

ANNEX II. (LEARNING OUTCOMES)

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ANNEX II. (LEARNING OUTCOMES)

TABLES RELATED TO ASSESSMENT AREA II. STUDY PROGRAMMES AND LIFELONG LEARNING PROGRAMMES

Table 2.1. Learning outcomes of the study programme for the evaluated academic year

Business Informatics (Professional undergraduate study programme, 1041, 5205)																
Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16
Total number of courses per learning outcome	3	9	3	7	8	3	2	4	4	9	4	4	4	6	6	9
Algorithms and Data Structures		+								+						
Databases 1	+		+					+					+			
Databases 2			+		+			+					+			
Business Economics											+					
English for Information Technologies 1				+											+	
English for Information Technologies 2				+											+	
English for Information Technologies 3				+											+	
English for Information Technologies 4				+											+	
Croatian Language and Culture				+											+	
Internet Services					+											
Mobile Applications Design		+			+					+						+
Internet Applications Design		+			+					+						+
Mathematics 1												+				
Mathematics 2												+				

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16
Management Accounting									+					+		
Computer Networks						+										
Multimedia				+	+											
Object-Oriented Programming		+								+						
Selected Chapters in Business Psychology											+				+	+
Operating Systems						+										
Organisation and Business Management											+			+		
Essentials of Business Finances									+					+		
Essentials of Marketing					+						+			+		
Business Plan									+					+		
Applications Programmes 1	+			+												
Applications Programmes 2	+												+			
Programming		+								+						+
Programming for the Internet		+			+					+						+
Programming Language C #		+								+						+
Software Engineering and Project Management					+		+	+		+						+
Information Systems Design			+				+	+								
Accounting									+					+		
Work Placement																
Introduction to Computer Architecture						+										
Introduction to Data Science		+										+	+			
Introduction to Programming		+								+						+
Probability and Statistics												+				+

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Use modern information office tools in performing daily tasks
LO02	Write an algorithm following the rules of the given programming language
LO03	Design an application to support a simple business system
LO04	Present the challenges, ideas and results of student work in Croatian and English
LO05	Create an internet-based business model
LO06	Explain the key principles of computer architecture, operating systems and computer networks
LO07	Carry out the steps of life-cycle assessment for the development of an information system
LO08	Apply key methods for information system development in the area of computer simulation modelling and designing simple programming solutions
LO09	Describe the basic accounting and financial concepts, techniques and methods as a management component
LO10	Use selected techniques and methods in program support development
LO11	Apply core business skills and basic economic principles in business operations
LO12	Use basic mathematical and statistical concepts, methods and tools to interpret the results of data analysis
LO13	Use information technology and tools to collect and analyse data required for compiling reports that are common in business operations
LO14	Start up a small business information technology project
LO15	Manage students' own and their team members' careers by honing their skills and personal growth, develop teamwork competencies and different forms of lifelong learning, and continue their formal education at graduate study programmes in Croatia and abroad
LO16	Solve non-standard problems individually and in team work

Entrepreneurship Economics (Professional undergraduate study programme, 1042, 3674)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19	LO20
Total number of courses per learning outcome	10	3	4	7	6	4	5	4	8	6	5	6	3	4	17	13	17	2	4	6
Dynamic Entrepreneurship				+					+						+		+			
Design a Career			+							+										+
Business Mathematics						+						+				+	+			
Rhetorical Skills	+																			+
Business Administration Applications Software 1	+	+			+		+													+
Business Administration Applications Software 2		+			+											+	+			
Business Administration Applications Software 3	+	+			+															

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19	LO20
Market Research					+		+	+	+						+	+				
Macroeconomics				+					+						+	+				
Marketing Plan							+	+							+		+			
Management Accounting						+								+		+	+			
Management			+	+					+	+							+		+	
Microeconomics						+			+			+			+	+				
Family Entrepreneurship				+						+					+				+	
Organisational Psychology			+							+										+
Essentials of Business Finances												+	+	+		+	+			
Essentials of Marketing					+		+	+							+	+	+			
Entrepreneurship				+					+						+	+	+			
Essentials of Business Psychology and Communication	+		+																	+
Essentials of Law											+							+		
Tax System											+			+	+		+			
Business Ethics and Culture																			+	+
Business Statistics					+							+			+	+				
Business English 1	+														+					
Business English 2	+														+					
Business English 3	+														+					
Business English 4	+														+					
Business English 5	+														+					
Business Croatian	+																+			
Business Plan				+											+	+	+			
Promotion							+										+			
Accounting						+					+	+	+	+		+	+			
Strategic Management				+				+	+								+			
Work Placement																				
Trade Law											+				+		+			
Trade											+							+		
Human Resources Management									+	+									+	
Managing Business Finances												+	+							
Project Management										+						+				+

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Present business ideas, results or challenges in Croatian or English
LO02	Use basic office information technology to enhance business efficiency
LO03	Identify different organization structures and characteristics of corporate culture
LO04	Devise a business and development strategy for a small or medium-sized enterprise
LO05	Collect and analyse data required for compiling common business reports
LO06	Calculate basic indicators of business success
LO07	Create a marketing plan for a business organization
LO08	Develop strategic guidelines for marketing management
LO09	Analyse external and internal factors that affect business operations
LO10	Explain the nature, purpose and process of planning, organization, staff policy, management and controlling
LO11	Identify information and its sources required for aligning the business organization's documents with the valid legal and regulatory framework
LO12	Calculate financial indicators and compare them to the businesses in the same sector
LO13	Select the appropriate source of financing the business according to the criterion of financing cost
LO14	Interpret financial report information from the perspectives of different groups of users
LO15	Gather required information about a business opportunity from different sources
LO16	Assess feasibility and profitability of an entrepreneurial endeavour
LO17	Create an entrepreneurial business plan
LO18	Explain the characteristics of activities and actors in international trade and international trade clauses
LO19	Recognize the problems of ethical and socially responsible behaviour in all business segments
LO20	Participate actively in teamwork within a business organization

Entrepreneurship Economics (Professional undergraduate study programme, 4801, 4594)

No data!

