

General information						VERN' University		
Program	Cyber communications and network science			Year	1	Semester	1	
Course Name	English for cyber communicators			Code	10283	ECTS	4	
Lecturers	Sr. Lect. Branka Šuput							
Teaching Method and Hours	Lectures	30	Seminars and workshops	6	Excercises	20	Midterms	4
	Total	60						

Course Description									
1. Course objectives	Introduction to the characteristics of media language style and typical structures, language characteristics of Internet texts. To enable students to read and comment with understanding on various texts related to media culture, digital journalism, narratology, digital marketing and community management, etc. in English. To consolidate relevant language skills adapted to their needs. To introduce students to oral and written communication skills. To improve their knowledge of the English language and to raise awareness of the specificities of media styles. To develop in students the use of language skills (understanding the text, listening, writing and speaking) and fluency and accuracy at the B2 level of language knowledge.								
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Extract detailed ideas from spoken or written text and express an opinion on a topic 2. Recognize and use the basic characteristics of formal and informal language registers 3. Use professional vocabulary 4. Create a story using narrative tenses 5. Write a short article for digital media (social networks, portals, blogs) 6. Use part of the general language competences at level B1 and part at level B2 of the Common European Framework of Reference for Languages (CEF)								
3. Content	English as a professional language, media monitoring habits, internet articles, internet as a medium, internet sites and their characteristics; Professional vocabulary related to digital media and media culture, marketing, business organizations; Stylistic and structural features of different texts in digital media; Narration skills, narrative verb tenses; Integrated marketing; Public relations; Social networks; Presentation skills; Providing critical reviews and feedback, and discussion on current topics from media culture; Basics of business communication and its characteristics (negotiation, meetings, business correspondence)								
4. Admission requirements	Use general language competences at level B1 of the Common European Framework of Reference for Languages (CEF)								
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments - projects, taking midterm exams and possibly a written exam in case of unsuccessful passing of the midterm and oral exam.								
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	1	Tasks	0.5	
7. Required literature	1. David Cotton, David Falvey, Simon Kent (2014) New Language Leader, Pearson Longman. 2. Key Words in the Media: Collins Birmingham University International Language Database								
8. Additional literature	1. Websites of daily and weekly newspapers in English. 2. Nicholas Abercrombie & Brian Longhurst (2007) The Penguin Dictionary of Media Studies, Penguin Reference Library, London 3. Nick Ceramella and Elizabeth Lee (2008) Cambridge English for the Media, Cambridge University Press, Cambridge								
9. Quality monitoring	Observations and evaluations of teaching; student survey.								
10. Exam access requirements	Requirements for access to written exams and midterm exams: REGULAR STUDENTS • Part 1 of the written exam in the pre-term (1st midterm exam): regular attendance of at least 50% • Part 2 of the written exam in the pre-term (2nd midterm exam): regular attendance of at least 70% and a "second signature" assigned • Written exam and midterm exam correction: a "second signature" assigned A student acquires the right to take the exam, i.e. a "second signature", if he or she was present for at least 70% of the teaching hours held.								

	For the purpose of access to the written exam or midterm exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer, and is submitted by sending it to the lecturer's email address. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 working days before the exam application deadline. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course. PART-TIME STUDENTS The mandatory regular attendance in classes is 20%, and attendance below this percentage cannot be made up, regardless of the reason for the absence. In this case, the student is automatically referred to re-attending the course in the next academic year.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Exercises</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%	Exercises	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Oral exam	20%										
Exercises	10%										
12. Assessment criteria - explanation	REGULAR STUDENTS The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and covers the first half of the material. The second part includes the second half of the material, and is written after the end of the class. These two partial written exams make up the Winter Preliminary Exam. In the following exam period, i.e. in the Winter term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams, have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam in all subsequent exam periods. PARENT STUDENTS Part-time students take the complete exam in the Winter Pre-Term (after the end of classes in the winter semester) or in the Winter Term. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test (see table) The oral part of the exam is held by the subject lecturer. If the student receives a negative grade on the oral exam, he can retake it at the scheduled time, which cannot be before the next time for taking the written exam. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written, or does not respond, a score of 0 is recorded. points. <table border="1"> <thead> <tr> <th>%</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 84</td><td>3</td></tr> <tr> <td>85 - 93</td><td>4</td></tr> <tr> <td>94-100</td><td>5</td></tr> </tbody> </table>	%	Grade	60 - 69	2	70 - 84	3	85 - 93	4	94-100	5
%	Grade										
60 - 69	2										
70 - 84	3										
85 - 93	4										
94-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Cyber communications and network science			Year	1	Semester	1	
Course Name	Identity, image, reputation and charisma			Code	10891	ECTS	5	
Lecturers	Asst. Prof. Stana Odak Krsić							
Teaching Method and Hours	Lectures	30	Seminars and workshops	6	Excercises	20	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The main goal of this course is to enable students to understand the basic concepts of identity, image, reputation and charisma and their mutual relationships. As these concepts are an integral part of everyday communication, as well as professional and business communication, it is extremely important to teach students to analyze how the identity and image of an individual or organization affect their reputation and perception in the public. The goal is also to apply theoretical knowledge to real examples from business and public life in order to better understand the challenges and opportunities of identity and reputation management. Through exercises and interactive tasks, students will first apply all theoretical knowledge to their own examples and examples of good practice from public life, and work on developing their own charisma and understanding how it can be used to strengthen personal and professional identity. Another important goal will be to encourage critical thinking about the influence of media and digital communication on building identity, image and reputation.							
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Explain the basic concepts of identity, image, reputation and charisma. 2. Interpret the prerequisites, importance and characteristics of the defined concepts. 3. Identify and analyze examples of good and bad practice. 4. Present the acquired theoretical knowledge and skills through concrete examples.							
3. Content	Theoretical definition of terms: identity, image, reputation and charisma. Communication styles. Personal image and reputation. Image and reputation in the digital environment. Management of interpersonal communication. Management of personal communication - communication quotient. Charisma - theories, assumptions and application in practice.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Continuous assessment	1	Exercises	1.5
7. Required literature	1. Tomić, Z. (2016). Public Relations – Theory and Practice. Sarajevo and Zagreb: Synopsis. (selected chapters)							
8. Additional literature	1. Tkalac Verčič, A. (2015). Public Relations. Zagreb: HUOJ. 2. Skoko, B. (2005) Croatia - Identity, image, promotion, Zagreb, Školska knjiga 3. Selected scientific and professional articles and essays							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.							
10. Exam access requirements	1. Achieved percentage of class attendance according to University rules 2. Preparedness for exercises and active participation in class							
11. Exam implementation and assessment criteria	The student is required to participate in at least 20% of the total number of teaching hours provided for in the study program and achieve an overall positive grade in other segments - practical tasks. The exam is considered passed and a grade is entered if all criteria in the written exam are assessed positively, and in the calculation of the final grade with the following shares: Criteria Part-time students Written exam 40% Exercises 60%							
12. Assessment criteria - explanation	-							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.							

General information					VERN' University	
Program	Cyber communications and network science		Year	1	Semester	1
Course Name	Mass media, Internet and audiences		Code	10280	ECTS	6
Lecturers	Asst. Prof. Vjekoslav Đaić, Asst. Prof. Mirela Holy					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4
Course Description						
1. Course objectives	The aim of this course is to acquire basic knowledge about mass media, their development, types of media and their impact on culture and society, especially in today's digital age. Students will become familiar with all mass media (press, radio, television, Internet and new media) in their historical overview, the roles they played when they were created, the roles they play today and assessments of their role and development in the future. Students will recognize and become aware of the ways in which mass media have changed society and have changed in parallel with social trends, technology, politics and economics. The course will focus on audiences, types of audiences and the ways in which mass media influence audiences, as well as the cultural and ethical aspects of this influence. Upon completion of the course, students will be informed about the state of the Croatian media scene, be familiar with the 'main players' and ways of approaching media editorial offices.					
2. Expected learning outcomes	Expected learning outcomes are: 1. Define and describe types of mass media and link their development to social changes (technology, politics, economics) 2. Recognize the main media genres 3. Explain theoretical concepts of mass media and their influence on contemporary global society 4. List types of audiences and describe the ways in which mass media influence audiences 5. Analyze media on the Croatian media scene 6. Critically assess content placed by mass media in Croatia and analyze possible motives for publishing such content in individual mass media, especially in relation to their social role and importance 7. Analyze audience reactions.					
3. Content	Defining terms: mass communication, mass media, media, audience, public Types of traditional mass media (press, radio, TV) and their characteristics. Public and commercial media. Community and pirate media. Internet and new media. Types of audience, public and identity. Critical reading of mass media and construction of reality. Media in Croatia. Main players, characteristics, influence and audience. Access to editorial offices. Theories of mass media and relationship to communication studies. Social history and development of communication and media. Media convergence. The relationship between media and society. – the relationship between mass media and economy, technology, politics and culture. The role of media in contemporary society, the importance of mass media for society. Functions of mass media and media shaping of society. Media genres. Mass media, globalization and consumerism. Media spectacularization of society (strip culture, reality show culture, celebrity politics) Mass media and popular culture (entertainment industry, celebrity pop culture, women's magazines, representations of beauty in the media).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3.5	Activities	1
7. Required literature	1. Peruško, Zrinjka (2011). Introduction to the media. Zagreb: Jesenski i Turk					
8. Additional literature	1. Briggs, Asa and Burke, Peter (2011). Social History of Media. From Gutenberg to the Internet. Zagreb: Pelago Publishing House 2. Castells, M.: Internet Galaxy: Reflections on the Internet, Business and Society, Jesenski and Turk Publishing House, Zagreb, 2003. 3. Kunczik M., Zipfel A. (2006). Introduction to Media Science and Communication, F. Ebert Stiftung, Zagreb (selected chapters). 4. McLuhan, Marshall (2008). Understanding Media, Zagreb.					

	5. Shields, R.: Internet Cultures. Virtual Spaces, Real Histories and Living Bodies, Jesenski and Turk Publishing House, Zagreb, 2001. 6. Zgrabljic Rotar, N. (2020). Digital Age. Mass Media and Digital Culture. Zagreb: Jesenski and Turk
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.
10. Exam access requirements	REGULAR: minimum 70% class attendance PARTNER: minimum 20% class attendance. Exam method: written exam and active participation in class
11. Exam implementation and assessment criteria	Written exam: 100% of the final grade. Course grading scale (in percentages): sufficient (2): minimum 50-60%; good (3): 61-74%; very good (4): 75-89%; excellent (5): 90-100%.
12. Assessment criteria - explanation	Activity in class implies that students come prepared to class - read the literature scheduled for that week, actively follow the class and participate in the discussion. The written exam is based on the required literature and lecture presentations. The written exam can be taken as a comprehensive exam or as a positively graded first and second preliminary exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University									
Program	Cyber communications and network science			Year	1	Semester	1									
Course Name	Basics of communication studies			Code	10279	ECTS	6									
Lecturers	Asst. Prof. Tamara Kunić															
Teaching Method and Hours	Lectures	30	Midterms	4	Project	26	Total	60								
Course Description																
1. Course objectives	The aim of the course is to provide an introduction to the development of communication studies as a science and to teach students different forms of communication (verbal, nonverbal, paraverbal; written, telephone, electronic, interpersonal, public, media) in the function of effective communication in an organizational/business environment. Following the learned application, various examples are analyzed according to the theoretical model.															
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify different types and forms of communication and communication tools; 2. identify and describe individual parts of the communication process; 3. distinguish between appropriate and inappropriate forms of communication and behavior, determined by tradition, culture, social norms and values; 4. recognize the characteristics and features of their own way of communicating															
3. Content	Introduction to the development of communication studies. Communication theories. Types of communication (verbal, nonverbal, paraverbal; interpersonal, public, media with an emphasis on the recent communication context. Communication process in the digital environment. The importance of effective communication. Psycholinguistic and sociolinguistic aspects of communication. Effective and ineffective communication in different business and cultural situations - examples, exercises and case studies.															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Attendance of lectures and exercises, preparation of a seminar paper and presentation, and taking a written exam.															
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3.0	Seminar	1.0	Exercises	0.5								
7. Required literature	Čerepinko, D. (2012). Communication Studies – a brief overview of the most important theories, concepts and principles. Varaždin: Varaždin University of Applied Sciences															
8. Additional literature	- Kunczik, M., Zipfel, A. (2006), Introduction to media science and communication, Friedrich Ebert Foundation, Zagreb - Winkler, M., (2008). Communication-psychological rhetoric - how to speak well in public, exhibit, present, Zagreb: Erudita. - Leinert-Novosel, S., (2012). Communication compass, Zagreb: Plejade. - Fiske, J. (1990). Introduction to Communication Studies, Routledge, London..															
9. Quality monitoring	Observations and evaluations of teaching; course evaluation; student survey.															
10. Exam access requirements	Mandatory minimum attendance determined by the University Decision. Regular attendance is a condition for taking the written exam. In addition to attendance (contact and online, depending on the epidemiological situation), an additional condition for taking the exam is the creation and presentation of additional exercises, following additional notification from the lecturer. To pass the preliminary exam, it is necessary to collect more than 50% of the total number of points.															
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if all of the criteria listed are assessed positively. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>35%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>35%</td></tr><tr><td>Seminar</td><td>30%</td></tr></table>								Criterion	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Seminar	30%
Criterion	Weight share															
Written exam - 1st preliminary exam	35%															
Written exam - 2nd preliminary exam	35%															
Seminar	30%															
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.															

