 analyze the same on a concrete example.	8 hours
	7.	Documentation in the Quality Management System in general and its creation for the tourism sector	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 analyze the same on a concrete example..	6 hours
	8.	Construction and modelling of business processes using tourism companies as an example	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 analyze the same on a concrete example.	6 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 analyze the same on a concrete example.	6 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 analyze the same on a concrete example.	6 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 analyze the same on a concrete example-	6 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 analyze the same on a concrete example.	10 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 analyze the same on a concrete example.	6 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 analyze the same on a concrete example.	6 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.	10 hours

3. EVALUATION OF STUDENT WORK						
3.1. Students` obligations	Student obligations are prescribed by the Study Regulations. It is recommended that students actively participate in classes, which means participating in discussions, solving assignments, etc. Students who are unable to attend classes regularly should consult with the subject teacher during the consultation or via e-mail. It is the duty of every student to be regularly informed about the progress of classes. All information about the holding or possible postponement of classes will be published on the website of the Šibenik University of Applied Sciences or on the website of the course, which also contains all information about the course as well as teaching materials and a list of literature. 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).					
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	0,5	Written exam	2 (by submitting both 1olloquiums the student is relieved of an written examination)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium	1,5 (by submitting both colloquiums the student is relieved of a written and oral examination)	Seminar paper	0,5	Other (inscribe)	
	Class activities	0,5	Oral exam	0,5 (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)		
	Attending classes			45		
	Creating and Presenting seminar paper			15		
	Preparation for the Colloquium / exam through self-study			30		
4. GRADING						

4.1. Seminar paper grading	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, 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.		
4.2. Colloquium / exam grading	Poor		Satisfying			Above average		
	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.		
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance		76-86% of attendance		87-100% of attendance		Solved case study and project
		2 points		4 points		7 points		3 points
	Seminar paper	2		3		4		5
		5 points		7 points		8 points		10 points
	Colloquium / written exam	2		3		4		5
		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
25 points		30 points		35 points		40 points		

4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)	Numerous grade	ECTS grade	
		90 – 100%	5 (excellent)	A	
		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (sufficient)	D	
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
	1.Goleš D.(2011). *Upravljanje kvalitetom* script, Veleučilište u Šibeniku, Šibenik				e- learning
	2.Injac N.(2002). *Mala enciklopedija kvalitete, I dio, Upoznajmo normu ISO 9000*, Oskar, Zagreb, 3. Šiško Kuliš M., Grubišić D.(2010). *Upravljanje kvalitetom*, Sveučilište u Splitu, Ekonomski fakultet, Split, 2010. (selected chapters)			7 2	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Lazibat T.(2009). *Upravljanje kvalitetom* Znanstvena knjiga, Zagreb 2. Injac N.(2001). *Mala enciklopedija kvalitete, Moderna povijest kvalitete*, Oskar, Zagreb 3. Drljača M.(2004).* Mala enciklopedija kvalitete, Troškovi kvalitete* Oskar, Zagreb 4. Injac N.(2002).*Mala enciklopedija kvalitete, Informacije, dokumentacija, audit*, Oskar, Zagreb 5. Avelini Holjevac I.(2002).* Upravljanje kvalitetom u turizmu i hotelskoj industriji*Fakultet za turistički i hotelski menadžment, Opatija			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 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.				

1. GENERAL INFORMATION ABOUT THE COURSE			
1.1. Title	Nutrition in Tourism	1.8. ISVU course code	240715 240717
1.2. Lecturer	PhD Nikolina Gaćina, 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)	Professional Undergraduate study of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of online course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	1.
1.6. Study year	3 rd	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 goal is to provide students with theoretical knowledge and case studies: • To understand the principles of specific types of nutrition depending on age, weight, health status, physical activity, religion • To understand dietary restrictions so that they can independently choose alternate foods • To learn how to recognize the difference between food intolerance and an allergic reaction, and on that basis approach the importance of choosing alternative foods • To 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.

2.3. Learning outcomes on the study programme level	LO 2: To organize to lead teamwork and critically evaluate the opinions and attitudes of team stakeholders	
	LO 3: To independently and responsibly search relevant literature for decision-making and conclusion in Croatian and foreign language	
	LO 5: To use planning, organizing, leading and controlling methods using case studies, and analyse the problem and propose appropriate solutions to problem situations	
	LO 10: To develop team and interpersonal skills of working in a team, master communication skills and skills in presenting assigned topics and tasks (case studies, projects, seminars) using advanced software tools for creating documents, presentations and implementing budgets	
	LO 12: To design and economically value entrepreneurial ideas, events, projects, products and services in the team and present the same	
	LO 13: To 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	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	LO Level: 7. <i>Recapture</i> , 8. <i>Understanding</i> , 9. <i>Application</i> , 10. <i>Analysis</i> , 11. <i>Evaluation</i> , 12. <i>Synthesis</i>
	Demonstrate knowledge and understanding of course content by defining and describing basic concepts about food, nutrition and functional foods	1, 2
	Analyse and comment on the specific diet of a particular population in relation to age (children, adolescents, adults and the elderly)	4, 2
	Analyse and compare the specifics of traditional ways of eating at the world level and apply this knowledge to create specific menus	4, 2, 5
	Analyse and comment on the specifics of nutrition with regard to health status (especially for diseases caused by unhealthy eating habits)	4, 2
	Analyse and highlight the advantages of traditional Croatian gastronomy	4, 5, 6
	Analyse and comment on the labelling of Croatian products, autochthonous Croatian dishes and drinks	4, 2
	Analyse, compare and plan nutrition for food allergies and intolerances	4, 2, 6
	Analyse, compare and plan nutritional specifics depending on physical activity and body mass	4, 2, 6
	Analyse and compare dietary specifics depending on the religion and tradition of a particular population	4, 2
	Use materials and tools for searching scientific and professional literature in the mother tongue and in English	3
	Present acquired knowledge, ideas, problems and solutions independently and in a team	6

2.5. Course content according to detailed curriculum schedule	Constructive 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
		Digestion. Nutrition.	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: define the basic concepts of nutrition science, describe the course of food digestion.	6 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 nutritional sources. They know how to list, distinguish and give an example of essential nutrients.	8 hours
	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.	6 hours
	6.	Labelling 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.	4 hours
	7.	Food allergies and intolerances. Alternative foods for lactose and gluten intolerance.	1, 4, 7, 10, 11	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	4 hours

					substitute functional foods for the same intolerances and analyse its specificities. its marking.	
	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.	4 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.	4 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.	7 hours
	12.	Nutrition of athletes.	1, 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 and analyse the nutrition of athletes and non-athletes, the specificity of the athlete's hydration and the timing of the consumption of food and drink.	6 hours
	13.	Food Safety Basics. Transport and storage conditions of individual food groups. Declaring food.	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 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.	Religious restrictions on diet. Colloquium.	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: describe the basic religious restrictions on diet and define substitute foods.	6 hours
	15.	Concluding Observations / Repeat and preparing for the exam.		They listen to a lecture and prepare individually for the exam.		18 hours

3. EVALUATION OF STUDENT WORK						
3.1. Students' obligations	In accordance with the Regulations on Studying and the Regulations 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 (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	1 (without colloquiums)	Project
		Experimental work		Research		Practical work
		Essay		Report		Continuous examination
		Colloquium	2 (without the written and oral exams)	Seminar paper	0, 75	Other (inscribe)
		Class activities	0,25	Oral exam	1 (without colloquiums)	Other (inscribe)
3.3. Student workload	The student's workload on all basis's amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	Attending classes			45		
	Creating and Presenting seminar paper			10		
	Preparation for the Colloquium / exam through self-study			35		

4. GRADING				
4.1. Seminar paper grading	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, modest	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

		vocabulary, and frequent and repeated grammatical mistakes.			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.	
4.2. Colloquium / exam grading	Poor		Satisfying		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.	
4.3. Creating a final grade according to evaluation elements	Active participation in the lessons	70-75% of attendance	76-86% of attendance	87-100% of attendance	Case studies resolved	
		3 points	4 points	5 points	5 points	
	Research paper	2	3	4	5	
		5 points	7 points	8 points	10 points	
	Colloquium / written exam	2	3	4	5	
		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	
		15 points	20 points	25 points	30 points	
	4.4. Creating a final grade according to absolute allocation		Percentage of adopted knowledge, skills and competences (teaching + final exam)		Numerous grade	ECTS grade
90 – 100%			5 (excellent)	A		
80 – 89,9%			4 (very good)	B		
65 – 79,9%			3 (good)	C		
50 – 64,9%			2 (sufficient)	D		
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
	1. Gaćina, N. (2016). Nutrition and tourism. Internal script - handouts of the Šibenik University of Applied Sciences, Šibenik.		Available on the Intranet pages of the Šibenik University
	2. Gaćina, N. (2016). Nutrition and Tourism: <i>Food and Tourism I</i> . Textbook of the Šibenik University of Applied Sciences, Šibenik.		
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Krešić, G. (2012). Nutrition trends. Faculty of Tourism and Hospitality Management, Opatija.	4	
	2. Vranešić, D., Alebić, I. (2006). Magnifying Glass: How to Understand and Apply Nutrition Science?. Profile, Zagreb.	5	
	3. Kažinić Kreho, L. (2009). 21st Century Nutrition. Profile, Zagreb.	1	
	4. Mateljan, G. (2008). The healthiest foods in the world. Planetherapy, Zagreb.	3	
	5. 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 Intranet pages of the course and on the web pages of the Šibenik University. 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).		