Film, TV and Multimedia Design (Professional undergraduate study programme, 2283, 5210)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Total number of courses per learning outcome	10	11	13	23	22	25	10	28	7	11	7	5	5	7	7
Animated Movie				+	+	+	+	+	+	+	+				

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Copyright and legislation in creative industries	+													+	+
Copywriting	+	+	+		+	+	+	+			+			+	+
Design and the Media		+	+			+		+	+	+	+				+
Design - Theory and Practice		+	+						+		+				
Film and Television Dramaturgy				+	+	+	+	+							
Film and TV production	+		+	+	+	+	+	+					+	+	+
Film Editing				+	+	+		+		+		+			
Film Directing				+	+	+		+							
Film Shooting				+	+	+		+		+		+			
Financing in Creative Industries	+						+	+					+	+	+
Photography			+								+				
The Function of Editing Process in the Documentary and Feature Film				+	+	+		+		+					
Acting in Front of a Camera				+		+		+							
Innovative Television Formats				+	+	+	+	+					+	+	+
Language, speech, media	+	+	+												
Literature, Media and Transmedia Storytelling	+	+	+		+	+	+								
Marketing in Creative Industries	+						+	+					+	+	+
Media Literacy and Culture	+	+	+												
Editing and Editing Techniques				+	+	+		+		+		+			
Multimedia Content Design					+	+		+	+	+	+				
Light Design				+	+	+		+		+					
Sound Design					+	+		+		+					
The Basics of Directing				+	+	+		+							
The History of Film		+		+											
Media and Communication Psychology		+	+												
Computer Animation				+	+	+	+	+	+	+					
Directorial and dramaturgical methods in the European short film	+		+	+	+										
Directing a Scene in a Feature Film				+		+		+							
Screenplay of a Short Film				+	+	+		+							

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Work Placement															
Television in Theory and Practice		+	+	+	+	+		+							
Television Directing				+	+			+							
Television Shooting				+	+	+		+		+		+			
Film Theory		+	+	+											
Theory and Practice of Design		+	+						+		+				
Theory and Practice of Computer Games				+	+	+	+	+							
The Introduction to Independent Production						+		+	+				+	+	
The Introduction to Directing a Documentary Film	+			+		+		+							
Preservation, Archiving and Restoration of AV Material								+				+			

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Demonstrate the knowledge of fundamental terms, concepts and context of the creative industries
LO02	Identify and explain the basic concepts of communicology and media as well as the socio-historical context of their origin and development
LO03	Critically evaluate media content and participate in media projects in a media literate manner
LO04	Demonstrate the knowledge of fundamental concepts of film theory and film and television profession
LO05	Demonstrate the mastery of basic professional skills of film and television professional field
LO06	Apply basic professional knowledge and skills in the production of film and TV content
LO07	Recognize, explain, and apply new transmedia practices in developing AV and multimedia content in the creative industries
LO08	Demonstrate the knowledge of the dynamics of collaborative team work in various projects in the creative industries
LO09	Interpret the basic terms and concepts of multimedia design
LO10	Apply basic multimedia design tools and skills in media projects
LO11	Demonstrate an understanding of basic concepts of design and the designer's role in creating media content
LO12	Select and use basic procedures for protecting, archiving and restoring AV material
LO13	Demonstrate the knowledge of specific types and possibilities of financing media projects and their use in the creative industries
LO14	Show the knowledge of fundamental concepts in the field of copyright, intellectual property protection and media regulations in the creative industries
LO15	Implement basic marketing strategies in the creative industries

Journalism (Professional undergraduate study programme, 1544, 5207)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Total number of courses per learning outcome	12	11	10	18	4	22	30	24	23	9	11	14	6	15	27
Academic Writing				+	+		+								
Social History of Media and Journalism							+				+	+			
English as a Media Language	+			+	+										
Ethics and Deontology of Journalism		+	+				+				+	+	+		
Photo Journalism						+	+	+	+					+	+
Croatian Language and Culture				+				+	+						
Investigative Journalism				+	+	+	+	+	+	+	+	+	+		+
Public Appearance and Spokesmanship in Broadcast Journalism	+			+				+	+				+		+
The Language of the Media and Essentials of Journalistic Style	+			+				+	+						
Media Industry	+	+	+			+	+				+	+			+
Media Literacy and Fact-checking	+	+	+		+	+	+					+	+	+	+
Media Management and Media Entrepreneurship	+	+	+												+
New Media Narratives - Journalism 2.0	+					+		+	+					+	+
Compulsory Media Work Placement															
Public Relations	+	+	+	+							+	+	+		+
Essentials of Economic Literacy		+					+								
Essentials of Communication Studies	+						+						+		+
Press Writing				+		+	+	+	+	+				+	+
Political Journalism			+			+	+	+	+	+	+				+
Schemes and Practice of Print Media				+		+	+	+	+	+		+		+	+
Legal and Political system and Media Law		+									+	+			
Production Processes on Television						+	+	+						+	+
Radio Production						+	+	+						+	+
Radio Journalist – Host				+			+	+	+						+

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Radio Journalism				+		+	+	+	+			+		+	+
Complex Journalistic Forms				+		+	+	+	+	+		+			+
Shooting and Editing in Video Journalism						+	+	+	+					+	+
Sports Journalism			+			+	+	+	+	+				+	+
Contemporary Croatian History in the European Context							+				+				
Contemporary International Relations		+					+				+				
Television Show				+		+	+	+	+					+	+
Television Journalism				+		+	+	+	+			+		+	+
Thematic Reporting						+	+	+	+						+
Theory of Media	+	+	+								+	+			
Transmedia Storytelling in Journalism		+		+		+	+	+	+	+				+	+
TV Journalist - Presenter				+			+	+	+						
The Art of Reporting				+		+	+	+	+			+			+
Editing in Practice			+	+		+	+	+	+	+				+	+
Introduction to Digital and Online Media	+	+				+	+	+	+					+	+
Introduction to Journalism	+		+			+	+		+	+	+	+			+

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Recognize and explain core theoretical concepts of media and mass communication theory
LO02	Identify and interpret the components of contemporary media environment and market aspects of media business
LO03	Demonstrate the knowledge of local media industry, its practice and current needs of the media market
LO04	Distinguish and apply various functional styles of standard language in written and spoken communication
LO05	Demonstrate relevant English language skills appropriate for the requirements of professional journalism
LO06	Differentiate among journalistic types and genres and interpret specific aspects of media content production in different media
LO07	Demonstrate the ability to verify the reliability and relevance of information and carry out its critical evaluation
LO08	Design and structure different journalistic formats (textual, radio, audio-visual, multimedia...) to be published or broadcast on various media platforms
LO09	Structure news and more complex journalistic forms (interview, commentary, opinion, review, column) for various media platforms
LO10	Demonstrate the knowledge of methodology and key elements of investigative journalism
LO11	Explain the role and importance of journalism and mass media in the establishment and functioning of a liberal democratic social system
LO12	Identify the basic norms of ethical behaviour in professional journalism and demonstrate their application within the context of the principles of the freedom of the media and concepts of privacy and public interest
LO13	Explain the key concepts of public relations and implement basic techniques of that profession
LO14	Demonstrate the understanding of tools for the production and editing of textual, audio, visual and audio-visual content and procedures for publishing content on digital platforms
LO15	Demonstrate teamwork ability and comprehension of business processes involved in the production of media content

Public Relations and Media Studies (Professional undergraduate study programme, 1654, 5208)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19
Total number of courses per learning outcome	8	8	19	10	15	14	16	7	5	4	7	3	4	3	6	6	5	8	8
Public Relations Agencies			+	+	+	+		+		+									
Academic Writing							+		+										
Content Management			+	+	+	+	+		+	+	+		+						
Digital communication			+	+	+		+	+			+	+	+						
Design a Career		+			+	+					+								+
English Language 1							+									+		+	+
English Language 2	+						+											+	
English Language III							+		+		+			+					
English Language IV						+	+										+	+	