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Cyber communications and network science			Year	1	Semester	1			
Course Name	Psychology of direct and computer-mediated communication			Code	10281	ECTS	4			
Lecturers	Assoc. Prof. Irena Miljković Krečar									
Teaching Method and Hours	Lectures	24	Seminars and workshops	8	Excercises	24	Midterms	4		
	Total	60								
Course Description										
1. Course objectives	Development of communication skills in direct and computer-mediated communication, for the purpose of improving interpersonal relationships in a personal and business context.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Describe the elements and skills of successful direct and computer-mediated communication - Explain specific obstacles to direct and mediated communication - Describe and modify the basic principles and techniques of assertive communication and successful conflict resolution - Distinguish the elements and apply the skills of successful presentation - Independently explore the theoretical framework of a specific aspect of computer-mediated communication, conduct small-scale empirical research within the topic, and present the results of the work to the group, respecting the principles of successful presentation									
3. Content	The course includes the following thematic units: Communication (elements of the communication process; verbal and nonverbal communication; characteristics of interpersonal communication; noise and misunderstandings in the communication process); Gender and cultural differences in communication; Interpersonal communication competence (cognitive and behavioral skills, communication styles); Assertiveness (characteristics, assertive techniques, giving feedback); Conflicts (causes, types, resolution strategies); Presentation as a form of communication (general principles, recording student presentations; Research in (cyber) psychology; Cyber communication (specificities, forms, basic theoretical models); Psychological aspects of cyber communication (self-image, online identities and self-disclosure, motives and patterns of communication, differences in online communication and behavior on social networks according to gender, age, culture and personality; the impact of the Internet on well-being); Establishing and maintaining online relationships (online friendships and romances, virtual communities); The dark side of the Internet (addiction, cyberbullying, etc.)									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of classes, seminar presentation held in front of the camera, written exam passed.									
6. Monitoring student progress and associated ECTS credits	Classes	2	Written exam	1.5	Continuous assessment	0.5	Exercises	0.5	Presentation	0.5
7. Required literature	- Miljković Krečar, I., Kolega M. (2013). <i>Psychology in a business environment</i>. Zagreb: VERN' d.o.o. - Miljković Krečar. (2023). <i>Cyber Psychology</i> (in press)									
8. Additional literature	Professional-scientific journals: - Computers in Human Behavior - Cyberpsychology: Journal of Psychosocial Research on Cyberspace - Internet Research - Journal of Computer Mediated Communication Books: - Gackenbach J. (2007). <i>Psychology and the Internet: Intrapersonal, Interpersonal, and Transpersonal Implications</i>, Academic Press. - Reardon, K.K (1998). <i>Interpersonal communication</i>, Alinea, Zagreb.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Conditions for taking the written exam: There are two basic conditions: regular attendance at classes and a timely and positively assessed presentation of the research seminar (item 1.12). Mandatory regular attendance at classes is 70%, with regularity between 40% and 70% being compensated for by additional work, the scope and content of which depend on the topics and the number of missed classes (determined									

	individually by the teacher). The student should take into account the deadline for applying for the exam, i.e. submit additional work at least one week before the exam deadline. This does not apply to the 1st preliminary exam (in the middle of the semester) and the 2nd preliminary exam (so-called pre-term, at the end of the semester), when it is necessary to have 50% and 70%, respectively, and lower regularity cannot be compensated in advance. Regularity lower than 40% is irreplaceable, regardless of the reason for the absence. In this case, the student is automatically directed to retake the course in the next academic year.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if both the exam and the seminar are graded positively. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond, a score of 0 points is recorded. Full-time students have the opportunity (but not the obligation) to take the exam partially, i.e. through two preliminary exams. The 1st preliminary exam is written in the middle of the semester (the condition is 50% regular attendance), and the 2nd preliminary exam is written at the end of the semester (the condition is 70% regular attendance) in the pre-term term. In the next exam term, it is also possible to take the exam partially, i.e. to write only the preliminary exam that was not passed. In each subsequent exam term, a complete exam (both parts of the material) is written, regardless of whether one part was passed earlier. Part-time students generally write only the complete exam, in regular exam terms. However, in agreement with the lecturer, it is also possible to organize an informal 1st mid-semester exam and allow (only) the 2nd mid-term exam to be written during the next regular exam period. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st mid-term exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd mid-term exam</td><td>35%</td></tr> <tr> <td>Presentation</td><td>20%</td></tr> <tr> <td>Exercises</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st mid-term exam	35%	Written exam - 2nd mid-term exam	35%	Presentation	20%	Exercises	10%
Criteria	Weight share										
Written exam - 1st mid-term exam	35%										
Written exam - 2nd mid-term exam	35%										
Presentation	20%										
Exercises	10%										
12. Assessment criteria - explanation	The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The tasks are designed to test understanding of the material, not just the acquisition of techniques. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test. Activity in class is continuously assessed according to the following criteria: • contribution to class through active and constructive participation in problem discussions. • student's preparation for class (carrying writing utensils, independently determining previous material) • arriving at class on time • general attitude towards the course, colleagues and the lecturer Also, the final assessment of the activity includes grades from occasional unannounced knowledge tests, and occasional homework assignments of a smaller scope. The presentation of the research seminar in front of the camera is scheduled for the last two weeks of classes in the semester (weeks 14 and 15). From the offered topics, students should choose one and process it theoretically and empirically, i.e. create a research seminar. They present the seminar in front of a group for about 15 minutes. The presentation is recorded, then watched and analyzed. The following are evaluated: the quality of the topic treatment (collected literature, conducted research and drawn conclusions); the students' preparation for the presentation (knowledge of the text, compliance with the PP presentation, adherence to the given time frame, etc.) and the form of the presentation (to what extent it corresponds to the principles of a successful presentation, which are taught in class). Students receive separate, detailed instructions for creating the seminar.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University	
Program	Cyber communications and network science		Year	1	Semester	1
Course Name	Contemporary media theory		Code	10284	ECTS	5
Lecturers	Asst. Prof. Marija Slijepčević					
Teaching Method and Hours	Lectures	30	Seminars and workshops	6	Excercises	20
	Total	60			Midterms	4
Course Description						
1. Course objectives	The course provides students with an insight into the understanding of the concept of theory and the importance of theory for understanding the contemporary media environment. It introduces them to the meaning of theoretical directions of contemporary media and to the most important theorists of contemporary media. The course will present the influences of contemporary media (from mobile phones to social networks) through theoretical analyses (agenda-setting, uses and gratification). By gaining insight into the basic research paradigms (exploratory, interpretative and empirical) and introducing them to ways of observing the media. Appropriately, through examples and profiles of interesting theorists, the course introduces students to the meaning of theoretical concepts: functionalist theory of media and society, critical political-economic theory, theory of communication technological determinism, theory of mass society, theory of networked information society, theories of mediation and mediatization, normative theory, theory of spectacle. They will understand the principles and social role of contemporary media, what media convergence is and how converged media work, what new media are such as the Web, Wikipedia, YouTube, Facebook and other social networks, Amazon and the role they play in the contemporary media environment. Students will be introduced to scientific terminology and their ability to understand and analyze media signifying practices will be stimulated through insight into semiotics, aesthetics and critical analysis of media content.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Describe the role of media theories in understanding the contemporary media society, adopt the concept of media theory and research paradigms. 2. Distinguish between different theoretical directions as a way of interpreting the media. 3. Define fundamental theoretical questions about the economics and ecology of media. 4. Describe the concept of media influences, learn about the long tradition of researching media influences and apply it to understanding contemporary media practices. 5. Explain media convergence and understand new variants of one-to-many, one-to-one and many-to-many media communication. 6. Critically assess contemporary media and media content in terms of their symbolic, aesthetic and ideological dimensions of influence on the audience.					
3. Content	The lectures will cover the following topics: Interpretation of various terms, media theories and concepts (McQuail, 2010); Mass media theories and Castells' (2000) information theory.; Theories of media influences on examples of contemporary media: cultivation theory, consistency theory, "uses and gratification" theory, spiral of silence, agenda setting theory, information society theory, practice theory; Critical media theories, political criticism of information capitalism, information anxiety; Superstructured entertainment of the contemporary media globalization industry; Identity construction and the media; Theories on contemporary media as a means of control, subjugation, surveillance, exploitation, totalitarian communication.					
4. Admission requirements	There are no special requirements for enrolling in the course, but for the sake of additional literature and media examples, knowledge of the English language is desirable.					
5. Student obligations	Regular and active attendance at classes; studying texts, examples and literature; writing a seminar paper and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	1
					Presentation	1
7. Required literature	1. McQuail, D. (2010) <i>Mass Communication Theory. An Introduction</i>. London: SAGE 2. Naughton, J. (2014). <i>From Gutenberg to Zuckerberg</i>. Zagreb: Edicije Božićević.					
8. Additional literature	1. Briggs, Asa and Burke, Peter (2011) <i>Social History of Media</i>, Pelago, Zagreb. 2. Castells, M (2000) <i>Information Age. Economy, Society, Culture</i>. Zagreb: Golden Marketing. 3. McChesney, W. Robert (2015) <i>Digital Exclusion. How Capitalism Turns the Internet Against Democracy</i>. Multimedia Institute&FKM. 4. Carr, Nicholas (2011) <i>Plitko</i>, Naklada Jesenski i Turk, Zagreb. According to the needs and interests of students, the lecturer will suggest additional literature.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 20% and a submitted individual seminar paper.					

	A student whose regular attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.						
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Seminar</td><td>30%</td></tr> </table>	Criteria	Weight share	Written exam	70%	Seminar	30%
Criteria	Weight share						
Written exam	70%						
Seminar	30%						
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points. Exam scale: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent. The seminar paper is written according to the Instructions for writing a seminar paper of VERN' University. The paper also includes an oral presentation, after which it is graded with grades from insufficient (1) to excellent (5). The student may take an agreed oral exam if he/she wants a higher final grade.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information						VERN' University		
Program	Cyber communications and network science			Year	1	Semester	2	
Course Name	Academic writing			Code	10380	ECTS	5	
Lecturers	Asst. Prof. Maja Kolega							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to convey to students the basic methodological principles of writing professional and scientific papers. In addition to the theoretical part, the aim is to train students through continuous practical exercises to independently create professional and scientific papers, with an emphasis on writing essays, seminar and final papers, forms that they will encounter during their undergraduate studies. Students will learn what elements professional and scientific papers include, how to approach the research process before writing the paper, how to draft a paper, and which method to use for individual papers. Special emphasis is placed on selecting and collecting literature, citing references, and respecting copyright. The aim of the course is to introduce students to the scientific functional style of the Croatian language and to train them to use it in academic papers. Through practical tasks, attention will also be paid to the oral presentation of academic papers.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Prepare the structure and concept of a professional paper 2. Choose a method for writing a professional paper 3. Demonstrate collecting, processing and referencing literature 4. Identify and define the work hypothesis, objectives and research questions 5. Demonstrate knowledge and use of the scientific functional style of the Croatian language 6. Demonstrate oral presentation of a professional paper							
3. Content	1. Introductory lecture, science and classification, types of scientific and professional papers (emphasis on seminar and final theses). 2. The process of creating a professional and scientific paper. 3. Collection and processing of literature. 4. Development of theoretical frameworks. 5. Research part of the paper: research questions, objectives and hypotheses. 6. Methods and types of research. 7. Results and processing of research results. 8. Language and writing style. Introduction/conclusion/summary. 9. Technical and structural elements of writing a paper. Citing literature. 10. Ethics. 11. Presentation.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Regular attendance at classes, writing practical exercises, participating in seminar classes, and studying assigned literature.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	1.5		
7. Required literature	1. Tkalac Verčić, A., Sinčić Ćorić, D. and Pološki Vokić, N. (2010). Handbook for Research Methodology. Zagreb: M.E.P.							
8. Additional literature	1. Oraić Tolić, D. (2011). Academic letter. Zagreb: Naklada Ljevak 2. Zelenika, R. (2000). Methodology and technology of scientific and professional work production (4th ed.). Rijeka: Faculty of Economics, University of Rijeka 3. Reips, U.-D., & Bosnjak, M. (Eds.). (2001). Dimensions of Internet Science. Lengerich: Pabst 4. Hooley, T., Marriott, J. & Wellens, J. (2012). What is Online Research? Using the Internet for Social Science Research, Bloomsbury Academic 5. VERN' University (2024). Working instructions for the final paper. Zagreb: VERN' University. 6. VERN' University (2024). Working instructions for the preparation of seminar papers. Zagreb: VERN' University.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The condition for taking the written exam is regular attendance of at least 70%. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others and without the use of unauthorized aids, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded							

	Criteria	Weight share
	Written exam - 1st colloquium	30%
	Written exam - 2. colloquium	30%
	Seminar	30 %
	Activities	10 %
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. The exam is graded from 0 to 60 points, the preliminary exam from 0 to 30 points. Scale preliminary exam: 18 - 20 sufficient; 21 - 23 good; 24 - 26 very good; 27 - 30 excellent Scale exam: 36 - 41 sufficient; 42 - 47 good; 48 - 53 very good; 54 - 60 excellent During the semester, the student writes a seminar paper that is evaluated with a grade from insufficient (1) to excellent (5), and which carries 40% of the total grade for the course. The sum of the points for all parameters and the average of all grades obtained makes up the final grade.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information				VERN' University					
Program	Cyber communications and network science		Year	1	Semester	2			
Course Name	Ethics in communications		Code	10381	ECTS	5			
Lecturers	Asst. Prof. Tamara Kunić								
Teaching Method and Hours	Lectures	30	Seminars and workshops	10	Excercises	16	Midterms	4	
	Total	60							
Course Description									
1. Course objectives	The aim of the course is to provide students with knowledge about ethical and moral communication decision-making, to enable them to navigate the space of interpersonal and public communication, and to develop critical and analytical thinking about issues of communication ethics in the space of contemporary media. Ethical communication is a type of communication characterized by values such as truthfulness, conciseness, and responsibility for the effects of the speech act. Every verbal or non-verbal communication act of participants in public communication, journalists, citizens, and media personalities, involves an ethical choice that has minor or major consequences. Gossip, backbiting, shaming, insulting, lying, ridicule, and belittling are examples of unethical communication with consequences that are regulated by law. Communication in business organizations as well as political communication represent a particularly sensitive area and require a high level of ethical reflection. Through the quality and ethics of communication, individuals present themselves, as well as the systems they represent, and cooperation, trust, and acceptance of the values presented will often depend on the ethics of communication. In the world of modern media, the Internet, social networks, citizen journalism and other possible forms of interactive participation in the public communication space, integrity as the highest value that determines one's reputation is defined by acting in accordance with clear moral principles to which the communicator is consistently faithful. With these premises, the goal of the course is to increase students' awareness of ethical problems in modern communication in the age of the Internet and to provide analytical knowledge and develop critical thinking that will help them make their own ethical decisions in their professional and private lives. Through case studies, students will be shown communication pitfalls in the modern online anonymous culture of shaming, verbal <i>bullying</i> and unethical media comments, some logical errors or cognitive biases will be discussed and they will be taught how to avoid them. Also, students will be encouraged to reflect on moral principles and how to become ethical communicators. Through exercises, students will participate in discussions about ethical challenges in communication and thus develop the skills of critically analyzing public communication, oratory, and argumentation skills.								
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish ethical from unethical communication in interpersonal, group, business and other forms 2. Critically assess the reasons why unethical communication is dangerous and harmful for the individual as well as the community. 3. Recognize examples of unethical communication in public space 4. Analyze case studies and create their own review of the identified ethical challenge in communication 5. Advocate their opinion during a discussion on relevant topics of communication ethics in front of other students 6. Express critical thinking and, with the skill of recognizing and avoiding communication traps such as logical fallacies or cognitive biases, make their own ethical communication decisions in professional and private life 7. Self-evaluate their own integrity in communication, which will eventually increase their reputation 8. Recognize unethical examples of communication in modern media, the Internet and social networks and discuss them in an argumentative manner seminars.								
3. Content	Basics for understanding the concept of ethics. Basic principles of communication. Theoretical approaches to the ethics of communication. Ethics in interpersonal communication. Ethics on social media. Ethics of communication in organizations. Ethics in mass media. Ethics in political communication. Ethics in marketing and advertising. Hate speech, hate speech, offensive speech, discrimination in speech. Fake news and post-truth.								
4. Admission requirements	None								
5. Student obligations	Attendance at classes, active participation in exercises, keeping a media diary and participating in discussions, project development - analysis of a selected case, presentation and leading a discussion.								
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Seminar	1	
	Activities	0.5	Project						1
7. Required literature	1. Vig, S. (2023). <i>Business Ethics</i>(2nd ed.). Zagreb: VERN' and CODUPO Compliance. • Privora, M. (2019). <i>Culture of Conduct: A Handbook for Everyday, Business and Diplomatic Life. Nice Manners from the Family Home to the Royal Court</i>. Zagreb: Jesenski and Turk. • Kulenović, E. (2016). <i>Hate Speech in Croatia</i>. Zagreb: Faculty of Political Sciences. • Ožanić, M. (2000). <i>Business Letters</i>. Zagreb: Tehnološki park. • Ward, S. J. A. and Wasserman, H. (2015). Open Ethics, Towards a global media ethics of listening. <i>Journalism Studies</i>, 16(6), 834-849. Retrieved from: https://doi.org/10.1080/1461670X.2014.950882 • Kathleen S. and Whedbee, K.E. (2008). <i>Ethics in Human Communication</i> (6th ed.).								