10. GENERAL INFORMATION			
1.1. Course lecturer	PhD Ivica Poljičak, college prof.	1.8. Course code in ISVU	214437 214438
1.2. Course title	Business Communication	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+0+15+0)
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of online course performance (max. 20%)	1 st , course materials are on-line, 0%
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	5
1.6. Year of study	3 rd	e. 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	Getting familiar with basic communication terms, forms, and processes. Recognition and understanding of communication models and styles, with a purpose of effective application in business communication.		
2.2. Terms of course entry and required competences	-		
2.3. Learning outcomes on the study programme level	LO 2: To organize and lead teamwork, 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.		

2.4. Expected learning outcomes on the course level	Learning outcomes according 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.	To define forms and processes of communication		2,3,4,5,6	
	2.	To identify and explain interpersonal communication		2,3,4,5,6	
	3.	To categorize and analyse verbal and nonverbal communication		2,3,4,5,6	
	4.	To define and analyse communication styles		2,3,4,5,6	
	5.	To analyse and apply different forms of electronic communication		2,3,4,5,6	
	6.	To define public speaking		2,3,4,5,6	
	7.	To analyse and apply basic presentation skills		2,3,4,5,6	
2.5. Course content according to detailed curriculum schedule	Constructive alignment				
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation
	1	Introduction into the course and detailed plan.	-	Listen to lectures. Work independently on computer, get to know course content and eLearning documents.	-
	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 / oral exam, they know how to identify and evaluate the model of the communication process and the participants in the communication process.
	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 / oral exam, they know how to identify and evaluate interpersonal communication and principles of successful communication.
	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 / oral exam, they know how to identify verbal, nonverbal, written and electronic communication.
	5.	Effective communication	2,3,4,5,6	Listen to lectures and read literature. In the seminar classes, individually research the content of effective	At the colloquium or written / oral exam, they can analyse and explain the key elements of effective communication: concise presentation, active listening,

				communication and present it individually.	asking questions, a positive atmosphere and avoiding meta-languages.		
	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 classes, individually research electronic correspondence.	At the colloquium or written / oral exam, they can describe electronic communication and analyse various forms of electronic communication.	10 h	

	12.	Public relations	2,3,4,5.6	Listen to lectures and read literature. In the seminar classes, individually research the influence 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

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 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).

3.2. 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	2 (without colloquia)	Project				
	Experimental work		Research		Practical work				
	Essay		Report		Continuous examination				
	Colloquium	3 (without written and oral exam)	Seminar paper		Other				
	Class activity		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: Attending classes and exercises 40 hours Preparing colloquia or exams through individual work 50 hours								
4. GRADING SYSTEM									
4.1. Grading seminar papers									
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average				
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject 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.				
4.3. Final grade according to evaluation elements	Active course attendance	70-74,9% of attendance		75-79,9% of attendance		80-89,9% of attendance		90-100% of attendance	
		2 points		5 points		10 points		20 points	
	Colloquia/ Written exam	2		3		4		5	
		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	
		25 points		30 points		35 points		40 points	
4.3. Final grade according to absolute division		Percentage of acquired knowledge, skills and	Numerical grade		ECTS grade				

		competences (teaching + final exam)			
		90 – 100%	5 (excellent)	A	
		80 – 89,9%	4 (very good)	B	
		65 – 79,9%	3 (good)	C	
		50 – 64,9%	2 (satisfactory)	D	
5. ADDITIONAL COURSE INFORMATION					
5.1. Compulsory literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
	Lamza-Maronić, M. i Glavaš, J. (2008.), Poslovno komuniciranje, Osijek, Studio HS Internet i EFOS.			5	
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Fox, R. (2006.), Poslovna komunikacija, Zagreb, Hrvatska sveučilišna naklada i Pučko otvoreno učilište – Zagreb.			5	
	Reardon, K., K. (1988.), Interpersonalna komunikacija, Zagreb, Alineja.			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. 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 Intranet pages of the course and on the website of the Šibenik University. 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 ABOUT THE SUBJECT			
1.1. Title	Business Organization	1.8. ISVU course code	214424 214425
1.2. Lecturer	PhD Ana Udovičić, college professor	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)	Professional Undergraduate study of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on-line course performance (max. 20%)	1 st – materials available On-line, 0%
1.5. Course status (obligatory, optional)	optional	1.12. Number of course revisions	2.
1.6. Study year	3	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	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	LO5: To use planning, organizing, management and control methods on practical examples, analyse the problem and propose appropriate solutions to problem situations					
	LO11: To analyse new roles of organizations, systems, processes, products and services and quality standards in companies and propose valorisation 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	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)					LO Level: 10. Recapture, 11. Understanding, 12. Application, 13. Analysis, 14. Evaluation, 15. Synthesis
	to analyse new roles of organizations					1,2
	to critically analyse organizations theories and identify modern organization structures					5,2
	to comment problematic of different organizations' structures and to recommend leadership styles					4,5
	to analyse and to grade satisfactions and employees' values.					6
2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed
	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.	-	2 hours
		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.	4 hours
	2.	Organization behaviour	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	4 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.	4 hours
	4.	Group behaviour	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 specifics of an formal and informal group. Solved case study.	10 hours

				threes solve case studies thus presenting the appropriateness of previously acquired knowledge and presenting adopted knowledge and ideas, discuss issues.		
	5.	Teamwork	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 brainstorm 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 teamwork as a part of decision making and problem-solving technique in organization. Created and Presented seminar paper (by independent use of computer programs).	10 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 brainstorm 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).	8 hours
	7.	Communication	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 brainstorm 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).	10 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.	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).	4 hours

				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 brainstorm and discussion on the exposed topic is applied in the whole group.		
	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 brainstorm 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).	6 hours
	10.	Organization changes	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 organizational changes and choose between mechanisms to solve changes. .. Created and Presented seminar paper (by independent use of computer programs).	8 hours
	11.	Values and job satisfaction	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 how individuals measure and value job satisfaction. Created and Presented seminar paper (by independent use of computer programs).	8 hours
	12.	Personalities and values	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 seminar paper thus presenting the	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).	6 hours

				acquired knowledge and making their own ideas, and ways to solve problems. Methods of brainstorm and discussion on the exposed topic is applied in the whole group.		
	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 brainstorm 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).	6 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).	8 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 Regulations on Studying and the Regulations 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).					
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	(by submitting both colloquiums the student is relieved of a written examination)	Project	
	Experimental work		Research	0,5	Practical work	
	Essay		Report		Continuous examination	

	Colloquium	1 (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 basis’s amounts to 1 ECTS point for 30 hours of work per semester and is estimated as:					
	Commitment			Hours (estimate)		
	1. Attending classes			20		
	2. Creating and Presenting seminar paper			40		
	3. Preparation for the Colloquium / exam through self-study			50		
4. GRADING						
4.1. Seminar paper grading	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, 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.	
4.2. Colloquium / exam grading	Poor		Satisfying		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.		
4.3. Forming the final grade according to the evaluation elements	Active attendance of classes	70-75% attendance	76-86% attendance	87-100% attendance	Made a mental map Solved case studies
		2 points	4 points	7 points	3 points
	Seminar work	2	3	4	5
		5 points	7 points	8 points	10 points
	Taking the colloquium / Written part of the exam	2	3	4	5
		50-64.9%	65-79.9%	80-89.9%	90-100%
		25 points	30 points	35 points	40 points
	Oral part of the exam	2	3	5	5
		25 points	30 points	35 points	40 points
4.4. Forming the final grade based on absolute distribution					
	Percentage of acquired knowledge, skills and competences (classes + final exam)	Numerical evaluation	ECTS grade		
	90 – 100%	5 (excellent)	AND		
	80 – 89.9%	4 (very good)	B		
	65 – 79.9%	3 (good)	C		
	50 – 64.9%	2 (enough)	D		
5. ADDITIONAL INFORMATION ABOUT THE SUBJECT					

5.1. Compulsory literature (available in the library and through other media)	Title	Number of copies in the library	Availability through other media
	1. 1. Robbins, SP and Judge, TA: Organizational Behavior, Mate, 2009.	3	not
	2. Sikavica, P., Novak, M.: Modeling the organizational structure of a company, Informator, Zagreb.	3	not
5.2. Supplementary literature (at the time of application of changes and/or additions to the study program)	3. Sikavica, P., Novak, M., Business decision-making, Informator, Zagreb, 1999.	2	not
5.3. Methods of quality monitoring that ensure the acquisition of output knowledge, skills and competences	Control of the quality of students' work and the acquisition of the necessary knowledge and skills will be ensured through interactive work. By keeping records of students' attendance and activities in class and information obtained on students' progress through colloquia, the information necessary for further instructions to students will be obtained in order to increase the efficiency of their work. Students will be informed about their rights and obligations, work methods and necessary literature. Indicators of the quality assurance system: Student survey, monitoring of annual data from HZZZ - on the annual state of student employment, employer and Alumni association surveys.		
5.4. Informing about the course and contacting the teacher	It is the duty of every student to regularly inform himself about the course, the course and activities at the class. All information about the holding of classes or possible postponement of classes will be published in a timely manner on the Intranet pages of the course and on the website of the Šibenik University. Students can contact teachers during the consultation period (at least one hour a week), while for short questions and explanations they can be contacted during classes. It is also possible to ask questions by e-mail (from the official e-mail address on the @vus.hr domain) which will be answered as soon as possible (no later than five working days from the receipt of the e-mail).		
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 Intranet pages of the course and on the web pages of the Šibenik University. 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.		