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19
Communication Ethics and Corporate Social Responsibility			+		+											+	+		
Spokesmanship and Public Appearances			+				+										+	+	
Graphic Design of Publications						+	+				+								
Business Croatian			+				+												
Business Administration Applications Programmes				+			+	+									+		
Internet and Social Networks			+	+	+		+	+			+		+						
Internal Communication			+	+	+										+				
Public Opinion Research	+				+				+										
Corporative Communication	+		+		+	+													
Crisis Communication			+		+	+				+									+
Media Appearances		+			+	+										+		+	
Media Systems	+	+					+				+								
Public Relations in Culture, Tourism and Sport					+	+	+		+						+				
Media Relations and Public Relations Techniques	+		+		+	+													
Essentials of Financial Analysis and Planning			+	+				+						+					
Essentials of Marketing			+									+	+						
Essentials of Management			+												+				
Essentials of Entrepreneurship				+										+	+				
Essentials of Social Psychology		+																+	+
Essentials of the Theory of Promotion	+	+	+	+	+							+				+			
Personal Public Relations		+				+		+										+	+
Writing in Public Relations			+			+	+	+											
Practicum of interpersonal communication		+	+			+				+									+
Legal Aspects of Public Relations																+	+		
Storytelling in Image Creation	+		+	+	+	+	+								+				
Work Placement																			
Human Resources Management		+													+				+
Introduction to Communicology	+															+		+	

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19
Introduction to Public Relations			+																+

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Analyse contemporary social trends and social structures as a framework for the possible application of communication models in public relations
LO02	Explain the psychological effect of a group on an individual as well as intragroup and intergroup psychological relationships and processes
LO03	Apply the principles and techniques of contemporary public relations practices in different business situations
LO04	Develop and plan a public relations campaign including creating a simple financial plan
LO05	Select an appropriate public relations strategy with regard to the specific needs of different organizations and individuals
LO06	Choose the right public relations tools and techniques for successful communication with the media
LO07	Create and write different types of written communication in public relations
LO08	Apply public relations techniques and tools necessary for the work in a public relations agency
LO09	Independently develop and carry out a simple public opinion poll
LO10	Evaluate the success of a conducted public relations campaign
LO11	Apply content management techniques on social networking platforms
LO12	Use basic marketing tools in simpler business cases
LO13	Set the goals of market communication and develop a simple advertising plan
LO14	Start one's own small-scale business ventures in the field of public relations and public communication
LO15	Describe the key content (nature, purpose and process) of basic management functions
LO16	Apply ethical principles in the area of social responsibility of public communication in practice
LO17	Apply legal regulations and human rights concepts (national and international legal frameworks) that regulate the public relations profession and public communication in general
LO18	Apply the rules of a successful public appearance in practice
LO19	Resolve simple crisis situations through communication

Technical management (Professional undergraduate study programme, 1537, 5206)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18
Total number of courses per learning outcome	5	5	6	3	2	9	5	2	7	8	4	8	5	7	5	2	5	6
Solidity														+				
Electronics and Digital Circuits							+				+							

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18
Machine Elements									+	+	+							
Elements of Buildings and Installations						+	+											
English Language 1															+			
English Language 2															+			
Finances		+																+
Hydromechanics														+				
Competitiveness of Companies			+						+									+
Structures in Construction						+						+		+				
Quality Control													+	+				
Logistics										+								
Mathematics 1								+			+							
Mathematics 2								+			+	+						
Mechanics 2										+								
Mechanics 2										+								
New Technologies in Electrotechnics												+	+					
Computer-Aided Design - CAD						+									+		+	
Operational planning and monitoring	+	+				+	+		+									
Organization of Production Systems		+	+						+	+		+						
Organizational Psychology	+			+	+										+	+	+	
Essentials of Economics	+																	
Essentials of Electrical Engineering							+											
Essentials of Construction						+												
Essentials of Management																		+
Essentials of Engineering						+				+								
Business Plan	+		+						+			+	+					
Computing				+		+								+	+			+
Accounting			+									+	+					+
Work Placement																		
Technical Documentation			+			+												+
Construction Materials														+				
Technology of Buildings and Construction						+												
Thermodynamics										+				+				

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18
Facility Management		+	+				+		+			+				+		+
Project Management	+	+		+	+				+	+		+	+				+	+

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Communicate, organize and plan business activities effectively
LO02	Evaluate the situation and apply appropriate business procedures
LO03	Develop and assess organizational business and technical competencies
LO04	Develop personal skills for individual and team work and lifelong learning
LO05	Evaluate critically data and arguments in order to form an opinion and contribute to problem solution
LO06	Collect and analyse data and develop solutions for organizational technical and technological problems
LO07	Implement theoretical knowledge in the maintenance processes of production or service systems in small or medium-sized enterprises
LO08	Apply mathematical knowledge to engineering challenges
LO09	Manage projects using professional, technical, technological and managerial competencies
LO10	Identify, analyse, model and solve managerial and engineering problems combining fundamental knowledge of science and technology areas of study
LO11	Integrate and implement engineering principles and techniques in the organization's activities
LO12	Analyse and evaluate different business solutions in the area of mechanical, civil and electrical engineering
LO13	Develop project solutions for a business enterprise including its economic, technical and technological elements
LO14	Plan, organize, develop and conduct engineering investigations and analyse and interpret their results
LO15	Communicate effectively in Croatian and English technical jargon using modern presentation skills and techniques
LO16	Organize and plan individual and team work in interdisciplinary teams
LO17	Present business results orally and in writing to the stakeholders in a business environment
LO18	Use managerial knowledge to manage an organization and its projects and objects in predictable and unpredictable situations

Tourism (Professional undergraduate study programme, 1040, 3672)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16
Total number of courses per learning outcome	13	12	4	3	9	7	5	12	13	5	3	5	14	16	8	18
Economic-Tourist Geography	+	+														
English for Hospitality and Tourism 1	+	+							+							
English for Hospitality and Tourism 2	+	+							+							

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16
English for Hospitality and Tourism 3	+	+														
Business Mathematics						+	+	+				+	+	+		
IT in Hospitality						+					+					
Business Administration Applications Programmes 1						+				+	+					
Business Administration Applications Programmes 2						+				+	+					
Macroeconomics					+		+									
Hotel Marketing															+	+
Marketing of Small and Medium-sized Accommodation Facilities															+	+
Event Marketing								+							+	+
Restaurants and Bars Marketing														+	+	+
Travel Agency Marketing															+	+
Managerial Accounting in Hospitality							+	+				+				+
Hotel Management					+								+	+		+
Management of Small and Medium-sized Accommodation Facilities					+				+				+	+		+
Event Management					+			+					+	+		+
Restaurants and Bars Management					+				+				+	+		+
Management			+					+		+			+	+		+
Travel Agency Management					+								+	+		+
Microeconomics					+		+	+						+		+
German Language in Tourism 1	+	+							+							
German Language in Tourism 2	+	+							+							
German Language in Tourism 3	+	+							+							
Sustainable Tourism	+		+	+									+	+		
Organisational Psychology										+						+
Essentials of Business Finances						+		+					+			
Essentials of Marketing															+	+
Essentials of Business Psychology and Communication									+	+						
Essentials of Tourism	+	+	+	+	+											
Essentials of Hospitality													+	+	+	+