	Waveland Press, Inc.										
8. Additional literature	- Ivas, I. (1988). <i>Ideology in speech</i>. Zagreb: Croatian Philosophical Society. - Christians, C. G. and Merrill, J. C. (ed.) (2009). <i>Ethical Communication: Moral Stances in Human Dialogue</i>. University of Missouri. - Christians Cheney G., May S., Munshi D. (ed.) (2010). <i>The Handbook of Communication Ethics</i> (ICA Handbook Series), Routledge. - Christians, C. G., Fackler M., Richardson K. B., Kreshel P. J. and Woods R. H. Jr. (2017). <i>Media Ethics: Cases and Moral Reasoning</i> (10th ed.). London: Routledge. - Reitman, J. (director) (2006). <i>Thank You For Smoking</i>. Production: Room 9 Entertainment Content Film - Plaisance, P. L. (2013). <i>Media Ethics: Key Principles for Responsible Practice</i> (2nd ed.). Thousand Oaks: SAGE Publications, Inc. - Manning, R. C., & Stroud, S. R. (2008). <i>A Practical Guide to Ethics: Living and Leading with Integrity</i>. Westview Press. - Žada, M. and Vidak. I. (2018). <i>Ethical communication on social networks</i>. Proceedings of the Međimurje Polytechnic in Čakovec, 9(2), 86-97. - Škarić, I. (2000). <i>Fundamentals of Modern Speech</i>. Zagreb: Školska knjiga. - Pease, A. (2004). <i>The Great School of Body Language</i>. Zagreb: Školska knjiga.										
9. Quality monitoring	Student survey. Teaching evaluation with the help of fellow experts. Evaluation of course performance.										
10. Exam access requirements	The condition for taking the written part of the exam is to attend classes for at least 70% of the total number of hours provided for in the study program for full-time students and 20% for part-time students. Then, actively participate in classes, keep a Media Diary and actively participate in discussions, and create and present a project - an analysis of a selected case study of unethical communication. Full-time students have the option of taking the exam early through the first and second preliminary exams. The conditions for taking the first preliminary exam are to attend classes for at least 50% and present, review and positively evaluate a Media Diary for the first 6 weeks of classes. The conditions for taking the second preliminary exam are to attend classes for at least 70%, present, review and positively evaluate a Media Diary for the second 6 weeks of classes, and present, review and positively evaluate a project.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Project</td><td>20%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	50%	Project	20%	Seminar	20%	Activities	10%
Criteria	Weight share										
Written exam	50%										
Project	20%										
Seminar	20%										
Activities	10%										
12. Assessment criteria - explanation	WRITTEN EXAM: The written exam is taken during regular and extraordinary exam periods, and full-time students have the option of taking the exam in advance through the first and second preliminary exams. The exam consists of multiple-choice questions, recall questions, and essay questions. The grade for the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. PROJECT – "Analysis of a selected case of ethics in communications" (written paper, presentation and moderation of the discussion) SEMINAR – "Diary of ethical disputes" (folder or portfolio with a short written presentation and analysis of selected examples of unethical communication in public space) ACTIVITY IN CLASS - includes: students' preparation for class in the form of reading assigned case studies, doing exercises, contributing to the success of class through constructive participation in problem discussions. <table border="1"> <thead> <tr> <th>Points</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </tbody> </table>	Points	Grade	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5
Points	Grade										
60 - 69	2										
70 - 79	3										
80 - 89	4										
90-100	5										

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Cyber communications and network science		Year	1	Semester	2				
Course Name	Media audiences		Code	10383	ECTS	5				
Lecturers	Asst. Prof. Vjekoslav Đaić									
Teaching Method and Hours	Lectures	32	Seminars and workshops	2	Excercises	22	Midterms	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to the foundations of the theory and practice of new media, the processes of media convergence, audience convergence, and key concepts and approaches in understanding the relationship between media and audiences. Special attention will be paid to projects that are the drivers of development in this area, the emergence of the media industry and infotainment, media commercialization, and business models. The course includes theoretical guidelines and practical examples related to the concepts of 'passive', through later concepts of 'active' media audiences, to sophisticated understandings of decoding ideologically coded messages in complex social contexts, and the activities of 'users' of the Internet and mobile technologies.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Distinguish between the terms convergence / divergence / passive, active and interactive audiences; • Define the basics of audience research; • Distinguish between the phases of media convergence; • Describe the impact of media convergence on various components of social reality; • Describe the impact of media convergence on various types of public campaigns; • Distinguish between the terms related to changes in the communication paradigm • Present the paradigm shift in content creation in relation to the characteristics of the media audience									
3. Content	Defining the terms convergence / divergence / passive audience / active audience / interactive audience; models of media convergence; characteristics and impact of convergence on society; convergence of media advertising; media and media impact and audience; public campaign; media audience and campaign									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation of seminar papers and presentations, taking preliminary exams									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Seminar	2	Activities	0.5
7. Required literature	1. Materials by topic. 2. Čuvalo Antonija (2010). Characteristics of media audiences and trust in the media. Media Studies, 1 (1-2), pp. 40-54.									
8. Additional literature	1. Demeterffy Lančić R.:(2014) New media literacy of young people in the function of civil democratic society development, Pedagogy, education and teaching, Faculty of Natural Sciences, Mathematics and Educational Sciences in Mostar 2 Jenkins, Henry(2011) Convergence Culture: Where Old And New Media Collide. New York University Press. – selected pages 3. Kalamar Denis (2016) Media convergence and audience transformation, Informatologia Vol 49, No 3-4 4. Hromadžić, H. Popović H., (2010) Media convergence and audience transformation Vol 16. No 1 5. Kunczik, M. and Zipfel, A. (2006) An Introduction to Media Science and Communication. (selected chapters) 6. Zgrabljic Rotar, N. (2011) Digital Age. Mass Media and Digital Culture. Zadar: University of Zadar. – selected pages 7. Grbeša, M. (2005) 'The Crisis of Public Communication and the Idea of Citizen Journalism.' Political Education, Vol.1, No.3, pp. 184-196 8. Noam Chomski (2006) Media, Propaganda and the System. What Are You Reading									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey..									
10. Exam access requirements	The requirements for taking the written exam are: Regular attendance at classes of at least 70% *(or second signature) Positively assessed activity in classes (* The 1st mid-term exam, which is written in the middle of the semester, can be taken with a regular attendance of 50%.) (* The 2nd mid-term exam, which is written at the end of the semester, can be taken with a regular attendance of 70%.)									

	For the purpose of taking the written exam, in exceptional cases, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period of the subject lecturer, no later than one week before the exam date, and the student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Seminar work is mandatory. A compensation for absences is not possible for 1. midterm exam, which is written halfway through the semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral test. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th></th></tr> </thead> <tbody> <tr> <td>Written exam 1st midterm</td><td>20%</td></tr> <tr> <td>Written exam 2nd midterm</td><td>20%</td></tr> <tr> <td>Project</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria		Written exam 1st midterm	20%	Written exam 2nd midterm	20%	Project	40%	Activities	20%
Criteria											
Written exam 1st midterm	20%										
Written exam 2nd midterm	20%										
Project	40%										
Activities	20%										
12. Assessment criteria - explanation	-										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University	
Program	Cyber communications and network science		Year	1	Semester	2
Course Name	Basics of marketing and public relations		Code	10382	ECTS	5
Lecturers	Asst. Prof. Vjekoslav Đaić					
Teaching Method and Hours	Lectures	30	Seminars and workshops	13	Excercises	13
	Total	60			Midterms	4
Course Description						
1. Course objectives	The course Fundamentals of Marketing and Public Relations will provide students with insight into practical communication with internal, external and professional audiences, as well as an overview of the basics of marketing communication in a global environment. Although they are often mentioned in a common context in theory and practice, significant differences between marketing and public relations are most evident in their measurement of impact and success. Namely, the advantages of public relations, unlike marketing, are not always measurable. However, if public relations are cleverly organized and set up, they can reach a large audience, without the costs of traditional marketing and/or the use of advertising. Certainly, one of the main goals of this course will be to teach students the key differences between marketing and public relations, but also the potentially useful and productive symbiosis. Also, to enable understanding of the basic concepts, relationships and consequences caused by marketing as a concept and public relations as a related discipline. And finally, to encourage students to apply the acquired theoretical knowledge in practice through concrete examples and the development of their own project solutions.					
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Explain basic concepts in marketing and public relations and the key difference between these two disciplines 2. Interpret the prerequisites, importance and characteristics of marketing and public relations in a global environment 3. Describe the process of planning communication projects 4. Identify, analyze and apply forms, types and tools of communication 5. Interpret the functions, role and significance of marketing and public relations in society and the global business market 6. Describe the processes and new trends in communication in accordance with the principles of modern communication channels and the needs of the global business market 7. Present the acquired theoretical knowledge and skills through concrete examples.					
3. Content	Basic concepts and definitions of marketing, marketing communication and public relations. Concepts of marketing and development models of modern relations with the public. Integrated communications. Marketing communication tools/instruments. Public relations tools/instruments. Communication planning: research and analysis, strategy, comprehensible statement, vision, mission, goals, target audiences, messages, tactics, time plan, integrating communication, measuring effectiveness, budget. Functions, role and significance of marketing and public relations in the global business environment. Development and adaptation of marketing and public relations in the age of the Internet and social networks. The role of marketing and public relations in society, and social responsibility and ethics. The role and significance of public opinion research and efficiency measurement – Barcelona 3.0 principles. Relations, role and significance of media and image and reputation management.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Continuous assessment	1.5
7. Required literature	• Tkalac Verčič, A. (2015). <i>Public Relations</i>. Zagreb: HUOJ.					
8. Additional literature	1. Tomić, Z. (2016). <i>Public Relations – Theory and Practice</i>. Sarajevo and Zagreb: Synopsis. (selected chapters) 2. Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2006). <i>Fundamentals of Marketing</i>. Zagreb: Mate. (selected chapters) 3. Kotler, P., & Keller, K. L. (2008). <i>Marketing Management</i>. Zagreb: Mate. 4. Kunczik, M. (2006). <i>Public Relations: Concepts</i>. Zagreb: Friedrich Ebert Foundation. 5. <i>Theories</i>. Zagreb: FPZG and HUOJ. 6. Selected scientific and professional articles and essays					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.					
10. Exam access requirements	1. Achieved percentage of class attendance according to University rules 2. Preparedness for exercises and active participation in class					
11. Exam implementation	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from activities during classes and homework assignments). Activities					

and assessment criteria	during classes include announced and unannounced short tests, simulations, projects, homework and all other activities initiated by the teacher during classes. In continuous knowledge checks during classes (activities), the student collects points that are added up. At the end of the semester, the grade from this criterion is determined considering the total number of points achieved and the scale. The written project exam is taken as the first preliminary exam and consists of between five and seven project assignments on a given topic, which tests the student's ability to properly write invitations and announcements for the media, define communication goals and target audiences, design communication messages, advertising slogans, announcements for social networks, press conference concepts, etc. For a positive grade, it is necessary to achieve at least 51% of points on the test. If a student is not satisfied with the grade, they can take the exam again, but in that case the grade already obtained is no longer valid. The written exam consists of four types of exam questions - rounding questions (so-called a, b, c questions), supplementary questions, essay-type questions and questions with inference (recall tasks) that test the knowledge and acquisition of theoretical knowledge. The written exam is taken as the second preliminary exam and it tests the overall theoretical knowledge covered by the subject. For a positive grade, it is necessary to achieve at least 51% of the points on the test. If a student is not satisfied with the grade, they can take the exam again, but in that case the grade already obtained is no longer valid. Full-time students can take the course through two positively assessed preliminary exams or as a complete exam. Part-time students take the course through a complete written exam. The student is required to continuously monitor his/her success (number of points achieved and percentage of attendance). A student who has not exercised the right to sign (less than 70% attendance in class and/or a negative grade during class) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. The exam is considered passed and a grade is entered if all criteria in the written exam are assessed positively, and in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>90%</td></tr> <tr> <td>Continuous check</td><td>10%</td></tr> </table> <table> <tr> <th>percentage</th><th>grade</th></tr> <tr> <td>0%-50%</td><td>1 (insufficient)</td></tr> <tr> <td>51%-60%</td><td>2 (sufficient)</td></tr> <tr> <td>61%-74%</td><td>3 (good)</td></tr> <tr> <td>75%-89%</td><td>4 (very good)</td></tr> <tr> <td>90%-100%</td><td>5 (excellent)</td></tr> </table>	Criteria	Weight share	Written exam	90%	Continuous check	10%	percentage	grade	0%-50%	1 (insufficient)	51%-60%	2 (sufficient)	61%-74%	3 (good)	75%-89%	4 (very good)	90%-100%	5 (excellent)
Criteria	Weight share																		
Written exam	90%																		
Continuous check	10%																		
percentage	grade																		
0%-50%	1 (insufficient)																		
51%-60%	2 (sufficient)																		
61%-74%	3 (good)																		
75%-89%	4 (very good)																		
90%-100%	5 (excellent)																		
12. Assessment criteria - explanation	Scoring students' responses takes into account the accuracy of their answers, understanding of the course content, and their level of language proficiency.																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																		