1. GENERAL INFORMATION ABOUT THE COURSE			
1.1. Name of the course	Food and beverage management	1.8. ISVU course code	
1.2. Course holders	PhD, Nikolina Gaćina, Sen.Lec.	1.9. Course code in MOZVAG	
1.3. Associates	there is none	1.10. Method of teaching (number of hours P+V+S+e-learning)	(30+0+15+0)
1.4. Study program (professional, specialist graduate professional study)	Professional Undergraduate Study of Tourism management	1.11. Level of e-learning application (1st, 2nd, 3rd level), The percentage of online courses (max. 20%)	1st level – materials available online, 0%
1.5. Course status (O, I)	Optional	1.12. Ordinal number of changes and/or additions to the course description	2.
1.6. Year of study	3 rd	1.13. Modernization	☒ Yes ☐ No
1.7. Point value (ECTS)	3	1.14. Estimation of the percentage of changes and/or additions course program	Less than 20% ☒ More than 20 % ☐

2. COURSE DESCRIPTION	
2.1. Course Objectives	The goal is that students, based on theoretical knowledge and case studies: • understand the principles of specific types of nutrition depending on age, body mass, health status, physical activity, religion • understand dietary restrictions so that they can independently choose alternative substitute foods • learn 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	Completed four years of high school education; having a qualification at level 4.2 according to HKO.	
2.3. Learning outcomes on the study programme level	LO 2: To organize, lead work in a team, and critically judge the opinions and attitudes of team stakeholders	
	LO 3: To independently and responsibly search the relevant literature for making solutions and conclusions in Croatian and foreign languages	
	LO 5: To use the methods of planning, organizing, leading and controlling on examples from practice and analyse the problem and propose appropriate solutions to problem situations	
	LO 11: To propose and evaluate the importance of food and nutrition and hygienic production and preparation of food in the tourist industry	
	LO 12: To design and economically valorise entrepreneurial ideas, events, projects, products and services in a team and present them	
2.4. Expected learning outcomes at the course level (4-10 learning outcomes)	Learning outcomes according to Bloom's taxonomy: (up to two verbs per IU)	LO level: 1- guessing, 2- understanding, 3- application, 4-analysis, 5-evaluation, 6-synthesis
	To demonstrate knowledge and understanding course content by defining and describing the basic competencies of food and beverage managers	1, 2, 4, 6
	To analyse and compare the specifics of individual catering facilities from the point of view of food and drink offerings	2, 4, 6
	To analyse and compare the specifics of alternative ways of eating and apply this knowledge when using appropriate alternative foods and when creating specific menus	3, 4, 5, 6
	To apply basic gastronomic rules, standards and norms	3
	To analyse and single out the advantages of Croatian traditional gastronomy and Croatian autochthonous products and apply this knowledge in the offer of the same	3, 4, 5, 6
	To evaluate the role of the team and SOP on the operations of the food and beverage sector	4, 5, 6

2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	No:	Thematic ensemble / Lecture Topic	Course LO	Content / Teaching Method	Evaluation	Time needed
	1.	Introduction to the course and detailed lesson plan. Parameters of creating a seminar paper and choosing the topic of the paper		They are listening to a lecture.		2 hours
	2.	Hospitality activity. Categorization of catering facilities with regard to the food and beverage offer.	1, 2, 3, 4, 5, 6	They listen to a lecture, watch multimedia, present a seminar paper followed by a discussion and read literature.	At the colloquium or written and oral exam, they know how to: define and categorize catering activities and classify catering facilities and state their specifics.	6 hours

	3.	<i>Law on food</i> . Food and nutrition. Macronutrients, micronutrients. Drinks and beverages.	1, 2, 3, 4, 5, 6	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 can: define and classify food and its role in human nutrition, basic macronutrients, explain their primary role in the human body and value good food sources of them; define and classify micronutrients, explain their primary role in the human body and value good food sources of them. They know how to list, differentiate and give an example of essential nutrients.	10 o'clock
	4.	HACCP system in the preparation process i serving food and drinks	1, 2, 3, 4, 5, 6,	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 can: explain the HACCP system in the preparation process and serving food and drinks.	4 hours
	5.	A tour of a high-class hotel with the guidance of a food and beverage manager	1, 2, 3, 4, 5, 6,	Field work	Experiential learning	4 hours
	6.	Croatian traditional gastronomy. Croatian autochthonous products.	1, 2, 3, 4, 5, 6	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 can: explain the specifics of Croatian gastronomy, the types of foods and the way they are thermally processed; define and classify autochthonous Croatian products and list and describe them.	8 hours
	7.	Alternative forms of nutrition. Alternative foods.	1, 2, 3, 4, 5, 6	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 how to: define and classify alternative forms of nutrition and analyse the type of food used in some alternative diets	4 hours
	8.	Tour of high-class hotels with the guidance of the food and beverage manager	1, 2, 3, 4, 5, 6,	Field work	Experiential learning	4 hours
	9.	Specific hospitality standards.	1, 2, 3, 4, 5, 6	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 how to: define and classify specific hospitality standards	4 hours
	10.	A tour of a high-end restaurant with the guidance of a food and beverage manager	1, 2, 3, 4, 5, 6,	Field work	Experiential learning	4 hours
	11.	Food and beverage consumption norms. Rationalization of raw materials and foodstuffs. Price formation.	1, 2, 3, 4, 5, 6	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 how to: define and describe food and drink consumption standards, analyse losses during pre-preparation and thermal processing of food, and how to calculate the standards for an individual dish or drink.	8 hours
	12.	Means of offering food and drinks - new trends.	1, 2, 3, 4, 5, 6	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 can: define and describe new trends in the creation of means of food and drink offerings	8 hours
	13.	<i>Sommelier</i> as an element of the offer in Hospitality. Food and drink matching.	1, 2, 3, 4, 5, 6	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 are able to: define and describe the advantages of <i>sommelier</i> as an element of the offer in hospitality	6 hours

	14.	Teams. SOP.	1, 2, 3, 4, 5, 6	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 can: define and describe basic SOPs	8 hours
	15.	Final considerations/Revision and preparation for the exam.		They listen to the lecture and prepare individually for the exam.		20 hours
3. EVALUATION OF STUDENT WORK						
3.1. Obligations of the student	In accordance with the Regulations on studying and the Regulations on Student Assessment and Evaluation of student work: for all full-time students, attendance at classes of at least 70%. Part-time students are obliged to attend a minimum of 50% of lectures. All students must create, present and positively evaluate a seminar paper. Students who achieved during the course: - From 0 - 24.9% ECTS points - they are graded F (failed) and cannot acquire ECTS points, and must re-enrol in the course in the following academic year; - From 25 – 49.9% - they are graded FX (insufficient) and must sit and pass a written exam (test). The written exam (test) can be held during the regular or extraordinary exam period; - More than 50% - students gain the right to access the final exam of the course. 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 solving case studies, preparation and presentation of a seminar paper and two colloquia) b) during classes (active participation in classes and solving case studies, preparation and presentation of a seminar paper) and by passing the exam (written and oral part of the exam).					
3.2. Monitoring of students' work (enter the share of ECTS points for each activity so that the total number of ECTS points corresponds to the point value of the course)	Attending classes		Written exam	1 (without colloquium)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous check	
	Colloquiums	2 (without written and oral exam)	Seminar work	0.75	(write the rest)	
	Activities in class	0.25	Oral exam	1 (without colloquium)	(write the rest)	
3.3. Student workload	The workload of the student on all grounds amounts to 30 hours of work per semester for 1 ECTS point and is estimated as:					
	<i>Obligation</i>			<i>Hours (estimate)</i>		
	Attending classes			45		
	Preparation of seminar paper and presentation			10		
	Preparation for the colloquium/exam through self-study			35		
4. FORMATION OF ASSESSMENT						

4.1. Evaluation of the seminar paper	An element of valuation	Bad	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 part of the text and the conclusion, which are excellently logically connected to each other.
	Terminology, writing style	Words and expressions not aligned with official terminology. The writing style is not appropriate, the sentences are too long, the vocabulary is modest and there are frequent and repeated grammatical errors.	Words and expressions are aligned 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 demonstrate 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.
	Citation and citing of references	No sources are given at all. The references do not match the topic and show a superficial approach to researching the topic.	The sources are listed, but incompletely and with errors. References are appropriate for the topic and demonstrate a satisfactory research attitude.	Sources are accurately, completely and consistently cited. The references are adequate, their list is "rich" and comprehensive and shows a detailed research approach.