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16
Entrepreneurship in Tourism								+	+			+	+	+		
Business Statistics						+	+	+				+	+	+		
Business Croatian								+	+							
Law in Tourism					+									+		+
Accounting						+		+				+				
Strategic Management								+					+	+		
Work Placement																
Italian Language in Tourism 1	+	+							+							
Italian Language in Tourism 2	+	+							+							
Italian Language in Tourism 3	+	+							+							
Hospitality Product Technology													+	+	+	+
Managing a Tourist Destination	+	+	+	+												

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Explain the preconditions of the origin and development of tourism, tourists' motives and fundamental concepts, factors, relationships and consequences of tourism in modern society
LO02	Identify the main emissive areas, transportation routes and links to a tourist destination and compare the spatial organization as well as the importance and the role of tourism in different countries and cultures
LO03	Show specific interests and mutual relationships of different stakeholder groups as well as models of cooperation, i.e. instruments of tourism destination management
LO04	Recognise positive and negative effects of tourism development and destination management on the environment and social community as well as the main ethical issues of modern tourism
LO05	Interpret the basic determinants of various tourism policy measures, especially regulations referring to regulating the business of tourism as well as contracts concluded between business entities in tourism
LO06	Apply basic mathematical and statistical concepts, methods and tools for data collecting and processing as well as preparing simpler analyses, budgets and reports common in tourism business
LO07	Use basic economic principles, concepts and analyses in a specific tourism business practice at the level of an organization and tourism destination
LO08	Plan simpler business activities in tourism, their financing and securing necessary resources respecting the conditions in the business environment as well as within a tourism company or destination
LO09	Present analyses, projects, processes, examples of good practice, business and other tourism policies in Croatian and at least one other foreign language, and basic information about the attraction base and tourism products of a destination in one more foreign language
LO10	Manage one's own career and the careers of one's team members primarily through honing of skills and developing teamwork skills through personal development and participating in different forms of lifelong learning including the continuation of formal education at specialist study programmes in Croatia and abroad
LO11	Use modern information technology in daily business operations as well as in specific business processes in the hospitality industry, tourism destination or tourism intermediation
LO12	Interpret business results of an organization in the hospitality industry, tourism intermediation or tourist boards based on quantitative and qualitative data sourced from financial and other reports
LO13	Assess opportunities for the development of entrepreneurial ventures in the hospitality industry according to the type and technology specifics in hospitality establishments or in a tourism destination according to the type of tourism and specifics of tourist attractions
LO14	Evaluate a business idea based on given parameters and create an outline of a business model for a tourism project and start smaller entrepreneurial ventures in the field of hospitality or tourism intermediation based on the selected group of elective courses
LO15	Create a simple marketing plan for the development and placement of a tourist product in the hospitality industry, tourism destination or tourism intermediation depending on the selected group of elective courses
LO16	Carry out management processes in micro and small business enterprises or departments in the hospitality and intermediation industries or tourist boards, and depending on the selected group of elective courses, participate in the processes of event management

Tourism (Professional undergraduate study programme, 4802, 4593)

No data!

Cyber Communications and Network Sciences (University undergraduate study programme, 2588, 5212)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Total number of courses per learning outcome	17	17	11	9	11	1	9	11	8	6	8	4	10	5	5
Academic Writing		+			+		+								
Big Data and Data Visualization					+					+			+		+
Community Management 1								+	+	+	+		+		+
Community Management 2					+			+	+	+	+	+	+		+
Digital Marketing		+						+					+	+	
Digital Journalism	+	+	+	+				+							
Design Management		+										+		+	+
Social Media and Blogs			+					+	+	+					
The English Language for Cyber Communicators		+				+		+							
Ethics in Communications	+	+	+	+											
Identity, Image, Reputation and Charisma	+			+							+		+		
Identity, Image, Reputation and Charisma	+			+							+		+		
Communication Analytics and Performance Measurement on Social Networks					+					+					+
Mass Media, Internet and Audiences	+		+				+								
Media Audiences	+		+												
Multimedia	+							+	+						
Advertising and Copywriting		+						+	+				+		
Online Political Activism and Guerrilla Communication Tactics	+	+	+	+	+										
Essentials of Communication	+	+	+	+											
Essentials of Marketing and Public Relations	+										+	+		+	

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Planning of Integrated Campaigns								+	+		+	+	+	+	
Practical: E-portfolio		+	+					+	+				+		
Psychology of Direct and Computer-Mediated Communication	+	+					+								
Security and Communication	+	+		+	+										
Celebrities, Stereotypes and Communication	+		+	+	+		+				+				
Work Placement															
Information System Structures					+		+			+					
Contemporary Sociological Theories	+	+		+			+								
Theory of Contemporary Media	+	+	+				+								
Transmedia Storytelling		+									+				
Introduction to Research Methods in Social Sciences	+	+					+								
Viral Marketing		+			+		+						+	+	
Visual Communications in Digital Media			+		+			+	+						
Network Science in Cyber Society	+				+										

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Interpret the basics of sociology, psychology, communicology, journalism and political sciences
LO02	Apply the principles of academic writing (essays, seminars, projects, final papers, professional and scientific papers in collaboration with and under the mentorship of teachers)
LO03	Critically evaluate and draw conclusions about media content and social and economic reasons for selecting and framing media content
LO04	Argue the factors of ethical and unethical media communication
LO05	Integrate the theory and methods of practical application of knowledge in the field of network science
LO06	Demonstrate the proper use of the modern English language in the field of digital technologies with a particular emphasis on the use of English in the field of cyber communication
LO07	Explain the methods of sociological research of new and traditional media, show how they are carried out, illustrate data processing and draw conclusions about the conducted research in a digital context
LO08	Conceive, create and design textual and multimedia content on the Internet (managing communication on different social media)
LO09	Create simple visual content on digital communication platforms
LO10	Implement the most recent and advanced software in the field of digital communications (CMS, SEO, SEM, Google Analytics, MailChimp, Big Data)
LO11	Explain and apply theories and rules of use of all tools necessary for strategic and tactical communication (marketing – promotion, public relations, integrated communications)
LO12	Develop digital and integrated communication plans and strategies for companies, associations, political organizations, individuals and bodies of public authority
LO13	Use all tactical tools necessary for the implementation of digital communication strategies
LO14	Explain and apply the basics of business planning and marketing
LO15	Illustrate the examples of earning money on the Internet

Internet of Things (University undergraduate study programme, 2589, 5213)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18
Total number of courses per learning outcome	4	7	2	2	4	5	3	2	2	1	4	3	2	4	1	3	3	7
3D Modeling and 3D Printing								+										
Databases 1																+		
Databases 2																+		
Wireless Communication Networks for IoT												+		+				
User Interface Design								+										
Product Design				+														