General information					VERN' University					
Program	Cyber communications and network science			Year	1		Semester	2		
Course Name	Contemporary sociological theories			Code	10379		ECTS	5		
Lecturers	Asst. Prof. Mirela Holy, Sr. Lect. Ivana Vrhovski									
Teaching Method and Hours	Lectures	28	Midterms	4	Project	28	Total	60		
Course Description										
1. Course objectives	Acquainting students with basic theoretical concepts that characterized contemporary sociological thought and contemporary sociological theoretical perspectives (functionalism, conflict theory, symbolic interactionism, feminism, postmodernism) with special emphasis on theories of modernity and modernization as well as postmodernization processes. Special focus will be placed on confronting the crises and paradoxes of modernity and theoretical answers to current questions (society of fatigue and the 'dictate of success', (post)digital age, ideas of development and 'growing up', post-colonial insights).									
2. Expected learning outcomes	Adopt relevant sociological theoretical perspectives and concepts necessary for understanding current social, cultural, political and economic phenomena and processes in contemporary societies both at the global (macro) and local (mezzo and micro) levels. Analyze teaching materials using certain theoretical tools applied and adopted during the course. Interpret the contents of contemporary sociological theories with the controversies of current social processes and the ethical demands of society.									
3. Content	Introduction to the course: meaning, goals, performance, Sociological theories: reasons, analysis and insights into society, What is a sociological theory? Contemporary approaches: sociological knowledge, sociological imagination and micro-macro perspective, Functionalist theories: basic premises, concepts and contributions to sociological theory, Conflict theories: basic premises, concepts and contributions to sociological theory, Contributions of feminist ideas to the development of contemporary sociological theories, Phenomenology and symbolic interactionism, Modernity, modernity and modernization, Identity in late modernity, Second modernity and subpolitics, Information age and networked society, Risk society: ecological challenges in the age of the anthropocene, New view: breakdown of grand narratives, globalization and post-colonial entrances, Society of fatigue and social affectivity: apocalyptic scenarios or new possibilities, Concluding lecture.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Regular attendance at classes, active participation in classes, preparation and reading of all texts scheduled for the seminar part of the class, presentation of seminar texts and production of photo-works (one-time).									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	1.0	Presentation	0.5	Photographic work	0.5
7. Required literature	Bauman, Zygmunt (2011)<i>Current Modernity</i>, Naklada Pelago, Zagreb.									
8. Additional literature	- Bauman, Zygmunt (2011) <i>Identity: Conversations with Benedetto Vecchi</i>, Naklada Pelago, Zagreb. - Beck, Ulrich (2001) <i>Finding the Political: A Contribution to the Theory of Reflexive Modernization</i> (selected chapters), Jesenski and Turk, Zagreb. - De Beauvoir, Simone (2016) <i>The Second Sex</i> (selected chapters), Naklada Ljevak, Zagreb. - Castells, Manuel (2002) <i>The Power of Identity</i> (selected chapters), Golden Marketing – Technical Book, Zagreb. - Castells, Manuel (2003) <i>The Internet Galaxy</i>, Jesenski and Turk, Zagreb. - Giddens, Anthony (2007) <i>Sociology</i> (selected chapters), Nakladni zavod Globus, Zagreb. - Han, Byung-Chul (2020) <i>The Society of Fatigue</i>, Misanthrop, Zagreb. - Haralambos, Michael and Holborn, Martin (2002) <i>Sociology: Themes and Perspectives</i> (selected chapters), Golden Marketing, Zagreb - Hibert, Mario (2018) <i>Digital Coming of Age and Postdigital Goods: Critical Librarianship, Disruptive Media and Tactical Education</i>, Institute for Political Ecology and Multimedia Institute, Zagreb. - Hooks, Bell (2004) <i>Feminism is for Everyone: Passionate Politics</i>, Center for Women's Studies, Zagreb. - Kalanj, Rade (2008) <i>Modernization and Identity</i>, Political Culture, Zagreb. - Katunarić, Vjeran (2012) <i>Paths of Modern Societies: The Challenge of Historical Sociology</i>, Antibarbarus & University of Zadar, Zadar. - Mead, George Herbert (2003) <i>Mind, Person and Society – From the Perspective of a Social Behaviorist</i>, Jesenski and Turk, Zagreb. - Ritzer, George (1997) <i>Contemporary Sociological Theory</i>, Globus Publishing House, Zagreb. - Zeman, Zdenko (2004) <i>Autonomy and the Apocalypse Deferred – Sociological Theories of Modernity and Modernization</i> (selected chapters), Croatian University Publishing House, Zagreb.									
9. Quality monitoring	Consultations on student perceptions of the quality of the course content during classes. Also, checking the quality of the performance by conducting an (anonymous) evaluation survey at the end of the semester.									
10. Exam access requirements	Requirements for access to written exams and midterms: REGULAR STUDENTS									

	- Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% - Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70% and a "second signature" assigned - Written exam and midterm correction: a "second signature" assigned A student acquires the right to take the exam, i.e. a "second signature", if he or she was present for at least 70% of the teaching hours held. For the purpose of access to the written exam or midterm, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer, and is submitted by sending it to the lecturer's email address. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 working days before the exam application deadline. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course. PART-TIME STUDENTS The mandatory regular attendance in classes is 20%, and attendance below this percentage cannot be made up, regardless of the reason for the absence. In this case, the student is automatically referred to re-attending the course in the next academic year.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the stated criteria are evaluated positively. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, a score of 0 points is recorded. 40% of activities during classes (seminar paper/presentation/photo essay -20%, 10%, 10%) and 60% written exam (interview 1 and interview 2) Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share full-time students</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st interview</td><td>30%</td></tr> <tr> <td>Written exam - 2nd interview</td><td>30%</td></tr> <tr> <td>Activities</td><td>40 %</td></tr> </tbody> </table>	Criteria	Weight share full-time students	Written exam - 1st interview	30%	Written exam - 2nd interview	30%	Activities	40 %
Criteria	Weight share full-time students								
Written exam - 1st interview	30%								
Written exam - 2nd interview	30%								
Activities	40 %								
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Cyber communications and network science		Year	1	Semester	2
Course Name	Visual communications in digital media		Code	10384	ECTS	5
Lecturers	Asst. Prof. (Art) Martina Granić					
Teaching Method and Hours	Lectures	28	Excercises	28	Midterms	4
					Total	60

Course Description

1. Course objectives	Understanding Visual Communication in Digital Media; Acquiring competences in the field of Visual Communication with special emphasis on specificities in digital media, deepening knowledge of the artistic and semiotic aspects of visual communication and media design. Developing analytical and creative expressive abilities towards tasks focused on problems of visual media content.
2. Expected learning outcomes	The course enables students to acquire basic knowledge of visual communication and use this knowledge in the process of designing and producing their own creative expressions through practical tasks. In this process, students gain the basis for further training in theoretical and practical aspects of visual communication, especially in digital media. After completing the course, students will master strategies for creating diverse visual content with a socio-anthropological focus. They will be able to: define and understand the visual-cultural nature of visual communication content (websites, social networks, forums, blogs, vlogs and various other digital media expressions); explain communication, narration, genre and systematicity of a work of art and art; understand the issues of creating visual identity and the problem of visual representation of a sign; understand the use of text, images, photographs, illustrations, posters, theater, film and animation as expressive means in visual communication, create original visual content with clearly defined determinants of personal, collective, cultural and corporate identity, create a code structure for visual content that aims to more clearly define the specific idea, group or institution it represents. After completing and passing the exam in this course, students will be able to: 1. Explain concepts related to the analysis and synthesis of various digital media expressions. 2. Distinguish and define communication patterns in digital media and multimedia expressions through the prism of their communicative and social role. 3. Analyze and compare various visual communication expressions with respect to the digital media in which they are expressed. 4. Explain the process of coding and creating visually communicated identity. 5. Conceptualize, develop and create a concept of quality visual communication of some content in digital media. 6. Evaluate various visual communications in different digital media.
3. Content	The course covers what visual communication is, what all is included in visual communication, what expressive means we use in visual communication, what types of information and how we transmit and evaluate it in visual communication. The specific features of digital media in relation to visual communication possibilities are studied, what are the various visual communication expressions in digital media and what are their advantages and disadvantages? How to approach visual communication content as a system of data and information, how to organize this content into a dynamic communication entity that meets certain requirements and fulfills functions. The appropriateness of a particular expression in relation to visual communication content, the use of visual communication means for establishing and positioning within a certain discourse or socio-cultural position are studied. What is visual narration, how to form a narration with visual means of expression in digital media, the issues and specifics of different types of narration compared to the specifics of digital media. Each of the following topics, after being covered in lectures, is adopted in practical terms in exercises, individual and group analyzes and discussions in relation to different visual communication content and systems in digital media. Visual language and art Visual communication in to digital media History of visual communication Anthropological, sociological and cultural aspects of visual communication Methodology of design of visual creations Adaptability, modularity and scalability of visual communication content Sign and symbol in digital media Semiotics of visual communication in digital media Information graphics of visual content Affirmative, critical and conceptual visual expression Brand, visual identity and visual representation Visuality of virtual reality
4. Admission requirements	No prerequisites.
5. Student obligations	Attendance of lectures and exercises Participation in classes. Development of a project. Presentation of work. Submission of a portfolio of works. Taking an oral exam.

6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Portfolio	0.5	Project	0.5														
	Activities	0.5																						
7. Required literature	1. Žarko Paić: <i>Visual Communications</i> (Visual Theory – Center for Visual Studies, Zagreb, 2008) 2. Lectures – prepared by Assoc. Prof. Martina Granić 3. Scripts – prepared by Assoc. Prof. Martina Granić																							
8. Additional literature	1. Jadranka Damjanov: <i>Visual language and art</i> (School book, Zagreb, 1991) 2. Krešimir Purgar: <i>Visual communication – A collection of texts with questions</i> 3. Jonathan S. Marion, Jerome W. Crowder: <i>Visual Research: A Concise Introduction to Thinking Visually</i> (Bloomsbury Academic Publishing, 2013) 4. Hans Belting: <i>An Anthropology of Images: Picture, Medium</i> (Princeton University Press, 2014) 5. Alexis L. Boylan: <i>Visual Culture</i> (Massachusetts Institute of Technology, 2020) 6. Sturken, Cartwright: <i>Practices of Looking: An Introduction to Visual Culture</i> (Paperback, 2nd edition, 2009) 7. Nada Rotar Zgrabljic: <i>Digital age – Mass media and digital culture</i> (Naklada Jesenski i Turk, 2020) 8. Ian Noble, Russel Bestley: <i>Visual research – An Introduction to Research Methodologies in Graphic Design</i> (AVA Publishing SA, 2005) 9. Arthur Asa Berger: <i>Media & Society: A Critical Perspective</i> (Rowman & Littlefield Publishers, Inc., Lanham, Maryland, 2003.) 10. William R. Sherman, Alan B. Craig: <i>Understanding virtual reality</i> (Morgan Kaufman Publishers, 2019.) 11. Marijan Jakubin: <i>Basics of visual language and visual techniques</i> (Zagreb, Institute for Pedagogical Research, Faculty of Philosophy, University of Zagreb, 1900.)																							
9. Quality monitoring	Observations and evaluations of teaching; student survey.																							
10. Exam access requirements	Requirements for access to written exams and midterms: REGULAR STUDENTS • Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% • Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70% and a “second signature” assigned • Written exam and midterm correction: a “second signature” assigned A student acquires the right to take the exam, i.e. a “second signature”, if he or she was present for at least 70% of the teaching hours held. For the purpose of access to the written exam or midterm, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer, and is submitted by sending it to the lecturer's email address. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 working days before the exam application deadline. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course. PART-TIME STUDENTS The mandatory regular attendance in classes is 20%, and attendance below this percentage cannot be made up, regardless of the reason for the absence. In this case, the student is automatically referred to re-attending the course in the next academic year.																							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>20%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>20%</td></tr><tr><td>Portfolio</td><td>20%</td></tr><tr><td>Activities</td><td>20%</td></tr><tr><td>Teaching</td><td>20%</td></tr><tr><td></td><td></td></tr></table>										Criteria	Weight share	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Portfolio	20%	Activities	20%	Teaching	20%		
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Written exam - 1st preliminary exam	20%																							
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Teaching	20%																							
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond, the result is recorded as 0 points. Written exam - Exam grading criteria: Total = 100 points; 0-59 insufficient (1); 60-69 sufficient (2); 70-79 good (3);																							

	80-89 very good (4); 90-100 excellent (5)
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Cyber communications and network science			Year	2	Semester	3	
Course Name	Community management 1			Code	10481	ECTS	4	
Lecturers	Prof. Domagoj Bebić							
Teaching Method and Hours	Lectures	30	Excercises	26	Midterms	4	Total	60
Course Description								
1. Course objectives	The aim of the course is to introduce students to new trends in communications that have emerged with the advent of social networks as a new communication channel. Social networks have become an indispensable part of integrated marketing communications. Social networks have also changed the process of making purchasing decisions for consumers. Students will be introduced to two indispensable segments in online communications today – community management and social media marketing, as well as the categorization of social media and their impact on society. Students will also be introduced to the importance of content marketing, viral marketing and real-time marketing in today's communication and building brand image.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Distinguish between the basic concepts of community management 2. Interpret the role of social networks in today's marketing activities 3. Integrate social networks into a brand's online marketing communication 4. Manage a brand's corporate profile and marketing campaigns on social networks 5. Define and develop a communication plan on social networks 6. Create innovative and shareable content for a target audience 7. Analyze global trends in the field of community management							
3. Content	Introduction to social networks and community management; Basic determinants of community management and social media marketing: conceptual definition of community management, synergy with public relations, synergy with marketing; Social networks as an integral part of integrated brand marketing communication - analysis of successful campaigns; Categorization and development of social media as well as threats and problems; Online Community and Reputation Management: Case Studies; The influence of social networks on the behavior of consumers - prosumers; Crisis communication; CORM - community relationship management; Marketing on social media; Content marketing on social networks: Content marketing, Viral marketing, Real time marketing; New trends in communication, modern mobile applications - Snapchat, Meerkat, Periscope, augmented reality; Sociability of social media - movements, activism; Evaluation and monitoring of communication on social media.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Project	2.5		
7. Required literature	1. Teaching materials compiled from literature: 2. Burges, J., Marwick, A., Poell, T. (2019) The SAGE Handbook of social Media. London: SAGE Publications 3. + teaching materials assigned during the semester							
8. Additional literature	1. Zgrabljic-Rotar, N. (2020) Digital Age: Mass Media and Digital Culture. Zagreb: Jesenski i Turk 2. Alan T. Belasen & Ariel R. Belasen (2019): The Strategic Value of Integrated Corporate Communication: Functions, Social Media, and Stakeholders, International Journal of Strategic Communication, 1553-1198 3. Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., Goodman, S. (2019) 'Social media engagement behavior: A framework for engaging customers through social media content', European Journal of Marketing, 53(10). 4. Kos, L. (2019) Digital organization and community management in retail chains in the Republic of Croatia. Varaždin: University of the North. 5. Dessart, L. (2017) Social media Engagement: a model of antecedents and relational outcomes. Journal of Marketing management, 1472-1376. 6. Lisa Nakamura (2015) The unwanted labor of social media: women of color call out culture as venture community management, New Formations, 2015(86) 7. Laroche, M. rt.al. (2012) The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. Computers in Human Behavior 28, 1755–1767 8. Lieb R (2012) Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media, Pearson. 9. Ang, L. (2011) Community Relationship Management and Social Media. Journal of Database Marketing and Customer Strategy Management, 18, 31-38.							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey							