4.2. Evaluation of the colloquium / written and oral part of the exam	Bad		Satisfying		Above average	
	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		He reproduces basic concepts and transfers new knowledge without difficulty, understands the material, explains terms and concepts that he supports with examples.		Knowledge is at the level of analysis, synthesis and evaluation. He notices the rules, accurately and thoroughly explains the content of the material and logically connects and explains the terms and concepts which he supports with examples. Finds solutions that were not originally given. Observes correlations with related material.	
4.3. Forming the final grade according to the evaluation elements	Active attendance of classes	70-75% attendance		76-86% attendance		Solved case studies
		3 points		4 points		5 points
	Seminar work	2		3		5
		5 points		7 points		10 points
	Taking the colloquium / Written part of the exam	2		3		5
		50-64.9%		65-79.9%		90-100%
		25 points		35 points		50 points

	Oral part of the exam		2	3	5	5
			15 points	20 points	25 points	30 points
4.4. Forming the final grade based on absolute distribution		Percentage of acquired knowledge, skills and competences (classes + final exam)	Numerical evaluation	ECTS grade		
		90 – 100%	5 (excellent)	A		
		80 – 89.9%	4 (very good)	B		
		65 – 79.9%	3 (good)	C		
		50 – 64.9%	2 (enough)	D		

5. ADDITIONAL INFORMATION ABOUT THE COURSE			
	Title	Number of copies in the library	Availability via other media
5.1. Compulsory literature (available in the library and through other media)	1. Davis B., Lockwood A., Pantelidis I., Alcott P. (2008). <i>Food and beverage management</i> , 4th edition, Elsevier Oxford, 2008. 2. Materials prepared for the course - <i>e-learning</i> course pages (MS Teams)		Online (PDF)
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Gaćina, N. (2016). <i>Nutrition in tourism: Food and tourism I</i> . Textbook of the Šibenik University of Applied Sciences, Šibenik.. 2. Gaćina, N. (2022). <i>Nutrition in tourism: Drinks and beverages</i> . Textbook of the Šibenik University of Applied Sciences, Šibenik.. 3. Krešić, G. (2012). <i>Trends in nutrition</i> . Faculty of Management in Tourism and Hospitality, Opatija. 5. Havranek, J., Tudor Kalit, M. (Ed.) (2014). <i>Food safety from field to table</i> . MEP, Zagreb. (Selected chapters)	4 4	Online (.pdf)
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 Intranet pages of the course and on the web pages of the Šibenik University. 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).

8. GENERAL COURSE INFORMATION			
1.1. Course title	HOTEL HOUSEKEEPING BUSINESS MANAGEMENT	1.8. Course code in ISVU	
1.2. Course lecturer	PhD Jasmina Sladoljev, Sen. Lec.	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)	15+0+30
1.4. Study programme (specialist, undergraduate, graduate)	Undergraduate professional study in Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	
1.5. Course status (obligatory, optional)	Optional	1.12. Number of course revisions	/
1.6. Year of study	3 year	6.18. Modernization	☐ da ☐ ne
1.7. Credit score (ECTS)	3 ECTS	1.14. Percentage estimate of course changes and/or supplements	Less than 20% ☐ More than 20 % ☐

2. COURSE DESCRIPTION	
2.1. Course objectives	

2.2. Terms of course entry and required competences	The aim of the course is to train students to professionally and effectively manage the housekeeping department in the hotel industry. Through theoretical knowledge, practical exercises and a project, students will gain an understanding of work organization, quality standards, hygiene norms, human resource management and financial aspects of the housekeeping department. They will also develop the skills to apply sustainable and environmentally responsible practices, solve problems and adapt to modern technologies in the hotel business.	
2.3. . Learning outcomes on the study programme level	LO1: To apply and connect economic terms in more complex written and oral communication in Croatian and foreign language LO2: To develop teamwork and interpersonal skills, master communication skills and skills of giving presentations on particular topics and tasks LO3: To independently and responsibly undertake research through relevant literature to develop abilities of decision-making by using Croatian and English language LO5: To use methods of planning, organising, leading, and controlling on examples from practice and to analyse the problem and propose appropriate solutions to problem situations in the field of tourism LO8: To design, present, and valorise from an economic standpoint different entrepreneurial ideas, events, projects, products, and services within a team LO9: To analyse business processes and standards in tourism entities and to propose the valuation of new ones for the general development	
2.4. Expected learning outcomes on the course level	Learning outcomes according 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
	Organize jobs within the hotel housekeeping department according to the functional needs of the hotel.	3
	Apply quality standards, manage inventory, costs and finances of the housekeeping department.	4
	Use modern technologies and tools to monitor housekeeping efficiency.	3
	Apply methods for optimizing resources and reducing operating costs.	6
	Apply communication methods with the team and other departments within the hotel.	5

2.5. Course content according to detailed curriculum schedule	Constructive allignement					
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time
	1.	Introduction to Hotel Housekeeping Management The Role of Hotel Housekeeping in the Hotel Industry Introduction to Project Tasks and Project Task Departments by Team				3 hours
	2.	Structure of the hotel housekeeping department Key tasks and responsibilities Organizational structure Job positions and their descriptions Hierarchy and relationships in the team	1	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical	3 hours

					judgment based on the presented problem and propose a solution to the same problem	
	3.6.	Cleaning and maintenance process Standard cleaning operations (SOP) Types of cleaning (daily, general, periodic) Use of equipment and supplies	2	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	4.	Cleanliness and quality standards Standards for rooms, public areas, laundries Checklists and checklists Quality control systems	2	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	5.	Inventory and equipment management Inventory and control of consumables Calculation of material consumption according to capacity utilization Maintenance of equipment and cleaning agents	2,4	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	6.8.	Organization of laundry work Types of laundry and their maintenance	1,2	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	7.	Safety and hygiene at work Protection at work in the household Hygienic standards Procedures in case of accidents	2	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented	3 hours

					problem and propose a solution to the same problem	
	8.	Human resources management Recruitment and selection of personnel Training and development of employees	1,4	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	9.	Communication and teamwork Communication with guests and staff Problem solving and complaints The importance of teamwork	1,5	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	10.	Sustainable development and environmental standards Application of ecological means Sustainable resource management Green certificates and eco-practices Ergonomics in the housekeeping department	2	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	11.	Technology in the household Digital solutions (household software) Process automation Records and monitoring of wor	3	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	12.	Household Expense Management Budgeting and Financial Planning Expense Tracking and Optimization Reports and Analysis	2,4	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented	3 hours

					problem and propose a solution to the same problem	
	13.	Inspection and quality control Conducting inspection of rooms and premises Quality standards and evaluation Solving irregularity	2	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	14.	Reporting and administration Record keeping and documentation Creating reports for superiors Implementing data management systems	2,3,4	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours
	15.	Final check of knowledge and projects Review of material Solving case studies and practical problems Evaluation and feedback	1,2,3,4,5	They listen to the lecture and do project tasks related to the lecture.	At the colloquium or written and oral exam, they define and explain the terms that appear in this thematic unit, then they should present and analyze the same on a concrete example, make a critical judgment based on the presented problem and propose a solution to the same problem	3 hours