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18
Electronics and Digital Circuits						+	+											
English for Internet of Things 1	+																	
English for Internet of Things 2	+																	
IoT Development Project				+	+				+			+					+	
Management for Startup Companies 1			+		+													
Management for Startup Companies 2			+		+													
Mathematics 1		+																
Mathematics 2		+																
Computer Networks 1											+							
Computer Networks 2											+	+						
Digital Signal Processing		+											+	+				
Operating Systems											+							
Program Code Organization		+																
Essentials of Electrical Engineering						+	+											
Business Croatian	+																	
Programming 1		+																+
Programming 2		+																+
Programming for the Internet																		+
Programming for the Internet 2 (JavaScript)																		+
Programming for IoT																+		+
Programming for Mobile Platforms																		+
Robotics									+					+	+			
Sensors and Actuators						+	+											
Information System Security										+								
Machine Learning - AI		+											+	+				
Work Placement																		
IoT structure											+							
Embedded Systems 1	+					+											+	+
Embedded Systems 2						+											+	
Project Management					+													

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Apply characteristics of professional writing style in the Croatian and English language following orthographic and grammar rules in written and oral standard Croatian and English with the emphasis on technical terminology of the internet of things technology
LO02	Implement mathematical methods and analytical thinking in designing mathematical models to solve real-life problems
LO03	Organize, plan, set up and run a start-up business using innovative tools for the analysis, synthesis and creation of specific solutions in the business environment and devise a plan to implement a design thinking process to solve problems
LO04	Employ theoretical, practical and methodological aspects of product design as a complex interdisciplinary process
LO05	Generate, elaborate and implement a business idea, manage project planning activities and their execution and manage the product quality, processes and business organization
LO06	Design and implement basic logic gates and digital circuits applying Boolean algebra theory and distinguish modern sensor and actuator technologies
LO07	Interpret core concepts in electrical engineering regarding direct and alternating electric current
LO08	Use computer-aided design (CAD) and software support for computer-aided manufacturing (CAM), apply basic rules in designing user interface and analyse the level of user experience
LO09	Analyse modern forms of assistive technology and recognize its application
LO10	Identify security issues in information systems, their threats and vulnerability and recognize ways of reducing risk, i.e. system protection
LO11	Explain the theoretical basis of the internet of things (paradigm, structure, development, platforms, opportunities, examples, privacy and security), describe basic components of modern operating systems and explain and apply basic concepts of network architecture, technology and protocols with the emphasis on essential characteristics for the internet of things
LO12	Recognize the basic principles of wireless communication and implement various communication protocols to enable such communication
LO13	Demonstrate the principle of big data analysis and use the appropriate software for machine learning
LO14	Relate and implement basic knowledge of science and engineering with the purpose of enabling optical, automatic or contactless communication and interpreting the real world using image analysis
LO15	Explain the core concepts of robotics and analyse possible applications in practice
LO16	Create and use relational and non-relational databases
LO17	Distinguish basic concepts and functions of embedded systems and peripheral connected devices and implement program engineering methods for introduction, maintenance and support of internet of things products
LO18	Develop and style program solutions within an integrated development solution for embedded systems and/or internet applications using complex structured data algorithms and design patterns using low and/or high- level programming languages, including the Android platform

Transmedia Dramaturgy (University undergraduate study programme, 2590, 5214)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14
Total number of courses per learning outcome	6	12	16	11	22	7	15	18	13	3	7	4	1	4

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14
Adaptations and Narrative Extensions of Media Projects			+		+		+	+	+		+			
Animated Movie					+			+	+					
Copyright and Legislation in Creative Industries													+	
Dramaturgy of Animated Film					+		+	+						
The English Language in the Media					+									
Financing and Marketing in Creative Industries										+		+		+
Gaming Culture	+										+			
Acting in Front of a Camera						+		+	+					
The Croatian Language and the Media		+			+									
Intermedia Multimedia Documentary Film	+	+	+	+				+	+					
Theatre Dramaturgy					+		+							
Creative Writing for Video Games 1			+				+	+	+					
Creative Writing for Video Games 2			+		+		+	+	+					
Transmedia Project Design		+	+	+				+		+		+		
Advertising and Copywriting	+			+							+	+		+
Essentials of Dramaturgy					+		+							
Writing for Cinematic Media		+	+		+		+	+	+					
Pop Culture and the Media		+									+			
The History of Film				+	+	+								
Praxis – Reading the Theatre				+	+		+	+						
Character Psychology					+			+						
Directorial and dramaturgical methods in the European short film		+			+		+							
Directing a Scene in a Feature Film								+	+					
Feature Film Script 1			+				+	+	+					
Feature Film Script 2			+		+		+	+	+					
TV Series Script 1			+		+		+	+	+					
TV Series Script 2			+		+		+	+	+					
Scriptwriting for Comic Books			+		+		+	+	+					

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14
Work Placement														
Contemporary Media Industry	+	+	+	+							+			
Film Theory		+		+	+	+								
Literary Theory					+	+	+							
Transmedia Narratology				+	+	+								
Transmedia Literacy and Media Publics	+	+	+	+							+			
Transmedia Production		+	+	+				+		+		+		+
Transmedia Storytelling	+	+	+	+		+					+			+
Developing Fictional Identities			+		+	+								
Introduction to Comic Culture		+			+									

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Identify, describe and explain the fundamental communicology concepts and transmedia practices as well as their social context
LO02	Critically evaluate (trans)media content and participate in (trans)media projects in a media literate manner
LO03	Apply (trans)media concepts and tools in designing creative content
LO04	Recognise and explain the cultural context of transmedia dramaturgy
LO05	Demonstrate the knowledge of fundamental terms and concepts of literary theory and dramaturgy
LO06	Describe, interpret and apply basic narratological concepts
LO07	Identify and explain the basic terms of dramaturgy profession
LO08	Use the acquired dramaturgical knowledge and skills in creating and producing independent drama content
LO09	Create artistic content in the field of dramatic and audio-visual arts
LO10	Demonstrate the knowledge of specific forms of raising finances and the financing opportunities of (trans)media projects as well as their application in the creative industries
LO11	Recognize and assess transmedia practices in the context of creative industries
LO12	Identify and implement basic marketing strategies in creative industries
LO13	Identify, explain and verify fundamental concepts in the field of copyright, intellectual property protection and media regulations in the context of creative industries
LO14	Recognize, explain and apply the new transmedia practices in the design of AV, multimedia and transmedia content in the creative industries

Accounting and Finance (Professional graduate study programme, 1104, 3708)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Total number of courses per learning outcome	7	8	4	6	3	3	6	5	6	4	6	4	5	3	4
Design Thinking															
Diplomacy and diplomatic communication															
EU Financing Policies and EU Terminology															
EU Programme Funds															
EU Project Cycle															
Financial Institutions, Markets and Instruments									+	+	+	+	+	+	
Financial Management		+							+	+	+	+	+	+	
Financial Accounting I	+	+		+	+	+	+	+							+
Financial Accounting II	+	+	+	+			+								+
Geopolitical and Geoeconomic Trends in the World															
Guerrilla Communication															
Investment Analysis									+	+	+	+			
Creative Tools in Management															
Creating and Managing the Image of Celebrities															
Mathematics in Finance									+	+	+	+	+		
Risk management – managing risk in projects															
Methods of Research and Professional Development		+		+					+		+				
Taxing in Entrepreneurship	+	+		+											
Commercial Banking								+	+		+		+	+	
Company Law	+		+												+
Applying for a Competition															
Business Management Software				+	+		+	+							
Auditing and Internal Control	+	+	+	+											+
Start-up Management															