10. Exam access requirements	The condition for taking the written exam is regular attendance of at least 70%. A student who has not exercised the right to sign (attendance is less than 70%) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the percentage of attendance). The student is obliged to continuously monitor his/her success. If a student does not complete the assignments on time, he/she will receive a negative grade and a new topic for the assignment.								
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions: <table border="1" data-bbox="308 427 1040 593"> <thead> <tr> <th>Criteria</th><th>Weight share by preliminary exams</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </tbody> </table>	Criteria	Weight share by preliminary exams	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Project	40%
Criteria	Weight share by preliminary exams								
Written exam - 1st preliminary exam	30%								
Written exam - 2nd preliminary exam	30%								
Project	40%								
12. Assessment criteria - explanation	FIRST MOLQUIV (30% of the grade): Written exam based on the exam literature and teaching materials assigned during the semester. SECOND MOLQUIV (30% of the grade): Written exam based on the exam literature and teaching materials assigned during the semester. COMPLETE EXAM The comprehensive exam involves taking the theoretical part according to the same parameters as for the first and second MOLQUIV. COURSE PROJECT ASSIGNMENT (40% of the grade) The course project assignment is divided into two parts, each of which carries 20% of the grade. The task can be done independently or in a team of up to two students. 1) The first part of the project task refers to the creation of a communication plan on social media that contains (1) an analysis of the environment, (2) goal setting on social media, (3) audience segmentation, (4) a plan of principle announcements for a month 2) The second part of the project task refers to the active management of communication on the social network Facebook and Instagram for a month. At the end of the management, the student submits a report on the management of communication on social media as well as the evaluation of the communication achieved in a month.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University					
Program	Cyber communications and network science			Year	2	Semester	3				
Course Name	Digital marketing			Code	10480	ECTS	5				
Lecturers	Assoc. Prof. Diana Plantić Tadić										
Teaching Method and Hours	Lectures	30	Seminars and workshops	26	Midterms	4	Total	60			
Course Description											
1. Course objectives	The course is designed to introduce students to the field of digital marketing in a way that helps them acquire the habit and learn the way of digital thinking. During the course, students will learn the concept and application of electronic communication through a theoretical and practical framework based on a large number of practical examples and case study analyses. The course also aims to develop an understanding of the importance and advantages of using various digital marketing communication channels in order to train students to create a digital agency marketing plan for a start-up agency.										
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Explain the basic theoretical concepts of marketing and digital marketing • Present the basic trends in digital marketing communication • Define the most common digital marketing communication channels with a focus on their advantages and disadvantages • Explain the importance and purpose of applying individual digital marketing tools in modern market communication • Analyze the application of individual digital marketing channels using practical examples • Create a digital agency marketing plan for a <i>start-up</i> agency										
3. Content	• Introduction to marketing and digital marketing: definition, importance and purpose, Web 2.0. Overview of new trends, channels and tools of digital marketing communication. Internet services and applications, social networks and search engines (<i>Search Engine Optimization</i>). Marketing communication by e-mail (<i>newsletter</i>). Mobile marketing. Websites. Digital advertising and content marketing (<i>content marketing</i>). Digital marketing plan for a <i>start-up</i> agency. The future of digital marketing.										
4. Admission requirements	There are no requirements for enrolling in the course.										
5. Student obligations	Class attendance, creation and presentation of a digital marketing plan, processing of <i>case-study</i> assignments and presentation of solutions, written exam										
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Exercises	1	Presentation	0.5	Marketing plan	1	
7. Required literature	1. Krajnović, A., Sikirić, D., Hordov, M. 2019. <i>Digital marketing: a new era of market communication</i> . Zadar: University of Zadar, Department of Economics. 2. Teaching materials										
8. Additional literature	1. Ružić, D., Biloš, A. and Turkalj, D. (2014). E-marketing, Zagreb: Faculty of Economics in Osijek. 2. Penović, A., Ličina, B., Cetinić, M. and Rešeta, I. (2014). Beat the Internet (or the Internet will beat you), Zagreb: Jasno & Glasno. 3. Ryan, D. and Jones, C. (2009). Understanding digital marketing: Marketing strategies for engaging the digital generation. London: Kogan Page.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	According to the University's normative acts, class attendance is mandatory. Regular class attendance significantly facilitates mastering the course program. Irregular class attendance may be an obstacle to taking the exam in the course, or a reason to re-enroll in the course in the next academic year. A student whose regular class attendance is less than 20% cannot take the exam in that academic year and is instructed to take it again in the next academic year. The condition for taking the written exam is regular class attendance of at least 20% and a presented solution to a <i>case-study</i> case, which students do in teams. The individual marketing plan of a digital agency is a condition for taking the written comprehensive exam. It is submitted and presented to the course instructor on the given date and is delivered in electronic form to the email address diana.plantic-tadic@vern.hr .										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>40%</td></tr></table>							Criteria	Weight share	Written exam	40%
Criteria	Weight share										
Written exam	40%										

	Case-study	15%
	Exercises	20%
	Marketing plan	25%

12. Assessment criteria - explanation

The grade for the written exam is positive if the student has achieved more than 60% of the points in the exam, according to the following scale:

Score range	Grade
61 - 70	2
71 - 80	3
81 - 90	4
91-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Cyber communications and network science			Year	2	Semester	3			
Course Name	Digital journalism			Code	10482	ECTS	5			
Lecturers	Lect. Tomislav Klauški, Asst. Prof. Marija Slijepčević									
Teaching Method and Hours	Lectures	30	Seminars and workshops	6	Excercises	20	Midterms	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to theories and methods of their application, as well as practical techniques of digital journalism, to enable students to independently understand and distinguish contemporary media practices, and to enable them to adopt new terminology related to the subject.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: - distinguish and explain basic theoretical and technical concepts in the field of digital journalism; - produce individual journalistic content in the field of digital journalism; - distinguish the basic values of journalism, the development of journalism and the emergence of digital journalism - its functionalities, advantages and disadvantages; - describe the processes of production of various digital media content; - recognize the functionality of various platforms for processing and publishing individual digital content and can independently use simpler models; - distinguish relevant and credible sources of online information; - define ethical behavior in online journalistic communication.									
3. Content	Defining the terms journalism, types of forms, digital journalism, distinguishing forms in cyber abundance.; characteristics of journalists in online media; characteristics of the audience in the digital environment; selection of topics on digital platforms; databases on the Internet, digital technology in the service of journalists; social networks and journalists; Echo chambers and filter balloons; Fake news and its role in digital journalism; Financing of online portal									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation of seminar papers and presentations, taking preliminary exams									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Seminar	2	Activities	0.5
7. Required literature	1. Presentations from classes. 2. Brautović, Mato (2011); Online journalism; Zagreb, Školska knjiga									
8. Additional literature	- Professional and scientific articles and book chapters, according to the topic and the choice of the lecturers; - In addition to the above, additional literature includes: - Craig, R. (2004) Online Journalism: Reporting, Writing, and Editing for New Media. Wadsworth Publishing. - Janert, Philipp K. (2011) Data Analysis with Open Source Tools. O'Reilly – selected chapters - Prelog, Nenad. (2011). New media and journalism on the internet. In: Introduction to media. Zagreb. Jesenski and Turk. - Rohumaa, Lisa; Bradshaw, Paul. (2014) The Online Journalism Handbook. London-NewYork. Routledge,– selected chapters - Scott, Ben. (2005) A Contemporary History of Digital Journalism. Television and New Media 6 (1) pp. 89-126. - Brown, J.S. and Duguid, P. (2000) "The social life of information", First Monday, 5(4) http://www.firstmonday.dk/issues/issue5_4/brown_chapter1.html - Electronic Media Act. available at: http://www.emediji.hr/ostalo/zakonoelmed.php (selected parts)									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey..									
10. Exam access requirements	The requirements for taking the written exam are: Regular attendance at classes of at least 70% *(or second signature) Positively assessed activity in classes (* The 1st mid-term exam, which is written in the middle of the semester, can be taken with a regular attendance of 50%.) (* The 2nd mid-term exam, which is written at the end of the semester, can be taken with a regular attendance of 70%). For the purpose of taking the written exam, in exceptional cases, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period of the subject lecturer, no later than one week before the exam date, and the student should take into account the deadline									

	for applying for the exam, i.e. submit the entrance paper on time. Seminar work is mandatory. A compensation for absences is not possible for 1. midterm exam, which is written halfway through the semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral test. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>20%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Seminar</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Seminar	40%	Activities	20%
Criterion	Weight share										
Written exam - 1st preliminary exam	20%										
Written exam - 2nd preliminary exam	20%										
Seminar	40%										
Activities	20%										
12. Assessment criteria - explanation	The grade for the written exam is positive if the student has achieved more than 60% of points in the exam. The grade for the activity includes active participation in all class assignments.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Cyber communications and network science			Year	2	Semester	3			
Course Name	Social media and blogs			Code	10459	ECTS	5			
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	30	Exercises	26	Midterms	4	Total	60		
Course Description										
1. Course objectives	The course "Social Media and Blogs" aims to introduce students to new forms of communication that are products of the information and technological revolution that is changing standard ways of communication. Social media has introduced changes in all segments of communication and has not only changed the business of brands and companies, but also changed media processes. It all started with the development and popularization of blogs that enabled two-way, direct and fast communication with users. Today, we are witnessing fast, dynamic and highly interactive platforms and mobile applications that achieve global reach in a very short time. Also, content is no longer mass, but is specialized for a specific audience, so users now visit, follow and read specialized blogs and pages on social media according to their interests. Since this segment of communication is becoming increasingly important at all communication levels, the aim is to introduce students to the way social media functions and its evolution, changes in the media process, changes in the business sector and the possibilities of measuring and evaluating communication. As part of this course, students will apply theoretical knowledge through project work on social media, blogs and microblogs. In addition to the theoretical section, new communication opportunities will be presented to students through case studies, work materials, discussions at lectures and presentations.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Distinguish and successfully use different types of social media; 2. Create strategic content on specific platforms for target audiences; 3. Evaluate new communication tools and platforms; 4. Monitor and measure communication on social media and blogs; 5. Critically and analytically approach new platforms and content on social media and blogs; 6. Create and maintain a blog page and social media profiles;									
3. Content	Introduction to media trends and the information and communication revolution of the 21st century: From blogs to mobile applications; Development of blogs and the blogosphere; Vlogging; Blog vs. Microblog vs. Social networking sites; Media in times of change - The limits of the Internet; Digital Storytelling; Targeted content for target audiences - specialized sites and blogs; Blogs and social networks and social engagement; Bloggers and influencers - influence on consumers; Brand journalism; SEO optimization of blogs and social media; Ethics on social media and blogs;									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	1	Research	1	Project	1.5	Activities	1
7. Required literature	1. Teaching materials compiled from literature: 2. Bozhilova, R. (2020) Blogs and Their Social Influence. Journal of Danubian Studies and Research, 10(1), 3. Elegu, A. (2018) Digital Conversations on the Blogosphere. Online Journal of Communication and Media Technologies, 8(2). 4. Alexandro, R., Hariatama, F., & Uda, T. (2022). TikTok Analysis as a Learning Media and Activism Instrument. Jurnal Pendidikan Dan Pengajaran, 55(1), 211–221. 5. Dhiman, Dr. Bharat, Ethical Issues and Challenges in Social Media: A Current Scenario (March 29, 2023).									
8. Additional literature	1. Z., Tomić (2010) PR blog. Synopsis & Novelti millenium: Zagreb-Sarajevo; 2. Jenkins, K.; Ford, S.; Green, J. (2013) Spreadable Media. New York: New York University Press. 3. Martinčević, E., Vuković, D. and Hunjet, A. (2020). Bloggers And Influencers - The Phenomenon Of Driving Consumer Fashion Choices. CroDiM, 3 (1), 18-34. 4. Burges, J., Marwick, A., Poell, T(2019) The SAGE Handbook of social Media. London: SAGE Publications 5. Vaisman, C. L. (2016) Pretty in pink vs pretty in black: blogs as gendered avatars. Visual Communication, 15(3) 293–315 6. Kaun, A. (2016) 'Our time to act has come': desynchronization, social media time and protest movements, Media, Culture & Society 1–18 7. Zhao,H.; Su, C.; Hua, Z. (2015) To Participate or not to Participate in a Brand Micro-blog: Facilitators and inhibitors. Information Development 1–12 8. Jenkins, K.; Ford, S.; Green, J. (2013) Spreadable Media. New York: New York University Press. 9. Primo, A.; Zago, G.; Oikawa, E.; Consoni, G. (2013) The post as an utterance: Analysis of themes, compositional forms and styles in blog genre studies. Discourse & Communication 7(3) 341–358; 10. Garden, M. (2011) Defining blog: A fool's errand or a necessary undertaking, Journalism, 13(4) 483–499									