3. EVALUATION OF STUDENTS' WORK

3.1. Students' obligations	In accordance with the Regulations on Studying and the Regulations on Assessment and Evaluation of Student Work: for all full-time students, attendance in classes is at least 70%. Part-time students are required to attend classes and lectures at least 50%. All students must prepare, present and pass a seminar paper and project assignment. Students who have achieved: · From 0 - 24.9% of ECTS points during classes - are graded F (failed) and cannot earn ECTS points, and must re-enroll in the course in the next academic year; · From 25 - 49.9% - are graded FX (insufficient) and must take and pass a written exam (test). The written exam (test) can be held in a regular or extraordinary exam period; · More than 50% - students have the right to access the final exam of the course. Students can pass the final exam in the course in two ways: a) during classes through continuous student monitoring (active participation in classes, solving case studies, preparing and presenting a seminar paper and project assignment, and passing two midterm exams); b) during classes (active participation in classes, solving case studies, preparing and presenting a seminar paper and project assignment, and by taking an exam (written and oral part of the exam)).					
3.2. Monitoring student work (enter the share of ECTS)	Class attendance	0,5	Written Exam	1	Project	
	Experimental work		Research		Practical work	
	Essay		Paper		Continuous verification	

credits for each activity so that the total number of ECTS points corresponds to the credit score of the course))	Colloquia	1 (without written and oral exam)	Seminar Paper		Other	
	Class activities	0,5	Oral Exam	1	Other	
3.3. . Student workload	Student workload on all bases for 1 ECTS credit is 30 hours in a semester and is estimated as:					
	Obligation		Hours (assessment)			
	Class attendance		45			
	Preparation of seminar paper and project assignment and presentation		45			
	Preparation for the midterm/exam through independent study		45			
4. GRADING SYSTEM						
4.1. Grading seminar papers	Evaluation element	Poor	Satisfactory	Above average		
	Organization	The work 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 all excellently logically connected to each other.		
	Terminology, writing style	Words and expressions are not in line with official terminology. The writing style is inappropriate, the sentences are too long, with a modest vocabulary and 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 in line with official terminology and show an understanding of their meaning. The writing style is excellent, sentences are clear and concise, the vocabulary is rich and there are no grammatical errors.		
	Citation and citing of references	The sources are not cited at all. The references are not relevant to the topic and show a superficial approach to researching the topic.	Sources are listed, but incompletely and with errors. References are appropriate to the topic and demonstrate a satisfactory research attitude..	Sources are accurately, completely and consistently cited. The references are adequate, their list is "rich" and comprehensive and shows a detailed research approach.		

4.2. Grading colloquia/ written and oral exam	Unsatisfactory			Satisfactory		Above average		
	Answers from memory, without deeper understanding. Does not know and does not apply basic terms and concepts. Does not know how to apply or explain the course content with examples.			Reproduces basic concepts and easily transfers new knowledge, understands the material, explains terms and concepts, and supports them with examples.		Knowledge is at the level of analysis, synthesis and evaluation. He/she notices patterns, explains the content of the material accurately and thoroughly, and logically connects and explains terms and concepts, supporting them with examples. He/she finds solutions that were not originally given. He/she notices correlations with related material.		
4.3. Final grade according to evaluation elements	Active course attendance		70-75% attendance		76-80% attendance		81-89% attendance	91-100 %attendance
			2 point		4 point		7 point	10 point
	Project		2		3		4	5
			15 point		20 point		25 point	30 point
	Colloquia/ Written exam		2		3		4	5
			50-64,9%		65-79,9%		80-89,9%	90-100%
			15 point		20 point		25 point	30 point
	Oral exam		2		3		5	5
15 point			20 point		25 point	30 point		
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)		Numerical grade		ECTS grade		
		90 – 100%		5 (excellent)		A		
		80 – 89,9%		4 (very good)		B		
		65 – 79,9%		3 (good)		C		
		50 – 64,9%		2 (sufficient)		D		
5. ADDITIONAL COURSE INFORMATION								
5.1. Compulsory literature (available in the library	Title						Number of copies in the library	Availability via other media

and via other media)	1 Jones, P. (2018). <i>Housekeeping Management</i> . John Wiley & Sons		
	2 Hotel Housekeeping: Operations and Management – G. Raghubalan & S. Raghubalan (2015). Oxford University Press.		
5.2. Additional literature (at the moment of changes and/or amended of study programme)	1. Vrtiprah, V. i Pavlić, I. Menadžerska ekonomija u hotelijerstvu, Sveučilište u Dubrovniku, 2005. 2. Sladoljev, J., Osnove ekonomije - priručnik za nastavu sa zadacima“, Veleučilište u Šibeniku, 1. Izdanje, Šibenik, 2015., ISBN 978-953-7566-29-6 3. <i>American Hotel & Lodging Educational Institute (AHLEI)</i> – materijali za obuku. 4. <i>Službeni vodiči za higijenske standarde (npr. HACCP za hotelsku industriju).</i> 5. Predavanja i nastavni materijali koji se nalaze na Intranetu Veleučilišta u Šibeniku file:///C:/Users/korisnik/Documents/UPRAVLJANJE%20ODJELOM%20DOMA%C4%86INSTVA/Management_of_Housekeeping.pdf		
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	Quality control of student work and acquisition of necessary knowledge and skills will be ensured through interactive work. Keeping records of student attendance and activities in classes and information obtained on student progress through preliminary exams will provide the information necessary for further instructions to students in order to increase the efficiency of their work. Students will be informed about their rights and obligations, as well as work methods and necessary literature. Indicators of the quality assurance system: Student survey, monitoring of annual data from the Croatian Employment Service on the annual status of student employment, employer surveys and Alumni associations.		
5.4. Informing about the course and contacting the teacher	It is the obligation of every student to regularly inform themselves about the course, the course schedule and class activities. All information about the holding of classes or possible postponement of classes will be published in a timely manner on the course's e-learning pages and on the Polytechnic's website. Students can contact teachers during consultation hours (at least one hour per week), while for short questions and explanations they can contact them during classes. It is also possible to ask questions by e-mail (from the official e-mail address in the @vus.hr domain) which will be answered as soon as possible (no later than five working days from receipt of the e-mail).		

9. GENERAL COURSE INFORMATION			
1.1. Course title	Sustainable business and management in tourism	1.8. Course code in ISVU	
1.2. Course lecturer	Anita Grubišić	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)	30L+15S
1.4. Study programme (specialist, undergraduate, graduate)	Professional undergraduate study Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of on line course performance (max. 20%)	
1.5. Course status (obligatory, optional)	optional	1.12. Number of course revisions	
1.6. Year of study	3	6.19. Modernization	☐ da ☐ ne
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	The aim of the course is to study sustainable business and management in tourism based on the principles of socially responsible business and sustainable development in tourism.

2.2. Terms of course entry and required competences	/		
2.3. . Learning outcomes on the study programme level	LO1, LO3, LO4, LO7, LO9, LO10, LO12, LO14		
2.4. Expected learning outcomes on the course level	Learning outcomes according 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
	Analyze and interpret the effects of socially responsible business in tourism		
	Apply the concept of sustainability in resource management in tourism		
	Select and apply indicators of business performance, socially responsible business and sustainable development.		
	Independently collect and analyze data, draw well-argued conclusions and present research in writing and orally		
	Take responsibility for solving sustainable development problems based on the principles of ethics and socially responsible business		

2.5. Course content according to detailed curriculum schedule	Constructive alignment					
	no	Thematic unit	LO of the course	Content/teaching methods	Evaluation	Time
	1.	Introduction to the course and detailed syllabus. Historical development of the concept of socially responsible business in tourism	1,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method	Describe the historical development of the concept of CSR in tourism.	6

				discussions on the presented topic.		
	2.	Basic areas, principles and advantages of doing business in a socially responsible manner in tourism	1,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Interpret the basic areas and principles of CSR in tourism. Valorize the advantages of doing business in a socially responsible manner in tourism.	8
	3.	Prerequisites for implementing socially responsible business in tourism	1,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Demonstrate the prerequisites for implementing CSR in tourism. Implement socially responsible activities in business on an example, in accordance with the selected model of implementing CSR in tourism.	8
	4.	Implementation of socially responsible activities in business; Models for implementing socially responsible business in tourism	1,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Analyze and categorize the significance, role and influence of stakeholders in tourism.	10
	5.	The importance of measuring and monitoring the sustainability of tourism	1,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and	Clarify and describe the importance of measuring and monitoring the sustainability of tourism.	8

				prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.		
	6.	Organizational reporting in tourism organizations	2,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Describe, identify and review organizational reporting in tourism organizations.	8
	7.	Financial reporting in tourism organizations	2,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Describe, identify and review financial reporting in tourism organizations.	8
	8.	Reporting on socially responsible business of tourism organizations; Sustainability reporting as a key instrument for improving transparency and corporate responsibility	1,2,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Describe, identify and review reporting on socially responsible business in tourism organizations.	8

	9.	Basic indicators of business success of tourism organizations	1,2,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Construct and develop monitoring of basic indicators of business success of tourism organizations on an example	10
	10.	The future of socially responsible business in the digital era	1,2,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Clearly explain your own opinion on the future of CSR in the digital era.	8
	11.	The difference between the function of controlling and controlling in tourism organizations; Budgetary control	1,2,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Interpret the difference between the function of controlling and control in tourism organizations.	6
	12.	Total quality management in tourism organizations	3,4,	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present	Argue the role and importance of budgetary control.	10

				their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.		
	13.	Sustainable development of tourism and environmental efficiency;	3,4,	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Recommend decision-making on total quality management in tourism organizations.	8
	14.	Tourism accessible to all, examples of good practice	2,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Link sustainable tourism development and environmental efficiency. Develop models of "Tourism accessible to all".	8
	15.	The role of mindfulness techniques in developing sustainable business1,3,4,5	2,3,4,5	They listen to lectures, read literature, they use the internet. At the seminar continue to explore the content individually of this thematic area by searching the database and conduct research and prepare a paper in which they present the acquired knowledge and present their own ideas and ways to solve problems. It is used in group work at seminar classes brainstorming method and method discussions on the presented topic.	Recommend mindfulness techniques in the development of sustainable business.	8
3. EVALUATION OF STUDENTS' WORK						