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Strategic Management							+	+							
Student Work Placement															
Teamwork															
Commercial Contract Law	+		+										+		
Cost Accounting	+	+			+	+	+								
Management Accounting		+				+	+	+							
Organizational Change Management															
Stress Management															

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Formulate accounting policies with the application of standards of financial reporting (IFRS and CFRS)
LO02	Analyse and interpret data from consolidated financial reports
LO03	Design appropriate accounting procedures for investments in associates, acquisitions and investments in joint ventures
LO04	Develop internal control procedures and effectively collaborate with external auditors
LO05	Design a cost accounting system and use traditional and contemporary methods and techniques of cost accounting and techniques of cost management
LO06	Design a cost accounting system for making short-term business decisions
LO07	Create a budget control system of business operations
LO08	Create a system for the assessment of managerial and economic performance of responsibility centres
LO09	Create analytical bases for making financial decisions on investments, financing, and managing company's assets
LO10	Develop analytical bases and propose optimal financial decisions in all key areas of financial management
LO11	Develop a system of monitoring of key variables – interest rates, currency exchange rates, price of shares and bonds and signal necessary adjustments in financial policy of an organisation
LO12	Propose optimal solutions for the activities related to investment and equity positions of a company
LO13	Propose optimal solutions in structuring the source of financing and risk protection
LO14	Effectively plan good relationships of organisation and banks in the context of an organisation's financial policy management
LO15	Effectively organise tasks related to the procedure of calculation and payment of taxes and other fiscal contributions

Business Communication Administration (Professional graduate study programme, 1103, 3707)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19
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Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19
Total number of courses per learning outcome	13	4	3	6	2	2	2	1	3	3	1	1	3	1	1	1	2	3	3
Community Management	+			+									+					+	
Copywriting	+								+	+									
Design Thinking																			
Digital Marketing																			
Diplomacy and diplomatic communication																			
Design in Visual Communications			+								+	+						+	
EU Financing Policies and EU Terminology																			
EU Programme Funds																			
Geopolitical and Geoeconomic Trends in the World																			
Guerrilla Communication																			
Integrated Business Communication Strategy	+	+		+															
Integrated Marketing Communication	+	+	+							+									
Creative Tools in Management																			
Creating and Managing the Image of Celebrities																			
Crisis Communication and Trends Management	+			+															+
Manipulation and Communication	+					+	+												
Risk management – managing risk in projects																			
Methods of Research Development													+		+				
New Sustainable Trends - Promotion of Fashion, Tourism and Civil Society	+															+	+		
Public Relations in Integrated Communication	+			+															+
Communication in Politics	+	+		+			+												
Business Consulting / Consulting Skills																			

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19
Consumers, Market and Public Opinion	+								+				+	+					
Psychology of Communication					+	+													
Start-up Management																			
Storytelling in Image Creation																			
Branding Strategy	+		+						+										
Student Work Placement																			
Mass Media Theory	+				+			+											
Teamwork																			
Organizational Change Management																			
Stress Management																			
Introduction to Integrated Communication	+	+		+						+							+	+	+

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Develop the ability of critical thinking for the purpose of analysing media content
LO02	Classify communication and persuasion theories and integration of different communication tools
LO03	Evaluate the role of marketing communication for the purpose of branding
LO04	Propose an integrated/strategic communication plan
LO05	Rank the skills of successful communication in different social situations
LO06	Classify psychological preconditions of manipulative actions in communication
LO07	Compare examples of propaganda and how it works
LO08	Differentiate media, the development of media and their role and importance
LO09	Create characteristic advertising forms considering communication channels and their specific features
LO10	Evaluate advertisements, phases of the creative process and the approach to creating advertising
LO11	Plan the use of visual design within business communication
LO12	Design a visual presentation aligned with design guidelines
LO13	Explain research methods applied in an organisation's communication activities
LO14	Calculate research findings in the field of communication with the aim of making business decisions
LO15	Propose a research outline in accordance with the norms of scientific research papers
LO16	Establish the basic features of dress as a form of communication
LO17	Classify the forms of communication of non-governmental organisations and promotions of sustainable trends in fashion and tourism
LO18	Create activities on social networks
LO19	Differentiate crisis situations and develop crisis communication tactics and strategies for assigned topics

Enterperneurship Management (Professional graduate study programme, 1102, 3706)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Total number of courses per learning outcome	2	3	5	4	6	8	7	10	5	3	3	3	4	4	8
Design Thinking															
Digital Transformation and New Forms of Organizing						+			+				+		
Digital Marketing															
Diplomacy and diplomatic communication															

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
EU Financing Policies and EU Terminology															
EU Programme Funds															
EU Project Cycle															
Financial Management					+					+	+			+	
Geopolitical and Geoeconomic Trends in the World															
Creative Tools in Management															
International Management						+	+	+							+
Management Accounting					+	+				+	+				
Risk management – managing risk in projects															
Methods of Research and Professional Development		+	+				+							+	
Operational Management									+				+		
Entrepreneurship	+	+	+	+	+	+	+	+							+
Business Analysis and Controlling		+				+	+	+	+		+	+			+
Business Ethics			+					+				+	+	+	
Business and Intellectual Property Law					+		+								
Business Consulting / Consulting Skills															
Start-up Management															
Storytelling in Image Creation															
Strategic Management	+		+			+		+							+
Student Work Placement															
Teamwork															
Managing innovation and technological change				+	+			+	+				+		
Human Resources Management								+	+			+		+	+
Marketing Management				+	+	+	+	+							+
Organizational Change Management															
Project Management						+	+	+		+					+
Business Growth Management			+	+				+							+
Stress Management															

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Analyse the development and role of entrepreneurship, management and entrepreneurial management
LO02	Analyse the role and phases of management professionalism in the growth of family-run small and medium-sized enterprises
LO03	Analyse corporate culture in big enterprises and develop a programme for stimulating internal entrepreneurship in big enterprises
LO04	Recommend up-to-date techniques for fostering employee creativity
LO05	Organize procedures for commercializing innovations
LO06	Recommend contemporary management tools for strategic planning
LO07	Analyse key factors for entering domestic and foreign markets
LO08	Organize procedures to prepare the enterprise for international business
LO09	Select procedures to organize and manage production/service, logistics and distribution operations
LO10	Conceive and run business projects and raise funds from domestic and international sources
LO11	Analyse financial reports and design the basis for financial corporate decision making
LO12	Recommend up-to-date methods for the attraction, selection, motivation, appraisal, remuneration and management of employees
LO13	Devise a process management system for continuous quality improvement
LO14	Analyse corporate culture and stakeholders and the implementation of the code of ethics and corporate social responsibility programme
LO15	Organize teamwork and be a team leader