9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey								
10. Exam access requirements	The condition for taking the written exam is regular attendance of at least 70%. A student who has not exercised the right to sign (attendance is less than 70%) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the percentage of attendance). The student is obliged to constantly monitor his/her success. If a student does not complete the assignments on time, he/she will receive a negative grade and a new topic for the assignment.								
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share per exam period</th></tr> </thead> <tbody> <tr> <td>Project</td><td>50%</td></tr> <tr> <td>Research</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share per exam period	Project	50%	Research	30%	Activities	20%
Criteria	Weight share per exam period								
Project	50%								
Research	30%								
Activities	20%								
12. Assessment criteria - explanation	COURSE PROJECT ASSIGNMENT (50% of the grade) For the course project assignment, students will be divided into teams of three and are required to maintain their own specialized blog and, accordingly, an open microblog that concerns a selected social or public topic. The goal is to train students to follow a specific topic, but also to process it in the form of blog posts and reporting on a microblog. Each team in the semester is required to run a project on a blog and microblog for 6 weeks: - At least 3 posts per week on the microblog platform - At least 4 blog posts per semester on the Wordpress platform - Create their own graphics (memes, photos with text, self-edited photos...) - no downloading of photos or content At the end of the 6 weeks, the teams evaluate and review the communication they conducted on the blog and social networks, as well as make suggestions for expanding the topic. RESEARCH (30% of the grade) Each student will have to conduct their own research on the given topic, which they must support with scientific and professional articles. CLASS ACTIVITY (20%) During the class, they will lead are discussions on current topics from the field of social media and blogs. Students' activities will be evaluated.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information										VERN' University			
Program	Cyber communications and network science				Year	2		Semester	3				
Course Name	Multimedia				Code	10483		ECTS	5				
Lecturers	Asst. Prof. (Art) Martina Granić												
Teaching Method and Hours	Lectures	30		Excercises	26		Midterms	4		Total	30		
Course Description													
1. Course objectives	Learning about the historical, social and technological development of multimedia. Understanding the development of media from mass media to participatory interactive media. Getting to know the semiotic, mythological and aesthetic discourse of media content analysis. Deepening knowledge in the field of media, communications and media design												
2. Expected learning outcomes	After listening to and passing the exam from this course, students will be able to: 1. Explain contemporary media and multimedia concepts and the context of their emergence in the social environment. 2. Differentiate and define media and multimedia through the prism of their communication and social role. 3. Analyze and explain the connection and development of communication, media and multimedia processes, forms and content. 4. Conceptualize, develop and design the concept of quality multimedia representation of certain content. 5. Analyze various multimedia communications and multimedia production systems of media content.												
3. Content	Mass communication. Media and Multimedia. Text and hypertext. Digital graphics. Static image. A world of dynamic images. Interactive and visual content. Artificial intelligence and virtual reality. Identity. Narration and discourse. Semiotics. Mythological concepts. Aesthetics today.												
4. Admission requirements	Basic computer literacy.												
5. Student obligations	Attendance at lectures and exercises. Participation in classes. Seminar paper. Paper / Presentation of seminar paper. Oral exam.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5		Written exam	1		Activities	0.5		Practical work	1	Activities	0.5
	Experimental work	1											
7. Required literature	1. Tay Vaughan: Multimedia: Making It Work Eighth, McGraw-Hill Osborne Media; 8th edition, 2010 2. John Fiske and John Hartley: Reading Television; Barbat Prova, Zagreb, 1992. 3. Nada Rotar Zgrabljic: Digital Age; 2nd edition, Naklada Jesenski i Turk, 2020. 4. Jadranka Damjanov: Visual Language and Fine Arts; Školska knjiga, Zagreb, 1991. 5. Hrvoje Turković: Descriptive Narration: Basic Descriptive Principles; Croatian Film Yearbook 35/2003, Zagreb, Croatian Film Association 6. Ivana Miličić, Helena Bukovac: Handbook: Creating Multimedia Documents and Animations; Croatian Academic and Research Network – CARNET, Zagreb, 2018.												
8. Additional literature	• Asa Briggs and Peter Bruke: Social History of Media; Naklada Pelago, Zagreb, 2011. • Hans Belting: An Anthropology of Images: Picture, Medium, Body; Princeton&Oxford, Munich, 2014 • Paul Hockings: Principles of Visual Anthropology; Paperback, 2003 • Jonathan S. Marion, Jerome W. Crowder: Visual Research: A Concise Introduction to Thinking Visually; Paperback, 2013 • Barry A. M. Seward: Visual Intelligence: Perception, Image and Manipulation in Visual Media; State University of New York Press, 1997 • Rudolf Arnheim: Visual Thinking; University of California Press, 1997 • Radovan Ivančević: Visual Speech: Introduction to the World of Visual Arts; Profil, Zagreb, 1997. • Marijan Jakubin: Visual Language and Visual Techniques; Educa, Zagreb, 1999. • Shaleph John O’Neill: Exploring a Semiotics of New Media; School of Computing, Napier University, Edinburgh, UK, 2005. • Lev Manovich: The Language of New Media; Massachusetts Institute of Technology, 2001. • Krešimir Purgar: Images in Text; Durieux, Croatian Section of AICA, Zagreb, 2013.												
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.												
10. Exam access requirements	The requirement for taking the written exam is to have at least 70% attendance. A student who has not achieved the right to a signature (attendance is less than 70%) can exceptionally compensate for the lack of engagement by writing and defending an entrance paper. If a student achieves less than 40% attendance, then he/she loses the right to compensation for the entrance paper and, in accordance with the regulations, loses the right to a signature. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the percentage of attendance).												
11. Exam implementation and assessment criteria	Active participation in class - 10 points; Seminar paper/exercises - 30 points; Written exam - 30 points; Experimental work / Presentation of work and seminars - 30 points; Total = 100 points; 0-59 insufficient (1); 60-69 sufficient (2); 70-79 good (3); 80-89 very good (4); 90-100 excellent (5)												

12. Assessment criteria - explanation	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, the result is recorded as 0 points
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Cyber communications and network science			Year	2	Semester	3	
Course Name	Network science in the cyber society			Code	10479	ECTS	6	
Lecturers	Asst. Prof. Tihana Babić							
Teaching Method and Hours	Lectures	30	Seminars and workshops	26	Midterms	4	Total	60
Course Description								
1. Course objectives	The aim of this course is to introduce students to the basic knowledge of network science, from an interdisciplinary perspective. Students will also learn about the role of networks in modern society, politics, economics, and their own community. Upon completion of the course, students will be informed about the importance of networking, the role of digital platforms and artificial intelligence in networking. They will acquire the knowledge and skills necessary for "networking" and for using networking as an important resource. The aim of the course is also to introduce students to the characteristics of the information and network society in North America, Europe, East Asia, and Third World countries.							
2. Expected learning outcomes	Expected learning outcomes are: • Define the science of networks in contemporary society • Critically assess the use and consequences of networks and networking • Recognize the famous sociological experiment "six degrees of separation" • Analyze the role of social media in the concept of networking • Recognize one's own networks and social media for business purposes • Analyze the relationship between social media and social capital • Analyze the characteristics of an individual and their activities in a networked society							
3. Content	Introduction to Network Science: Interdisciplinary Approaches and Key Theorists Six Degrees of Separation and the 80/20 Rule Small Worlds, Hubs, and Connectors Complex Networks: How Epidemics Spread and the Rich Get Richer Network Economy, Networks, and Mergers of Large Corporations How to Sell Sociality: Connectivity as a Resource Connectivity Culture in the Modern World: The Role of Social Media From Mass Society to Networked Society Global Digital Popular Culture Algorithms and Artificial Intelligence in Everyday Environments The Role of Social Networks in Natural Disasters and Humanitarian Organizations Information and Networked Society in North America, Europe, East Asia, and Third World Countries The Individual in a Digitally Networked Society							
4. Admission requirements	Knowledge of English							
5. Student obligations	Attendance of lectures and seminars, participation in discussions on case studies, preparation and presentation of project assignments.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1	Project	1
7. Required literature	1. Barabasi, Albert-Laszlo (2006). In the network - Why everything is connected and how to think networked in science, business and everyday life 2. Lecture presentations							
8. Additional literature	• Bennett, W.L. and Segerberg A. (2013), The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics, Cambridge University Press, New York. • van Dijck J. (2005), The Network Society: Social Aspects of New Media, Sage Publications, London							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	Requirements for signing and taking the exam: minimum 70% attendance in class. Exam method: written exam (two preliminary exams), project assignment according to previously given instructions, and active participation in class.							
11. Exam implementation and assessment criteria	Written exam: 60% of the final grade (interview I – 30% + interview II – 30%; Project: 25%; Oral exam: 15% of the final grade. Course grading scale (in percentages): sufficient (2): minimum 50-60%; good (3): 61-74%; very good (4): 75-89%; excellent (5): 90-100%.							

12. Assessment criteria - explanation	Students must achieve a positive grade on the written exam in order to pass the course. The same applies to midterms I and II, which means that the student must receive a positive grade from both midterms in order to ultimately pass the course. Activity in class implies that students come prepared to class - read the literature scheduled for that week, actively follow the class and participate in the discussion. The project is designed as an analysis and creation of a simulation of a "network" of the student's choice, based on several given proposals. The student is required to present the project in a power point or presentation. The written exam is based on mandatory literature. The oral exam is based on one unit of optional literature according to a previous agreement with the teacher.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Cyber communications and network science			Year	2	Semester	4	
Course Name	Big Data and data visualization			Code	10487	ECTS	6	
Lecturers	Asst. Prof. Alen Kišić							
Teaching Method and Hours	Lectures	28	Seminars and workshops	28	Midterms	4	Total	60
Course Description								
1. Course objectives	Students will learn how to find and format data sets, how to analyze them and optimally present them visually. Teaching is conducted through a combination of interactive lectures and workshops.							
2. Expected learning outcomes	As a result of active participation in the course, students will be able to: 1. Define basic terms from the Big Data field 2. Extract and categorize data for analysis 3. Connect principles and standard visualization techniques 4. Analyze data sets 5. Develop technical skills in using online tools and programs for data management, systematization, and visualization							
3. Content	Introduction to Big Data theory and practice. Big Data and communications. History of data visualization. Sources of large data sets. Cleaning, systematization and basic analysis of large data sets. Visualization tools: Tableau Public. Critical analysis of data and selection of an adequate form of visualization. Ethics and aesthetics of visualization							
4. Admission requirements	None.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking midterm exams and possibly exams in case of unsuccessful midterm exams							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Continuous assessment	1	Project	2.5		
7. Required literature	1. Rayan, L. (2016) The Visual Imperative: Creating a Visual Culture of Data Discovery. Elsevier Inc; ISBN: 9780128038444.							
8. Additional literature	• Dove, G., Jones, S. (2012) Narrative visualization: sharing insights into complex data. Interfaces and Human Computer Interaction, IHCI, pp. 21—23. • Duggirala, P., Goldmeier, J. (2015) Dashboards for Excel. Après; ISBN: 978-1430249443. • Niederer, C., Aigner, W., Rind, A. (2015) Survey on Visualizing Dynamic, Weighted, and Directed Graphs in the Context of Data-Driven Journalism, In Schulz, H.-J.; Urban, B. & von Lukas, U. (eds.), Proceedings of the International Summer School on Visual Computing 2015 (pp. 49–58). Rostock, Fraunhofer. • Rind, A., Aigner, W., Wagner, M., Miksch, S., Lammarsch, T. (2015) Task Cube: A Three-Dimensional Conceptual Space of User Tasks in Visualization Design and Evaluation. Information Visualization, special issue on Evaluation in Visualization, doi:10.1177/1473871615621602 • Segel, E., Heer, J. (2010) Narrative Visualization: Telling Stories with Data, IEEE Transactions on Visualization and Computer Graphics, Vol. 16, No. 6, Nov.-Dec., pp. 1139 – 1148. • Simon, P. (2014) The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions. Wiley; ISBN: 978-1-118-79438-8. • Šošić I. (2006) Applied Statistics. Zagreb: Školska knjiga, 2nd edition; ISBN: 953-0-30337-8. • Tufte, E. R. (2001) The Visual Display of Quantitative Information. Graphics Pr: 2nd edition; ISBN: 978-0961392147. • Varga, M. (2012) Data Management. Element; ISBN: 9789531976398. • Yau, N. (2011) Visualize This: The FlowingData Guide to Design, Visualization, and Statistics. Wiley; ISBN: 978-0-470-94488-2.							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	REGULAR STUDENTS • Part 1 of the written exam in the pre-term (1st preliminary exam): regular attendance of at least 50% • Part 2 of the written exam in the pre-term (2nd preliminary exam): regular attendance of at least 70% and a “second signature” awarded • Written exam and preliminary exam correction: a “second signature” awarded							

	A student acquires the right to take the exam, i.e. a "second signature", if he/she was present for at least 70% of the teaching hours held. For the purpose of taking the written exam or preliminary exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer, and is submitted by sending it to the lecturer's email address. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 working days before the exam application deadline. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share - regular</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Continuous assessment</td><td>30%</td></tr> </tbody> </table>	Criteria	Weight share - regular	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Continuous assessment	30%				
Criteria	Weight share - regular												
Written exam - 1st preliminary exam	35%												
Written exam - 2nd preliminary exam	35%												
Continuous assessment	30%												
12. Assessment criteria - explanation	If the teacher has a reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond to the test, the result is recorded as 0 points. <table border="1"> <thead> <tr> <th>%</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>0-50</td><td>1</td></tr> <tr> <td>51-65</td><td>2</td></tr> <tr> <td>66-80</td><td>3</td></tr> <tr> <td>81-90</td><td>4</td></tr> <tr> <td>91-100</td><td>5</td></tr> </tbody> </table>	%	Grade	0-50	1	51-65	2	66-80	3	81-90	4	91-100	5
%	Grade												
0-50	1												
51-65	2												
66-80	3												
81-90	4												
91-100	5												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information					VERN' University			
Program	Cyber communications and network science		Year	2	Semester	4		
Course Name	Community management 2		Code	10484	ECTS	4		
Lecturers	Prof. Domagoj Bebić							
Teaching Method and Hours	Lectures	28	Excercises	28	Midterms	4	Total	60
Course Description								
1. Course objectives	Successful programs and strategic communications are the result of thorough research, planning and implementation. Precisely for this reason, the goal of the course "Community management 2" is to familiarize students with the basic concepts that are a prerequisite for planned and strategic communication, both in all business segments and on social media. In an increasingly dynamic business and communication environment, timely and valid education is important for new staff and media professionals in order to be as expert and competitive as possible on the labor market and in developing the profession itself. The task of this course is to provide students with theoretical foundations in the field of new and social media with a special emphasis on business development and their role as communicators in the communication and information revolution. The term "community management" refers precisely to community management. In the online space, this means implementation, planning, integration of communication and its measurement and monitoring.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain and differentiate concepts, terms and tools related to social media; 2. Place community management in the broader context of communication theories and concepts; 3. Analyze communication on social media 4. Plan social media activities through environmental analysis, audience targeting and setting communication goals 5. Evaluate and monitor communication on social media							
3. Content	New platforms, new business challenges: the role of social media in changing the business environment; Attractiveness of social media: from technological, cultural to communication; Identity and reputation on social media; "Social media company" – building business on social media; Alternative Social Media: From Criticism to Code; Regulation "on" and "from" platforms; Setting up and managing social media campaigns; The importance of digital communications analytics; Microtargeting as a new business strategy; Economy of mobile applications; "Meme" culture and visual marketing; The future of social media platform and content development: trends and predictions.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Project	2.5		
7. Required literature	Teaching materials compiled from literature: 1. Burges, J., Marwick, A., Poell, T. (2019) The SAGE Handbook of social Media. London: SAGE Publications 2. Gretzel, U. (2017). The Visual Turn in Social Media Marketing. Tourismos. Vol. 12 No. 3, 3. Appel, G., Grewal, L., Hadi, R. et al. (2020). The future of social media in marketing. J. of the Acad. Mark. Sci. 48, 79–95 https://doi.org/10.1007/s11747-019-00695-1							
8. Additional literature	1. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Data, Law and Ethics. New York: Routledge 2. Hinton, S., Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 3. Desai, A. (2018). Corporate Communication through Social Media: Strategies for Managing Reputation. The Journal for Decision Makers, 43(3), 171–174. doi: 10.1177/0256090918792442 4. Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J. & Goodman, S. (2019). Social media engagement behavior: A framework for engaging customers through social media content', European Journal of Marketing, 53(2), doi: 10.1108/EJM-03-2017-0182 5. Fraccastoro, S., Gabrielsson, M. & Bolman Pullins, E. (2020). The integrated use of social media, digital, and traditional communication tools in the B2B sales process of international SMEs. International Business Review, 30(4), 1-15. doi: 10.1016/j.ibusrev.2020.101776 6. Kaul, A. & Chaudhri, V. (2015). Social Media: The New Mantra for Managing Reputation. The Journal for Decision Makers, 40(4), 455–491. doi: 10.1177/0256090915618029 7. RIDNR/Reuters Institute (2021). Digital news report. https://www.digitalnewsreport.org/survey/2021/ 8. Sapkota, K. N., Putten, J. V. (2018) Social Media Acceptance and Usage by Business Communication Faculty. Business and Professional Communication Quarterly, 1–23; 9. Tuškej, U. and Podnar, K. (2018). Consumers' identification with corporate brands: Brand prestige, anthropomorphism and engagement in social media. Journal of Product & Brand Management, 27(1), 3-17. Doi: 10.1108/JPBM-05-2016-1199 10. Vernuccio, M. (2014) Communicating Corporate Brands Through Social Media: An Exploratory Study. International Journal of Business Communication, 51(3): 211–233.							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey							