3.1. Students` obligations	In accordance with the Regulations on Studying and the Regulations on Assessment and Evaluation of Student Work: for all full-time students, attendance in classes is at least 70%. Part-time students are required to attend classes at least 50%. Students who have achieved: • From 0 – 24.9% ECTS points during classes - are graded F (failed) and cannot gain ECTS points, and must re-enroll in the course in the next academic year; • From 25 – 49.9% - are graded FX (insufficient) and must withdraw and pass a written exam (test). The written exam (test) can be held in a regular or extraordinary examination period; • More than 50% - students have the right to access the final exam of the course. Students can pass the final exam when they pass all outcomes with 50% or more of acquired knowledge, skills and competencies, in the 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 score of the course))	lecture	0,25	Oral exam	1		
	activity	0,25				
	research	0,25				
	Referat paper	0,25			Other	
	Written exam	1			Other	
3.3. . Student workload	Student workload on all bases for 1 ECTS credit is 30 hours in a semester and is estimated as: lecture 45, case study and ppt 15, prepare for exam 30					
4. FORMIRANJE OCJENE						
4.1. Grading seminar papers	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 excellently logically connected to each other. Terminology, writing style Words and expressions are poorly aligned with official terminology. The writing style is inappropriate, the sentences are too long, the vocabulary is modest and there are frequent and repeated grammatical errors. Words and expressions are aligned 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 citing references Sources are not listed at all. References do not correspond to the topic and show a superficial approach to researching the topic. Sources are listed, but incompletely and with mistakes. References are appropriate for the topic and demonstrate a satisfactory research attitude. Sources are accurate, complete and consistent listed. References are adequate, their list is "rich" and comprehensive and shows a detailed research approach.					
4.2. Grading colloquia/ written and oral exam	Unsatisfactory		Satisfactory		Above average	
	Answers from memory, without deeper understanding. Does not		Reproduces basic concepts and easily transfers new knowledge, understands the material, explains terms and concepts, and supports them with examples.		Knowledge is at the level of analysis, synthesis and evaluation. He/she notices patterns, explains the content of the material accurately and thoroughly, and logically connects and explains terms and	

	know and does not apply basic terms and concepts. Does not know how to apply or explain the course content with examples.				concepts, supporting them with examples. He/she finds solutions that were not originally given.				
4.3. Final grade according to evaluation elements	Active course attendance	70-75		76-83		84-92		93-100	
		5		8		10		15	
	Research and referat paper	2		3		4		5	
		5		8		10		15	
	Colloquia/ Written exam	2		3		4		5	
		20		25		30		35	
	Oral exam	2		3		4		5	
		20		25		30		35	
4.4. Final grade according to absolute division		Percentage of acquired knowledge, skills and competences (teaching + final exam)		Numerical grade		ECTS grade			
		90-100		5		A			
		80-89,90		4		B			
		65-79,90		3		C			
		50-64,90		2		D			
5. ADDITIONAL COURSE INFORMATION									
5.1. Compulsory literature (available in the library and via other media)	Title					Number of copies in the library		Availability via other media	
	Golja, Tea; Kukurin, Željko; Prevolšek, Denis (ur.). (2024) Suvremeni pogledi na turizam i društveno-odgovorno hotelijerstvo Pula: Sveučilište Jurja Dobrile u Puli Golja, T. (2021). Društveno-odgovorno poslovanje u kulturi i turizmu. Analiza poslovnih slučajeva i prilagodba COVID-19 okruženju.								
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Golja, T., Kontošić, R., Lekić, R., Šegota, T., Žilić, I., Slivar, I., ... & Zovković, I. (2017). Odabrane teme suvremenog menadžmenta u kulturi i turizmu. Slivar, I., & Golja, T. (2016). Europsko turističko tržište i trendovi razvoja. Golja, T. (2016). Menadžment u kulturi i turizmu, Pula, Sveučilište Jurja Dobrile u Puli								

5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	Quality control of student work and acquisition of necessary knowledge and skills will be ensured through interactive work. Keeping records of student attendance and activities in classes and information obtained on student progress through exams will provide the information necessary for further instructions to students in order to increase the efficiency of their work. Students will be informed of their rights and obligations, as well as work methods and necessary literature. Quality assurance system indicators: Student survey, monitoring of annual data from the Croatian Institute of Employment and Social Affairs on the annual status of
5.4. Informing about the course and contacting the teacher	It is the obligation of every student to regularly inform themselves about the course, the course schedule and class activities. All information about the holding of classes or possible postponement of classes will be published in a timely manner on the course's e-learning pages and on the Polytechnic's website. Students can contact teachers during consultation hours (at least one hour per week), while for short questions and explanations they can contact them during classes. It is also possible to ask questions by e-mail (from the official e-mail address in the @vus.hr domain) which will be answered as soon as possible (no later than five working days from receipt of the e-mail).

VI. SEMSTAR

1. GENERAL INFORMATION ABOUT THE SUBJECT			
1.1. Title	Tourist Destination Management	1.8. ISVU course code	229061 229062
1.2. Lecturer	PhD Jasmina Sladoljev, Sen.Lec.	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 Tourism Management	1.11. Level of e-learning application (1 st , 2 nd , 3 rd level), percentage of online 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 DESCRIPTION

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	Having passed the exams with the second year of study	
2.3. Learning outcomes on the study programme level	1.	To apply and link economic terms in complex written and oral communication in Croatian and foreign languages
	2.	To organize and lead teamwork, and critically evaluate the opinions and attitudes of team stakeholders
	3.	To independently and responsibly search the relevant literature for decision making and conclusion in Croatian and foreign language
	4.	To collect, budget and graph economy and business statistics using advanced software tools, and comment and analyse them
	5.	To use planning, organizing, leading and controlling methods using case studies and analysing the problem
	6.	To analyse and integrate core concepts and apply content related to economics, management, accounting and finance
	7.	To 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.	To 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.	To use software packages to manage business departments, processes, and organizations
	10.	To design and economically evaluate entrepreneurial ideas, events, projects, products and services in the team and present the same
	11.	To 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.	To 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 on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	LO Level: <i>Recapture,</i> <i>Understanding,</i> <i>Application,</i> <i>Analysis,</i> <i>Evaluation,</i> <i>Synthesis</i>

	1. To explain and critically evaluate the basic concepts and characteristics of a tourist destination	2, 5			
	2. To 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			
	4. To design new products and services	6			
	5. To analyse and process the offer and resources of the tourist destination	5,6			
2.5. Course content according to detailed curriculum schedule	Constructive alignment				
	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 e-learning page of the course by working independently on a computer.	-	6 hours
	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
	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 judge based on the presented problem and propose a solution to the same problem.	8 hours
	Planning as a function of managing a tourist destination; principles and characteristics of planning; subjective to you in the process of development	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 judge based on the	10 hours

	planning tour with t Icke destination.			presented problem and propose a solution to the same problem.	
	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 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 analyse the same on a concrete example, critically judge based on the presented problem and propose a solution to the same problem.	16 hours
	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	16 hours

				example, critically judge based on the presented problem and propose a solution to the same problem.	
	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
	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 hours

3. EVALUATION OF STUDENT WORK

3.1. Students` obligations	In accordance with the Regulations on Studying and the Regulations 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 (enter the share of ECTS credits for each	Attending classes	0.5	Written exam	2 (no midterm)	The project	1.5
	Experimental work		Research		Practical work	

activity so that the total number of ECTS points corresponds to the credit score of the course)	Essay		Essay		Continuous checking	
	Colloquia	3 (without written and oral exam)	Seminar paper	0.5	(other type)	
	Teaching activities	0.5	Oral examination	1 (no midterm)	(other type)	

3.3. Student workload	Obligation					Hours (est)
	1.	Attending classes		60		
	2.	Creation of seminar work and project assignment and presentation		45		
	3.	Preparation for the midterm / exam through self-study		75		

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 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 grading	Poor		Satisfying	Above average	

	Student answers by memory, without deeper understanding of the subject. Does not know how to apply basic terms, concepts and knowledge, nor is able to support the content of the subject with examples.		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.	
		2 points	4 points	7 points	3 points	
	Seminar paper	2	3	4	5	
		5 points	7 points	8 points	10 points	
	Examination / Written examination	2	3	4	5	
		50 to 64.9%	65 to 79.9%	80 to 89.9%	90-100%	
		25 points	30 points	35 points	40 points	
	Oral part of the exam	2	3	5	5	
		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)		Number rating		ECTS grade	
	90 - 100%		5 (excellent)		AND	
	80 - 89,9%		4 (very good)		B	
	65 - 79,9%		3 (good)		C	
	50 - 64,9%		2 (sufficient)		D	