Film and Television Directing and Production (Professional graduate study programme, 2540, 5211)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17
Total number of courses per learning outcome	17	9	13	20	10	8	7	14	5	0	3	7	5	8	3	2	4
Digital Production and Post-production	+		+	+			+	+									
Digital AV Platforms																	
Film Adaptations																	
Film Practicum																	
Music and Sound in Film and Television	+			+				+				+					
Camera in Documentary and Feature Film	+		+	+			+				+						
Image and Sound Editing	+		+	+			+	+									
Dedicated Audiovisual Works	+	+	+	+	+	+	+	+	+			+					

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17
Placement of Audiovisual Works	+			+													
Conduct and Acting in Front of a Camera	+			+				+									
Intellectual Property Rights				+													+
Arrangement of a Documentary Film	+	+	+	+	+	+			+								
Production and Financing of AV Works	+	+		+	+									+	+		
Feature Film Production	+	+	+	+	+	+		+					+	+	+		+
Director's Practicum																	
Documentary Film Director	+	+	+	+	+	+	+	+	+			+	+	+		+	
Feature Film Director	+	+	+	+	+	+	+	+				+	+	+			
Television Formats Director	+	+	+	+	+	+	+	+				+		+			
Stage and Costume Step by Step																	
Script and Dramaturgy of TV Series			+	+				+			+						
Feature Film Script			+	+				+			+						
Scenography and Costume Design	+			+				+				+					
Studnet Work Placement																	
Types of Film Exposure																	
Transmedia Production Strategies	+			+	+									+		+	+
Three (Acted) Scenes																	
Feature and Documentary Film Director	+	+	+	+	+	+		+	+			+	+	+			
Feature and Documentary Film Production	+	+	+	+	+	+		+	+				+	+	+		+

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Independently plan the processes in the sector of film and television directing and production
LO02	Independently carry out and manage all processes in the sector of film and television directing and production
LO03	Realize works aligned with high and precise professional, business and creative standards while taking personal, ethical and team responsibility
LO04	Develop one's own performance and artistic integrity in the field of directing and production of films as well as the film and television profession
LO05	Apply directing and production knowledge and skills in different media
LO06	Produce various forms of audio-visual content
LO07	Develop innovative and aestheticized solutions in different artistic fields using modern and traditional models and techniques
LO08	Link theoretical, dramaturgical, costume design, scenography, sound and performance elements of an audio-visual work into an authorial and performance whole
LO09	Create an audio-visual project from the initial idea, screenplay to financing, shooting of the film as well as putting together and managing the film team
LO10	Analyse independently all constituent elements of audio-visual expression in the context of a film and television projects
LO11	Develop screenplays for films, series and other audio-visual concepts
LO12	Independently make critical decisions related to the screenplay, photography, light design, music, cinematography, scenography, costumes, makeup
LO13	Independently make decisions about an audio-visual work related to the screenplay, photography, light design, music, cinematography, scenography, costumes, makeup and acting
LO14	Independently make decisions under pressure related to the budget, time frame, and creative expression
LO15	Plan and implement specific types of financing audio visual creations
LO16	Apply new media concepts and tools in developing and distributing AV and multimedia content
LO17	Verify the basic concepts of copyright and intellectual property protection in the field of audio-visual art

Human Resource Management (Professional graduate study programme, 2320, 4213)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19	LO20
Total number of courses per learning outcome	9	3	3	3	4	5	2	7	8	4	6	3	7	4	7	1	5	2	2	6
Design Thinking																				
Digital Marketing																				
Diplomacy and diplomatic communication																				
EU Financing Policies and EU Terminology																				
EU Programme Funds																				
EU Project Cycle																				

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19	LO20
Financial Management and Financial Environment						+		+	+		+		+							+
Guerrilla Communication																				
Research Methods in Human Resources Management		+	+					+		+	+		+	+						
Controlling	+					+					+		+							+
Creative Tools in Management																				
Creating and Managing the Image of Celebrities																				
Macroeconomics and Human Resources						+			+		+								+	+
Risk management – managing risk in projects																				
Organizational Development	+			+					+				+							+
Organizational Behavior	+				+			+				+			+		+	+		
Business Communication																				
Business Consulting / Consulting Skills					+			+							+		+			
Recruitment, Staffing and Employee Placement	+	+	+			+		+	+	+				+	+					
Applying for a Competition																				
Application of ICT in Human Resource Management		+	+		+			+						+						
Labor Law							+		+				+				+			
Start-up Management																				
Storytelling in Image Creation																				
Strategic Management in Human Resources	+								+						+	+				+
Student Work Placement																				
Basics of Human Resource Management	+			+			+		+	+		+	+				+	+		
Teamwork																				
Compensation Management	+					+			+		+		+							
Organizational Change Management																				

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19	LO20
Performance Management and Career Management	+							+			+			+	+					
Stress Management																				
Knowledge Management	+			+						+		+			+					
Leadership and Decision Making					+										+		+		+	+

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Recognize the importance of human factor and evaluate distinctive features of human resources management in an organization
LO02	Formulate different methods of attracting and acquiring employees
LO03	Organize selection processes for acquiring employees and evaluate critically selection results
LO04	Recommend criteria for opening new positions, devising job descriptions and organization design at operational and strategic level
LO05	Plan effective implementation of communication tools and techniques in various business circumstances
LO06	Align financial analysis indicators and budgeting procedures in human resources management
LO07	Interpret legal regulation in the area of individual and collective employment rights and responsibilities
LO08	Plan research projects in the area of human resources management applying empirical methods
LO09	Analyse the influence of macroeconomic and global changes on human resources management
LO10	Devise a system of employee productivity and career development assessment according to business goals
LO11	Formulate budget control techniques for assessment and interpretation of organization's financial indicators and human resources productivity
LO12	Organize internal and external employee education, training and talent development
LO13	Devise and adjust systems for employee compensation and benefits
LO14	Rank computer programming solutions and ICT tools for activities in human resources management
LO15	Distinguish psychological determinants of work and workplace relationships
LO16	Assess the role of psychological determinant of work and workplace relationships in the organizational context
LO17	Evaluate methods of mediation, negotiation and resolution of individual and collective conflicts
LO18	Develop measures to foster employee relations within an integrated employee welfare system
LO19	Evaluate different approaches to managing business teams and projects, introducing changes and decision making
LO20	Devise business strategies and proposals for strategic business decisions

IT Management (Professional graduate study programme, 1865, 5209)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
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Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Total number of courses per learning outcome	5	5	4	8	4	4	8	10	3	6	8	5	1	4	5
ERP System Architecture	+						+	+		+					
Architecture of Organization		+		+		+				+					
Design Thinking															
Digital Marketing															
Diplomacy and diplomatic communication															
Data Mining			+	+	+			+						+	
EU Financing Policies and EU Terminology															
EU Programme Funds															
Geopolitical and Geoeconomic Trends in the World															
Internet Platform		+		+			+	+			+	+			
Creative Tools in Management															
Quantitative Methods in Management			+	+		+	+			+					+
Risk management – managing risk in projects															
Methodology of Research and Professional Paper	+							+	+				+	+	+
Measuring an Organisation's Performance		+		+	+						+				
Data Modeling							+				+	+		+	
Modelling of Business Processes								+	+	+					+
Information Systems Design and Planning	+	+					+	+		+	+				+
Business Processes					+		+	+	+	+	+				+
Ensuring Safety of Business Information Systems	+						+	+			+	+			
Start-up Management															
Storytelling in Image Creation															
Student Work Placement															
Database Systems	+			+				+			+			+	