10. Exam access requirements	The condition for taking the written exam is regular attendance of at least 70%. A student who has not exercised the right to sign (attendance is less than 70%) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the percentage of attendance). The student is obliged to continuously monitor his/her success. If a student does not complete the assignments on time, he/she will receive a negative grade and a new topic for the assignment.								
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions: <table border="1" data-bbox="308 427 1040 589"> <thead> <tr> <th>Criteria</th><th>Weight share by preliminary exams</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </tbody> </table>	Criteria	Weight share by preliminary exams	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Project	40%
Criteria	Weight share by preliminary exams								
Written exam - 1st preliminary exam	30%								
Written exam - 2nd preliminary exam	30%								
Project	40%								
12. Assessment criteria - explanation	FIRST MEETING (30% of the grade): Written seminar paper logically structured in the range of 1300-1500 words and supported by at least 3 units of scientific and professional literature. SECOND MEETING (30% of the grade): Written seminar paper logically structured in the range of 1300-1500 words and supported by at least 3 units of scientific and professional literature. COMPLETE EXAM Written seminar paper logically structured in the range of 2000-2500 words and supported by at least 5 units of scientific and professional literature. COURSE PROJECT TASK (40% of the grade) - development of a strategy based on a selected example. Oral presentation.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University			
Program	Cyber communications and network science			Year	2	Semester	4	
Course Name	Communication analytics and measuring success on social networks			Code	10488	ECTS	5	
Lecturers	Asst. Prof. Alen Kišić							
Teaching Method and Hours	Lectures	26	Seminars and workshops	26	Excercises	4	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The course Communication Analytics and Measuring Success on Social Networks aims to introduce students to the elements and forms of communication analytics and measuring success that today determine success on social networks and that arise from the information technology revolution that began at the end of the last century. Content that is produced and consumed on the Internet is subject to an exact representation of success, i.e. it determines the concretely visible views of its users or consumers. Communication analytics can be traced from the emergence of print through electronic media to the present day, when analytics as a measurement process is also determined as an indicator and guider of the success of individual networks. Since this segment of communication analysis is becoming increasingly important at all communication levels, the goal is to introduce students to the way digital content analysis and measurement works, i.e. the possibilities of measuring and evaluating communication. As part of this course, students will apply theoretical knowledge through project work on a selected website. Analytics and measuring success will be presented to students through case studies, working materials, discussions in lectures and presentations, in addition to a theoretical overview.							
2. Expected learning outcomes	Upon successful completion of the course, students will: • Define key concepts of data analysis including data, data analytics, and the data ecosystem. • Discuss the use of data in everyday life decisions. • Explain the principles of search engine optimization, keyword selection, and the principles of linking to position and competition analysis. • Explain the principles of content creation. • Explain the principles of measurement and evaluation. • Explain the theoretical frameworks of social media analysis. • Define basic terms related to CEO analysis and Google Analytics.							
3. Content	Introduction: Previous forms of media analysis – From Gutenberg to Zuckerberg, changes in the approach to media analysis. Measurability of results. The process of evaluative research. Analytical and measurement techniques. Overcoming obstacles to evaluation. Criteria and methods of preparation. Criteria and methods of implementation. Criteria and methods of action. Comparative analyses and measurements. Quantitative research. Measurements through groups. Expert analyses. Interpretation and use of evaluation results.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Project	1.5		
7. Required literature	1. Selected scientific and professional articles and essays. 2. Lecturer's scripts. 3. Lecturer's presentations from lectures.							
8. Additional literature	1. Babbie,E. (2007) “The Practice of Social Research”, Wadsworth, Thomson Learning Inc.. 2. Rossi, P.; Freeman, H. (1993)" Evaluation A Systematic Approach, Newbury Park: Sage Publication 3. Miller, D.; Salkind, N. (2002) "Handbook of Research Design and Social Measurement, T.Oaks Sage Publication 4. Macnamara, J. (2005) "Research and Evaluation" Sydney Archipelago press. 5. Webb, E; Campbell, D. Shwartz, D. (1966) "Unobtrusive Measures: Nonreacrice Research in the Social Sciences" Chicago Rand Mc Nally							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.							
10. Exam access requirements	1. Achieved percentage of class attendance according to University rules 2. Preparedness for exercises and active participation in class							
11. Exam implementation	The following elements are included in the exam grade: the grade from the written exam (two midterms), the grade from the project, and the grade from the research part. From a ratio perspective, this looks like this:							
	Criteria	Weight share						

and assessment criteria	Written exam - 1st midterm	20%
	Written exam - 2nd midterm	20%
	Project	40%
	Assignments	20%

12. Assessment criteria - explanation

Scoring students' responses takes into account the accuracy of their answers, understanding of the course content, and their level of language proficiency.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Cyber communications and network science		Year	2	Semester	4
Course Name	Planning of integrated campaigns		Code	10486	ECTS	5
Lecturers	Asst. Prof. Tamara Kunić					
Teaching Method and Hours	Lectures	30	Seminars and workshops	10	Excercises	16
	Total	60			Midterms	4
Course Description						
1. Course objectives	Students will be introduced to the history, theory and practice of integrated (marketing) communications, the theory and practice of strategic communications planning, and the role of strategic communications in integrated marketing communications. They will acquire the knowledge and skills necessary to develop an integrated communications strategy and plan, with a special emphasis on distinguishing and applying communication tools that integrate target audiences into specific communication activities of the organization (company and political party) and designing synergies between advertising activities and the company's public relations activities.					
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Define the basic concepts and theories of strategic communication planning. 2. Define the basic concepts and theory of integrated marketing communications. 3. Apply the tools and tactics used in strategic communication. 4. Sketch an integrated communication strategy and produce a simple integrated communication plan. 5. Distinguish integrated communication strategies from non-integrated strategies (those in which there is no synergy between advertising content and public relations and in which there is no integration of target audiences into communication). 6. List case studies of successful integrated corporate and political communications. 7. Reproduce the components of a communication strategy and argue the function of each individual element of the strategy.					
3. Content	Introduction to communication planning. Definitions and terms. Plan and strategy. Theoretical background. Introduction to integrated (marketing) communications. History, definitions and terms. Theoretical background. The relationship between communication planning/strategy and integrated communications. Components of a communication strategy and plan. Description and function of each individual part of the strategy. Analysis of the current situation and research methods. Goals. Strategy (plan of all plans), understandable statement, vision and mission. Target audiences. Messages. Tactics and tools. Description and function of each individual tool. Branding and advertising. Public relations. Media relations. Relations with the market, with business and specialized institutions. Relations with political institutions and lobbying. Events. Promo materials. Sponsorships and donations and socially responsible business. Internal communication. Crisis communication. Internet and social networks. Activity timeline. Measuring success (methods). Development of integrated communication strategies. Designing an integrated communication plan and presentation of works.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Continuous assessment	0.5
					Project	2
7. Required literature	1. Gregory, A. (2006). Campaign Planning and Management. Zagreb: HUOJ 2. Kesić, T. (2003). Integrated Marketing Communication. Zagreb: Opinio d.o.o. 3. Jugo, D. (2013). Public Relations Strategies. Zagreb: Profil					
8. Additional literature	1. Belch, G.E., Belch, M.A. (2003). Advertising and Promotion: An Integrated Marketing Communications Perspective. http://202.74.245.22:8080/xmlui/bitstream/handle/123456789/54/Advertising%20and%20Promotion%206th%20ed.%20Belch.pdf?sequence=2 2. Cutlip, M.S., Center, A.H., Broom, G.M. (2003). Public Relations. Zagreb: MATE 3. Hodak, S. and Holy, M. (2012). Communication (strategies) of magic. Zagreb: Ljevak 4. Kunczik, M. (2006). Public Relations. Zagreb: FPZG/HUOJ 5. Pickton, D., Broderick, A. (). Integrated Marketing Communication. 6. Potter, L. (2007). Communication plan - the core of strategic communications. Zagreb: HUOJ					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.					

10. Exam access requirements	1. Achieved percentage of class attendance according to University rules 2. Preparedness for exercises and active participation in class																
11. Exam implementation and assessment criteria	Requirements for signing and taking the exam: minimum 70% attendance in class. Method of taking the exam: written exam, project development, communication plan according to previous instructions and active participation in class. Methods of assessment: Project (presentation of communication plan and oral exam): 60% of the final grade; written exam (1st preliminary exam): 25% of the final grade, continuous assessment 15%. The project is designed as a draft of an integrated communication plan (8-12 pages of Word) with an accompanying presentation. Course grading scale (in percentages): sufficient (2): minimum 51-60%; good (3): 61-74%; very good (4): 75-89%; excellent (5): 90-100%. Activity in class implies that students come prepared to class - read the literature scheduled for that week, actively follow the class and participate in the discussion and exercises. The written exam (1st preliminary exam) is based on the required literature and lectures. The exam is considered passed and a grade is entered if all criteria in the written exam are assessed positively, and in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Project</td><td>60%</td></tr> <tr> <td>Written exam</td><td>25%</td></tr> <tr> <td>Continuous check</td><td>15%</td></tr> </table> <table border="1"> <tr> <th>percentage</th><th>rating</th></tr> <tr> <td>0%-50%</td><td>1 (insufficient)</td></tr> <tr> <td>75%-89%</td><td>4 (very good)</td></tr> <tr> <td>90%-100%</td><td>5 (excellent)</td></tr> </table>	Criteria	Weight share	Project	60%	Written exam	25%	Continuous check	15%	percentage	rating	0%-50%	1 (insufficient)	75%-89%	4 (very good)	90%-100%	5 (excellent)
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12. Assessment criteria - explanation	Scoring students' responses takes into account the accuracy of their answers, understanding of the course content, and their level of language proficiency.																
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																

Program	Cyber communications and network science		Year	2	Semester	4
Course Name	Information systems structures		Code	10489	ECTS	5
Lecturers	Sr. Lect. Hrvoje Belani, Asst. Prof. Alen Šimec					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The goal of the course is to enable students to acquire competencies in the field of information systems and to teach students systematic thinking and analysis regardless of the context of application.					
2. Expected learning outcomes	- Define and classify various information systems - Explain and categorize the elements of information systems and the levels at which these elements operate - Analyze and review a specific information system - Design answers to specific problems within an existing information system - Create a blueprint and plan for the development and implementation of an information system that fits a specific entity - Propose an information system that includes elements of strategic thinking, luck, competition, and cooperation					
3. Content	Through lectures, students are introduced to the theory of information systems and its various applications. Students will be introduced to different information systems and their specificities and will be able to learn about the wide application of information systems in modern society. Students will learn to understand the structure of information systems and the ways in which information systems are designed and implemented, and what are the specificities of maintaining and adapting an information system. In exercises, students will learn through practical work on a computer various IT tools and procedures that are an integral part of different types of information (sub)systems: tools for individual use and efficiency (Ms Word, Ms Excel, MS PowerPoint), for supporting group work (MS Outlook, MS OneDrive, MS Teams) and for managing business processes and databases (MS Access). Teaching topics: Introduction to information systems. Basic structure of an information system. Classifications of information systems. Personal information system. Group information system. Organizational information system. Information system architecture. Information system development. Process model. Data model. Entity and relationship method. Service design in a digital environment with a focus on user experience.					
4. Admission requirements	There are no special requirements for enrollment.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, assignments and homework, active participation in classes, regular preparation for classes, taking midterm exams and possibly a written and/or oral exam in the event of unsuccessful passing the midterm exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	0.5
					Continuous assessment	0.5
					Project	0.5
7. Required literature	- Pavlič, M. (2011). Information Systems. School Book. - Lecture Materials.					
8. Additional literature	- Stair, R., and Reynolds, G. (2015). Fundamentals of information systems. Cengage Learning. - Šimović, V. (2009). Introduction to information systems. Zagreb: Golden marketing - technical book. - Varga, M., Strugar, I. (eds.) (2016). Information systems in business. Zagreb: Faculty of Economics.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The requirements for taking the exam are listed under points A. and B: A. PARTICIPATION IN CLASSES The obligation to attend classes is defined by the study rules. A student who has participated in less than 40% of the total number of classes during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. B. POSITIVE GRADE FROM CLASSES Classes include short tests, assignments, seminars, projects, homework and other activities encouraged by the teacher during classes. Each activity is scored. Based on the points achieved during classes, the student achieves a grade from this criterion, which contributes to the final grade with a share of 50% (see table). A positive grade from this criterion is a condition for obtaining a signature. The student is required to continuously monitor his/her success (number of points achieved). If the student does not have a positive grade from the class, the subject lecturer determines the entrance exam. The entrance exam is determined at the end of the class. The student takes care of the timely submission and defense of the entrance paper, which must be at least one week before the exam date.					