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
	1. P. Gardijan, Menadžment turističke destinacije-brend menadžment turističke destinacije, Veleučilište u Šibeniku, 2010.		5

	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)	1. D. Magaš, Management turističke organizacije i destinacije, Adamić, Rijeka, 2003. 2. R. Dobre, Menadžment turističke destinacije (skripta), Visoka škola za turistički menadžment Šibenik, Šibenik, 2004. 3. Časopisi (Turizam, Tourism and Hospitality Management, Journal of Travel research, Acta Turistica) 4. P. Mason, Tourism Impacts, Planning and Management, Elsevier, Oxford 2006.	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 and the classroom activities. All notices of classes or possible adjournment will be published in a timely manner on the Intranet site of the course and on the website of the Šibenik University. 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 ABOUT THE SUBJECT			
1.1. Title	Professional Practice	1.8. ISVU course code	229063 229064
1.2. Lecturer	PhD Jasmina Sladoljev, Sen.Lec.	1.9. MOZVAG course code	T46-I T46
1.3. Assistants and/or associates	Slavica Dino, mag.oec., lecturer	1.10. Forms of teaching (number of hours Lecturing + Practical exercises + Seminars + e learning)	120 hours
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of online course performance (max. 20%)	Level 1 - materials available On-line,
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	2
1.6. Study year	3 rd year	1.13. Modernization	☐ yes ☐ no
1.7. Credit score (ECTS)	15	1.14. Percentage estimate of course changes and/or supplements	Less than 20% More than 20%

2. COURSE DESCRIPTION	
2.1. Course objectives	The basic goal of the course is to acquaint students with practical work in tourism organizations and companies with the professional guidance of mentors in them. The goal is to train students to understand the organizational structure, way of working, types of tasks, jobs, functions, level of responsibility and decision making in different situations. Thanks to previously acquired theoretical knowledge and

	practical classes, students are trained to work in tourism organizations and companies. The goals of the professional practice are to strengthen the links between the Polytechnic of Šibenik and economic entities in tourism and to facilitate the employment of students.	
2.2. Terms of course entry and required competences	Enrolled VI semester	
2.3. Learning outcomes on the study programme level	• To apply and connect economic terms in more complex written and oral communication in Croatian and foreign languages • To develop team and interpersonal skills in teamwork, master communication skills and presentation skills of given topics and tasks • To apply methods in the field of mathematics, statistics and informatics in the processing and analysis of data in the field of economics • To use methods of planning, organizing, leading and controlling on examples from practice and analyse the problem and propose appropriate solutions to problem situations in the field of tourism • To interpret business and financial reports and propose solutions to improve financial operations • To design and economically valorise entrepreneurial ideas, events, projects, products, and services in a team and present them • To analyse business processes and standards in tourism entities and propose the valorisation of new ones for their development • To develop a marketing plan for a tourism company • To use information and communication technology in business in tourism	
2.4. Expected learning outcomes on the course level	Learning outcomes towards Bloom's taxonomy: (up to two verbs per LO)	LO Level: <i>Recapture, Understanding, Application, Analysis, Evaluation, Synthesis</i>
	1. To analyse the organizational structure of the company	4,6
	2. To identify the scope of responsibilities in the workplace and competencies	4
	3. To analyse processes and procedures in business and work with clients and tourists	6
	4. To choose the right procedures in solving tasks	4
	5. To explain how to provide services and products and company policy	2
	6. To propose solutions for complex business situations	5
	7. To evaluate rules, procedures, and business rules	6
	8. To analyse and connect basic concepts and apply content related to the field of economics, management, marketing, accounting, and finance	3,4
2.5. Course content according to	Constructive alignment	

detailed curriculum schedule	Thematic unit	IU course	Content / teaching method	Valuation	It takes time
	1.	Execution of professional practice.	Mandatory professional internship program (depending on the selected business entity or institution): Introduction to the organisation and functioning of the business entity or organisation in which the professional practice is performed. Introduction to the system of work and business of appropriate organisational units in the organisation or company. Getting acquainted with the work and business and the scope of responsibilities of the organisational unit(s) in which the student will perform professional practice (these organisational unit(s) should deal with those activities that are consistent with the knowledge that the student acquires at their study or have enough points of contact with professional subjects that the student listens to in their field of study). It is desirable that the student goes through several departments during the internship in order to better understand the functioning of the company and the connection between the departments. 4. Work on specific cases from practice (for example: contracts in the sale of tourist facilities, monitoring processes and procedures in the business of tourist companies, contracting tourist arrangements, and making them, making calculations, making contracts, contracting transport and insurance, performing payment transactions in country and abroad, organization of marketing services in the company, market research, the use of business information, introduction to the method of negotiation, organization of propaganda and advertising of the company, introduction to relevant legislation, method of drafting programs and projects, introduction to the work and business of hotels, hotel departments production department, procurement, sales, finance, non-board facilities), contracts in tourism, making commercial calculations, getting acquainted with the method of making annual company plans, calculating economy, productivity and profitability of business, analyse financial data, get acquainted with legal organizations in tourism, and information organizations in tourism.	Professional Practice Diary prepared and presented.	120 hours

3. EVALUATION OF STUDENT WORK

3.1. Students' obligations	Students' obligations regarding the performance of professional practice as well as the conditions and manner of implementation of professional practice in professional studies at Sibenik University of Applied Sciences are prescribed by the Ordinance on Professional Practice. At this point, the same is described in summary form. The students are obliged to carry out professional practice. The student performs professional practice in organisations and companies determined by the holder of the course professional practice independently or at the suggestion of the student. In order for a student to be admitted to a professional internship, the course leader signs the Instruction for performing the professional internship (Appendix 2 of the Ordinance on Professional Internship). Professional practice is performed under the mentorship of an authorised person. During a training, the student is obliged to thoroughly and honestly perform the duties and tasks entrusted to it and shall respect the laws and regulations of the legal entity with which he/she carries out the practice, to comply with the prescribed safety measures, account-dared obligations, and safety measures, and shall keep the property of the legal entity in which he/she performs his/her professional practice and take care that his/her behaviour or actions do not cause damage to the legal entity and the niversity. During their professional practice, students are obliged to conduct a diary of professional practice (Annex 4: Rules of Professional Practice). Upon completion of the internship, a diary is further signed by a mentor. After successfully completing practice, the authorised person in a legal entity in which a student performs the practice signs and certifies the student's Certificate of Completed Professional Practice (Appendix 5 of the Rulebook on Professional Internship). The student is obliged to submit the diary of professional practice and the certificate of completed professional practice to the holder of the course Professional Practice immediately after the completion of professional practice and no later than the end of the current academic year. If the holder of the Professional Practice course accepts the Professional Practice diary, he/she enters "satisfied" in the Certificate of Professional Practice and the index. If the holder of the Professional Practice course does not accept the Professional Practice diary, he enters "not satisfied" in the Certificate of Professional Practice, and the student is obliged to re-enrol in the Professional Practice course in the next academic year. The practice is interrupted in the event of justified reasons and continues when such reasons cease to exist. The student or mentor informs about the existence or termination of the existence of the same lecturers immediately after their occurrence or after learning about the existence of such reasons. A student may be recognised for the Professional Practice course if he/she works or has worked on jobs that correspond to the intended practice in terms of content and complexity. In order for the course to be recognised, the student should, in the semester in which he is obliged to do the internship, submit a written application for recognition of the internship (Appendix 3 of the Ordinance on Internship) and a certificate of the legal entity where he works or has worked. The certificate must contain the title of the job, a detailed description of the job, and the start date as well as the end date in case the employment is terminated. The holder of the course decides on the recognition of professional practice.					
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)	Attending classes		Written exam		Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous checking	
	Colloquium		Seminar paper		Execution of expert burst	15 ECTS
	Teaching activities		Oral exam			
3.3. Student workload		Student workload on all bases is 1 ECTS credit 30 semester hours and is estimated as:				
		Commitment			Hours (estimated)	
		2. Attending practice			450 hours	

4. GRADING			
4.1. Seminar paper grading			
4.2. Colloquium / exam grading	/		
4.3. Creating a final grade according to evaluation elements	No grading. Professional practice is evaluated descriptively ("satisfied" or "not satisfied").		
4.4. Creating a final grade according to absolute allocation			
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 through other media
	Ordinance on professional practice of Šibenik University of Applied Sciences. Instructions for writing a Professional Practice Diary. Documentation, laws, rulebooks and regulations related to the business organization and the performance of its activities.		
5.2. Additional literature (at the moment of changes and/or amended of study programme)	Documentation, laws, rulebook and regulations related to the business organization and the performance of its activities		
5.3. Quality assurance methods that ensure the acquisition of knowledge, skills and competences	Quality control of students' work and acquisition of necessary knowledge and skills will be ensured through interactive work. Keeping records of student attendance and activities in the classroom and the information obtained on student progress through the colloquium will provide the information needed for further instructions to students in order to increase the efficiency of their work. Students will be instructed in their rights and obligations and methods of work and the necessary literature. Quality Assurance System Indicators: Student Survey, Monitoring of Annual Data from the CES on the Annual Employment Status of Students, 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 course of classes and activities in the classroom. All notifications about the teaching or possible postponement of classes will be published in a timely manner on the intranet pages of the course and on the website of the Šibenik University. Students can contact teachers during the consultation period (at least one hour per week), while short questions and explanations can be addressed during classes. It is also possible to ask questions by e-mail (from the official e-mail address on the domain @vus.hr) which will be answered as soon as possible (no later than five working days from the receipt of the e-mail).		