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15
Technological Basis of Information Systems				+			+	+				+			
Teamwork															
Organizational Change Management															
Management of Organizational Systems			+	+	+	+									
Project Management		+	+			+					+	+			

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Compare and analyse business information systems
LO02	Apply methods for assessing organization's readiness to introduce new information and communication technologies
LO03	Apply modern tools and methods in project analysis and management
LO04	Assess organization's business environment and factors affecting its effectiveness
LO05	Plan organizational performance measurement system
LO06	Propose and manage organizational change
LO07	Select modern methods and tools for the information systems analysis
LO08	Evaluate and choose new information and communication technologies to support business processes
LO09	Evaluate possibilities of modern tools for designing and managing business processes
LO10	Apply methods and tools for business process optimization in an organization
LO11	Design a plan for information system development and implementation
LO12	Align the implementation of systems and technologies with professional norms and standards
LO13	Select the required literature and methodology for a professional and research paper
LO14	Evaluate necessary information in the development of projects and concept designs
LO15	Propose solutions for non-standard problems individually and in team work

Sustainable Tourism Management (Professional graduate study programme, 1931, 3910)

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19	LO20
Total number of courses per learning outcome	3	6	3	3	4	5	3	3	5	1	2	5	3	3	2	3	3	5	6	1
Digital Marketing																				

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19	LO20
Diplomacy and diplomatic communication																				
Corporate Social Responsibility in Tourism			+			+										+		+	+	
EU Financing Policies and EU Terminology																				
EU Programme Funds																				
EU Project Cycle																				
Financial Management in Tourism						+	+					+					+			
Geopolitical and Geoeconomic Trends in the World																				
Innovative Entrepreneurship in Tourism	+						+		+		+	+								
Integrated Marketing Communication in Tourism				+				+					+	+						
Creative Tools in Management																				
Marketing Management in Tourism		+						+	+				+	+						
Risk management – managing risk in projects																				
Methods for Writing Professional Papers																				+
Operational Management in Tourism					+	+			+			+								
Applying for a Competition																				
Psychology in Tourism		+	+	+														+	+	
Security and Crisis Management in Tourism		+					+										+		+	
Sociology of Tourism			+	+										+	+			+		
Start-up Management																				
Storytelling in Image Creation																				
Strategic Management in Tourism	+	+			+	+			+											
Student Work Placement																				
Trends in Contemporary Tourism		+						+					+				+		+	
Tourism and New Economic Concepts	+	+									+	+							+	
Tourism and Space					+	+			+									+	+	

Learning outcomes* of the study programme	LO01	LO02	LO03	LO04	LO05	LO06	LO07	LO08	LO09	LO10	LO11	LO12	LO13	LO14	LO15	LO16	LO17	LO18	LO19	LO20
Contract Law in Tourism										+		+				+				
Human Resources Management in Tourism					+										+	+		+		
Organizational Change Management																				
Stress Management																				

LO legend list

Learning outcome number/code	Learning outcome description
LO01	Evaluate the economic effects of tourism in the national economy, critically evaluate the implementation of the sharing economy and support the implementation of the circular economy principles
LO02	Analyse global trends and interpret their impact on tourism
LO03	Interpret sociological theories and research approaches which explain mutual relationships between guests and hosts, critically analyse the effect of policies on the development of tourism and suggest their improvements
LO04	Establish specifics of tourist motivation and consumer behaviour in tourism with a special focus on tolerance towards individual and cultural differences
LO05	Organise and connect the instruments of sustainable management strategies, quality control and monitoring processes in sustainability strategies
LO06	Propose methods of strategic thinking in practice in tourism destinations and organizations with a particular emphasis on using key analytical techniques and tools in evaluating projects in the function of company strategy
LO07	Develop the financial assets and portfolio risk assessment procedure in tourism companies, current asset management in tourism companies as well as carrying out financial analysis
LO08	Compare terms, roles and specifics of marketing management in tourism companies and destinations and marketing management processes
LO09	Establish priorities in making operational decisions in tourism companies, choosing appropriate solutions as well as applying tools and methods for the purpose of the enhancement of business performance.
LO10	Analyse the provisions of regulations in concluding contracts for tourism companies and proposing key elements of a contract
LO11	Evaluate the techniques of innovative solutions in entrepreneurship
LO12	Critically assess different business models for innovative entrepreneurship and the possibilities of different innovative approaches
LO13	Analyse the role and importance of different types of integrated marketing communication in tourism promotion
LO14	Plan communication on social networks and online marketing
LO15	Explain the key processes of human resources in tourism
LO16	Propose the appropriate solutions related to human resources in tourism companies
LO17	Develop methods of strategic analytics for spotting security risks on the global and regional levels, develop plans to reduce risks using crisis communication tools
LO18	Connect processes of implementing socially responsible business in tourism policies and action plans for its implementation
LO19	Critically evaluate tourism development management on the national level of the Republic of Croatia and propose improvements
LO20	Collect the necessary literature in order to conduct research and draw conclusions necessary for writing the thesis

Table 2.2. Table linking units of learning outcomes (LO) from the qualification standard with programme outcomes

Business Informatics (Professional undergraduate study programme, 1041, 5205)

No data!

Entrepreneurship Economics (Professional undergraduate study programme, 1042, 3674)

No data!

Entrepreneurship Economics (Professional undergraduate study programme, 4801, 4594)

No data!

Film, TV and Multimedia Design (Professional undergraduate study programme, 2283, 5210)

No data!

Journalism (Professional undergraduate study programme, 1544, 5207)

No data!

Public Relations and Media Studies (Professional undergraduate study programme, 1654, 5208)

No data!

Technical management (Professional undergraduate study programme, 1537, 5206)

No data!

Tourism (Professional undergraduate study programme, 1040, 3672)

No data!

Tourism (Professional undergraduate study programme, 4802, 4593)

No data!

Cyber Communications and Network Sciences (University undergraduate study programme, 2588, 5212)

No data!

Internet of Things (University undergraduate study programme, 2589, 5213)

No data!

Transmedia Dramaturgy (University undergraduate study programme, 2590, 5214)

No data!

Accounting and Finance (Professional graduate study programme, 1104, 3708)

No data!

Business Communication Administration (Professional graduate study programme, 1103, 3707)

No data!

Enterpreneurship Management (Professional graduate study programme, 1102, 3706)

No data!

Film and Television Directing and Production (Professional graduate study programme, 2540, 5211)

No data!

Human Resource Management (Professional graduate study programme, 2320, 4213)

No data!

IT Management (Professional graduate study programme, 1865, 5209)

No data!

Sustainable Tourism Management (Professional graduate study programme, 1931, 3910)

No data!