1. GENERAL INFORMATION			
1.1. Course title	Final Thesis	1.8. Course code at ISVU	142621
1.2. Course lecturer	-	1.9. Course code at MOZVAG	-
1.3. Assistants and/or associates	-	1.10. Forms of teaching (number of hours Lecturing + Practical exercises + Seminars + elearning)	-
1.4. Study programme (specialist, undergraduate, graduate)	Professional Undergraduate study of Tourism Management	1.11. Level of e- learning application (1 st , 2 nd , 3 rd level), percentage of online course performance (max. 20%)	1 st - some of the material available Online, 0%
1.5. Course status (obligatory, optional)	Obligatory	1.12. Number of course revisions	4.
1.6. Year of study	3 rd	1.13. Modernization	☒ Yes ☐ No
1.7. Credit point (ECTS)	10	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 that the student within the given topic successfully applies the acquired knowledge in solving tasks related to the profession, thus deepening the theoretical knowledge acquired through the study program at the level of the profession he acquires. Also, the aim of the course is for students to develop the ability of an independent approach in processing and solving complex and practical problems in the profession. Students develop the ability to independently analyse research results as well as the skills of writing and presenting independent work.		
2.2. Terms of course entry and required competences	Enrolled VI semester		
2.3. Learning outcomes on the study programme level	Learning outcomes of the Final thesis depends on the topic and the course is chosen by the student.		
2.4. Expected learning outcomes on the course level	Learning outcomes according to Bloom's taxonomy: (maximum 2 verbs for LO)		Level of LO: 1 - memory, 2 - understanding, 3 - application, 4 - analysis, 5 - evaluation,

						6 – synthesis.
	1. To choose a topic and analyse the problem					4
	2. To analyse and sublimate relevant data from the literature and other data sources					3
	3. To formulate and analyse the context of the research					6, 4
	4. To select and apply the research methodology and write the Final thesis					5
	5. To evaluate and present the results of the research or solution to the problem					6
2.5. Course content according to detailed curriculum schedule						
3. EVALUATION OF STUDENT WORK						
3.1. Students` obligations	Students are required to write a final thesis under the guidance of a selected or assigned mentor and to consult with the mentor about the given topic and the final thesis. The student is obliged to present and defend the final thesis in front of the committee for its evaluation and defence.					
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	4 (without colloquia)	Project	
	Experimental work		Research		Practical work	
	Essay		Report		Continuous examination	
	Colloquium		Seminar paper		The written part of the Final thesis	7
	Class activity		Oral exam		Oral defence of the Final thesis	3
3.3. Student workload	Student workload on all bases is 1 ECTS credit 30 semester hours and is estimated as:					
	Obligation			Hours (estimated)		
	1. The written part of the Final thesis			210		
	2. Oral defence of the Final thesis			90		
4. FORMATION OF GRADES						

4.1. Evaluation of the Batchelor thesis	Element of evaluation	Bad		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 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 and 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.	
4.3. Forming the final grade according to the evaluation elements	The written part of the Final thesis	2		3		4	
		5 points		10 points		15 points	
	The written part of the Final thesis	2		3		5	
		5 points		10 points		15 points	
4.4. Formation of final grade based on absolute distribution	Percentage of acquired knowledge, skills and competences			Number rating		ECTS grade	
	90 – 100%			5 (excellent)		A	
	80 – 89,9%			4 (very good)		B	
	65 – 79,9%			3 (good)		C	
	50 – 64,9%			2 (sufficient)		D	
5. ADDITIONAL INFORMATION ON THE SUBJECT							

	Title	Number of copies in the library	Availability via other media
5.1. Required literature (available in the library and through other media)	Regulations on the Final thesis	-	
	Instructions for writing a seminar paper and Final thesis		
	Books and professional literature in the field of writing the Final thesis		
	Internet websites in the field of the topic of writing the Final thesis	-	
5.2. Supplementary literature (at the time of the submission of changes and / or additions to the study program)	-	-	-
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 CES annual data on annual employment status of students, employer survey 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 intranet site of the course and on the website of the Šibenik University. 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).		

**LEARNING OUTCOME MATRIX OF PROFESSIONAL UNDERGRADUATE STUDY OF TOURISM MANAGEMENT FOR THE ACADEMIC
YEAR 2026/2027.**

	I1	I2	I3	I4	I5	I6	I7	I8	I9	I10	I11	I12	I13	I14
Principles of Economics	+	+	+			+								
Introduction to Tourism	+	+	+							+				+
Environmental Management in Tourism			+		+					+				
Financial Mathematics				+	+		+							
Organization of Tourism	+	+	+							+				+
Business English I	+		+							+				
Business German I	+		+							+				
Business Italian I	+		+											
Economy of companies in tourism	+	+	+			+	+							
Informatics		+	+	+										+
Introduce in Selective Forms of Tourism	+		+			+				+		+		
Commercial Law in Tourism	+	+	+						+	+				
Food and Beverage Technology		+	+						+		+			
Business English II	+	+	+			+				+				
Business German II	+		+							+				
Business Italian II	+		+											
Management	+	+	+		+			+	+			+		
Tourism Marketing	+	+	+	+								+	+	
Fundamentals of Accounting	+		+	+		+	+							
Business English III	+	+	+			+								
Use of DDD Methods and HACCP-a in Hotel Industry		+			+				+		+			
Food Safety in Tourism		+	+								+			+
Economics of Non-Profit Organization	+	+	+			+								
Health tourism	+		+						+	+		+		+
Business German III	+		+							+				
Business Italian III	+		+											

	I1	I2	I3	I4	I5	I6	I7	I8	I9	I10	I11	I12	I13	I14
Service Management		+	+			+								
Fundamentals of Enterprise Financing in Tourism	+	+	+	+		+	+							
Business Statistics				+	+		+							
Entrepreneurship		+					+	+						
Business English IV	+	+	+			+								
Digital marketing	+	+	+									+	+	+
Cultural Heritage Management		+	+		+			+				+		+
Management of Protected Areas of Nature			+		+					+				+
Sustainable Gastronomy in Tourism		+	+		+			+		+	+			+
Business German IV	+		+							+				
Business Italian IV	+	+	+			+								
Human Resource Management	+	+	+			+								
Hotel Organization and Reception Operation	+	+	+	+	+		+	+	+	+		+	+	+
Management of Tourist agencies and Tour Operators	+	+	+	+	+	+	+	+	+	+		+	+	+
Public Sector Economics	+	+	+											
Quality management in tourism		+	+						+					
Nutrition in Tourism		+	+		+						+	+		+
Business Communication		+	+											+
Business Organization		+	+		+	+								
Food and Beverage Management		+	+		+						+	+		+
	+	+	+		+			+	+					
Sustainable business and management in tourism	+		+	+	+		+		+	+		+		+
Management of Tourist Destination	+	+	+	+	+			+		+		+		
Professional Practice	+	+	+	+	+			+		+		+		
TOTAL NUMBER OF COURSES BY LEARNING OUTCOME	33	35	45	11	17	12	10	9	12	17	6	12	5	17

Curriculum for the Department of Management and Tourism, Professional Undergraduate Study of Tourism Management Šibenik University of Applied Sciences, for the academic year 2026/2027. was adopted at the 17th session of the Council Department of Management and Tourism, which was held on, June 26.-30. 2026. (electronic session).

Curriculum for the Department of Management and Tourism, Professional Undergraduate Study of Tourism Management Šibenik University of Applied Sciences, for the academic year 2026/2027. was adopted at the 41th session of the Council Šibenik University of Applied Sciences, which was held on, 13.-14.07. 2026. (electronic session).

CLASS: 007-02/26-05/11

REGISTRY NUMBER: 103-05-26-03

Šibenik, 14.07.2026.

Head of Department of Management and Tourism

Divna Goleš, mag.oec., Sen.Lec.



Dean of Šibenik University of Applied Sciences
PhD Ljubo Runjić, colleague professor