	The deadline for exercising the right to access the exam (second signature) is one year after enrolling in the course. If the student does not acquire the right to access the exam within that period, he is obliged to re-enroll in the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Continuous assessment</td><td>50%</td></tr> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Continuous assessment	50%				
Criterion	Weight share												
Written exam - 1st preliminary exam	25%												
Written exam - 2nd preliminary exam	25%												
Continuous assessment	50%												
12. Assessment criteria - explanation	Each criterion is evaluated according to the following scale: <table> <tr> <th>percentage</th><th>rating</th></tr> <tr> <td>0%-49%</td><td>1 (insufficient)</td></tr> <tr> <td>50%-63%</td><td>2 (sufficient)</td></tr> <tr> <td>64%-75%</td><td>3 (good)</td></tr> <tr> <td>76%-87%</td><td>4 (very good)</td></tr> <tr> <td>88%-100%</td><td>5 (excellent)</td></tr> </table>	percentage	rating	0%-49%	1 (insufficient)	50%-63%	2 (sufficient)	64%-75%	3 (good)	76%-87%	4 (very good)	88%-100%	5 (excellent)
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88%-100%	5 (excellent)												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information										VERN' University			
Program	Cyber communications and network science				Year	2		Semester	4				
Course Name	Introduction to research methods in the social sciences				Code	10485		ECTS	5				
Lecturers	Asst. Prof. Maja Kolega												
Teaching Method and Hours	Lectures	30		Seminars and workshops	10		Excercises	16		Midterms	4		
	Total	60											
Course Description													
1. Course objectives	The main goal of the course is to train students for independent research work, as well as for defining and solving concrete business and research problems as easily as possible, applying scientifically relevant methods and procedures. In order to achieve the main goal, the course will: introduce students to the basic features of scientific research work; instruct students in basic research methods, their application and interpretation, and prepare students for independent research work.												
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Argue what makes the difference between a scientific and non-scientific approach 2. Classify different sources and cite appropriate professional and scientific literature. 3. Compare research methods, their advantages and weaknesses depending on specific research questions 4. Formulate research objectives, research hypotheses and/or research questions 5. Plan appropriate research methods that enable the achievement of the set goals 6. Construct research instruments taking into account their metric characteristics. 7. Organize and conduct simpler research in the field 8. Perform simpler statistical processing of results and propose their interpretation												
3. Content	Basic principles of the scientific research approach. Types of research according to different criteria. Research phases:. Identification of the research problem and research topic. Defining the basic goals, hypotheses or research questions. Selecting an appropriate sample. Basic determinants, advantages and disadvantages of individual methods. Observation in natural conditions. Conducting interviews. Facilitation of conducting focus groups. Basic features of a case study. Content analysis. Surveys. Measurement scales. Composing a research instrument. Metric characteristics of measurement instruments. Experiment. Planning, organizing and implementing the research process. Choosing the correct statistical data processing. Presentation of research results. Measures of central value and variability. T-test, Hi2 test and correlation. Data processing, analysis and interpretation. Ethical challenges in the research process. Basics of academic writing.												
4. Admission requirements	There are no special requirements for enrolling in the course.												
5. Student obligations	Attend lectures and exercises, pass a written exam, develop and defend a research proposal.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5		Written exam	1.5		Activities	0.5		Research	1.5	Activities	0.5
7. Required literature	Tkalec Verčič, V., Sinčič Čorić, D. and Pološki Vokić, N. (2010). Handbook for Research Methodology, Zagreb: MEP d.o.o.												
8. Additional literature	- Lamza Posavec (2021) Methodology of Social Research, IDZ Ivo Pilar, Zagreb. - Petz, B., Kolesarić, V., Ivanec, D. ((2007) Petz's Statistics, SLAP Publishing, Jastrebarsko. - Foddy, W. (2001) <i>Constructing Questions for Interviews and Questionnaires</i>, University Press, Cambridge. - Iarossi, G. (2006) <i>The Power of a Survey Design</i>, World Bank, Washington D.C. - Milas, G. (2009) <i>Research Methods in Psychology and Other Social Sciences</i>, SLAP Publishing, Jastrebarsko. - Mejovšek, M. (2008) <i>Methods of Scientific Research in Social and Human Sciences</i>, SLAP Publishing, Jastrebarsko.												
9. Quality monitoring	Observation and evaluation of teaching. Course performance evaluation. Student survey.												
10. Exam access requirements	The requirement for taking the 1st preliminary exam is a minimum of 50% regular attendance, which includes the material covered up to that point (making up for absences for the 1st preliminary exam is not possible). If the student successfully passes the 1st preliminary exam, in the 1st and 2nd terms they only take the 2nd preliminary exam, which includes the 2nd part of the material. The requirements for taking the 2nd preliminary exam in the pre-term are: 70% of the total teaching A written presentation of the research conducted and its presentation Students with lower regular attendance may take the following exam terms, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. Students who achieve between 40% and 69% are required to make up for missed assignments with additional assignments assigned by the lecturer and submitted												

	no later than one week before the exam date, and the deadline for registering for the exam must be taken into account, i.e., the additional assignment must be submitted on time. Students whose attendance is lower than 40% are advised to retake the course in the next academic year. Part-time students have 20% mandatory attendance and a written research and presentation of the same as a condition for taking the exam.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Research</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	50%	Research	30%	Activities	20%
Criteria	Weight share								
Written exam	50%								
Research	30%								
Activities	20%								
12. Assessment criteria - explanation	The written part of the exam consists of questions that test knowledge of basic terminology from research methodology. 60% of the material is required to pass. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. The presentation of the research examines how much the student has adopted the form of writing a draft and whether he has acquired the competence of conducting and interpreting simpler research. The grade from exercises in class includes active participation in all tasks in class.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Cyber communications and network science		Year	3	Semester	5
Course Name	Advertising and copywriting		Code	10622	ECTS	5
Lecturers	Asst. Prof. (Art) Branimir Lazanja					
Teaching Method and Hours	Lectures	30	Excercises	26	Midterms	4
					Total	60

Course Description

1. Course objectives	Getting to know the historical, social and communicative foundations of advertising communication. Getting to know the basic concepts of advertising and the process of creating and designing advertisements from the perspective of a copywriter, that is, the perspective of a 'creative' in the advertising industry. Gaining insight into the basic stages and methodology of the so-called of the creative process of designing advertisements in the advertising industry through the simulation of work in a creative team and practical work on designing advertisements.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify the basic historical, social and communication foundations of advertising. 2. Analyze and explain basic advertising concepts from a copywriter's perspective. 3. Describe and comment on the position of a creative/creative team/department in the advertising industry and interactions with other participants in the process of creating marketing communication. 4. Describe and compare characteristic advertising forms and communication channels with their specificities. 5. Analyze advertising works at an elementary communication level. 6. Identify and interpret the basic phases of the creative process of designing advertisements and approaches to designing advertising communication. 7. Design and create basic advertising concepts at the pre-production level.					
3. Content	1. Historical, social and communicative foundations of advertising 2. Basic terms of advertising: position and perspective of copywriter 3. Analysis of advertising works: communication, production and creative-form perspective 4. Designing advertising communication - how to make a 'good' advertisement? 5. Advertising forms and communication channels: specifics of copywriting for certain media 6. Practical work on print ads, positioning slogans, TV and radio synopses at the pre-production level - simulation of work in a creative team. 7. Digital advertising. 8. Designing a transmedia concept for an integral advertising campaign.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of practical work, exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Portfolio	1.5
7. Required literature	1. Belak, B. (2008). Who the hell comes up with these commercials? Zagreb: Rebel. (selected chapters)					
8. Additional literature	• Sullivan, L. (2008). Hey Whipple Squeeze This. A Guide to Creating Great Advertising. New Jersey: AdweekMedia/Wiley. • Aitchison, J. (2003). Cutting Edge Advertising II. Prentice Hall. • Belak, B. (2013). An idea in a labyrinth. Zagreb: Rebel. • Zeiser, A. (2015). Transmedia marketing. Routledge.					
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.					
10. Exam access requirements	The requirements for taking the oral exam are regular attendance of at least 70%, completed exercises, and timely submission of practical work (print ads, TV and radio spot synopses, etc.). The requirement for taking the first preliminary exam is regular attendance of at least 50%. For the purpose of taking the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the course lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. Students whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				

	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	20%
	Practical work	30%
	Activities	20%
	20%	

12. Assessment criteria - explanation

The exam (colloquium or comprehensive exam) consists of tasks in written form that check the student's theoretical knowledge and their actual understanding of concepts and procedures from the subject of the course. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If, in such a case, the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Cyber communications and network science			Year	3	Semester	5	
Course Name	Online political activism and guerrilla communication tactics			Code	10320	ECTS	5	
Lecturers	Asst. Prof. Mirela Holy							
Teaching Method and Hours	Lectures	30	Seminars and workshops	26	Midterms	4	Total	60
Course Description								
1. Course objectives	The aim of this course is to acquire basic knowledge (historical development, terms and definitions) in the field of online political mobilization and cyber activism, relying on the conceptual apparatus and theoretical approaches of social movement studies. In case studies of cyber-feminism, cyber-environmentalism, cyber-terrorism and hackerism, students will gain insight into the specificities of computer-mediated communication and its potential for organizing individual and/or collective action with the aim of protest and resistance. The program conceived in this way aims to provide students with the basic knowledge necessary to distinguish and recognize the ways of using online communication as an unavoidable activist form of contemporary transnational social movements and global civil society. Given the democratic potential of online communication (bottom-up mobilization, do-it-yourself practices) and the theoretical and practical nature of this course, special emphasis is placed on developing the necessary competencies for recognizing all forms of guerrilla communication tactics and their successful use in order to achieve the goals of the organization.							
2. Expected learning outcomes	After successful completion of the course, students will: • Define the basic conceptual apparatus of the study of social movements and cyber activism; • Recognize the advantages and disadvantages of computer-mediated communication in the action repertoires of various forms of political mobilization; • Identify the significance of civil society in modern democracies and globalized society and how digital communications affect the methods of action of activist groups; • Define basic concepts and approaches in the field of cyber feminism, cyber environmentalism, cyber terrorism, hackerism; • Distinguish the tools, tactics and methods used in guerrilla communication • Recognize ways of using guerrilla communication on the Internet • Recognize the benefits and advantages of guerrilla communication • Describe concrete examples and case studies of cyber activism and online guerrilla communication • Create a guerrilla online campaign by default topic.							
3. Content	Introduction to studies of social movements and political activism (terminological distinction of related terms; constitutive elements of the definition of a social movement; organizational, ideological and action repertoires of the most recognizable social movements). Historical overview and socio-political contextualization of the use of media and communication tactics of social movements and political activism. Changes in the digital globalized age Basic concepts, theoretical perspectives and existing forms of cyber political activism; democratic-political potential and criticism; the dynamics of off-line political activism. International, regional and national examples. Cyber feminism (genesis, ideas, theorists, perspectives, case studies). Cyber environmentalism (genesis, ideas, methods, perspectives, case studies). Cyber terrorism (genesis, ideas, theories, perspectives, case studies). Hackerism (positive and negative connotations, transparency and crime, ideas, principles, case studies). Conventional and alternative communication tactics of social movements. Introduction to guerrilla communications (definitions, terms, examples). History of guerrilla communications. Tactics, tools and methods of guerrilla communication. The use of guerrilla communication on the Internet. The benefits and advantages of guerrilla communication. Conception and planning of a guerilla online campaign. Guerrilla laboratory - field teaching Presentation of seminar papers/projects.							
4. Admission requirements	None.							
5. Student obligations	1. Regular class attendance 2. Preparedness for exercises and active participation in class 3. Project in the field of online guerrilla activism (proposed plan or case study analysis).							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3.5				
7. Required literature	1. Castells, M. 2003. Internet Galaxy. Zagreb: Jesenski i Turk Publishing House							
8. Additional literature	• della Porta, D. et al. 2006. 'Global-Net for Global Movements? A Network of Networks for a Movement of Movements', in Globalization from Below: Transnational Activists and Protest Networks. University of Minnesota Press, pages 92-118. • Holy, M. 2009. 'Guerilla communication tactics', in Public relations for civil society organizations, edited by Hajos, B. Zagreb: HUOJ.							

	• Tomic, Koludrovic, Inge. 1991. Sociological theories about new social movements. Review of Sociology, Vol.22 No.3-4. • Reese-Schäfer, W. (2004). Civil society and democracy in Political thought, Vol XLI, no. 3, p. 65–79. Zagreb: FPZG • Hutter, K., Hoffmann, S. 2011. Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research. Asian Journal of Marketing, 39-54. • Janković, V. 2009. Cyberfeminism between theory and movement: a perspective on Croatia. Social Ecology: Journal of Environmental Thought and Sociological Research on the Environment, Vol.18 (2009), 1, pp. 5-27. • Karpf, David. 2010. Online Political Mobilization from the Advocacy Group's Perspective: Looking Beyond Clicktivism. Policy & Internet, Vol. 2, No. 4, 7-41. • Merceu, Dan. 2012. Digital Prefigurative Participation: The Entwinement of Online Communication and Offline Participation in Protest Events. New Media and Society, Vol. 14, No. 1, 153-169. • Nufer, G., (2013) Guerrilla Marketing – Innovative or parasitic marketing? Modern Economy, 1-6. • Shirky, C. 2011. The Political Power of Social Media. Foreign Affairs; January/February 2011, Vol. 90, No. 1, 28-41.												
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.												
10. Exam access requirements	The requirement for taking the written exam is to have at least 70% attendance. A student who has not achieved the right to a signature (attendance is less than 70%) can exceptionally compensate for the lack of engagement by writing and defending an entrance paper. If a student achieves less than 40% attendance, then he/she loses the right to compensation for the entrance paper and, in accordance with the regulations, loses the right to a signature. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the percentage of attendance).												
11. Exam implementation and assessment criteria	Exam method: written project exam - the exam is composed of theoretical questions and practical tasks related to the analysis and recognition of guerrilla communication methods and online political campaigns based on active participation in classes and exercises during the semester. Assessment methods: Written project exam: 100% of the final grade. Course grading scale (in percentages): <table border="1"> <thead> <tr> <th>percentage</th><th>grade</th></tr> </thead> <tbody> <tr> <td>0%-50%</td><td>1 (insufficient)</td></tr> <tr> <td>50%-60%</td><td>2 (sufficient)</td></tr> <tr> <td>61%-74%</td><td>3 (good)</td></tr> <tr> <td>75%-89%</td><td>4 (very good)</td></tr> <tr> <td>90%-100%</td><td>5 (excellent)</td></tr> </tbody> </table>	percentage	grade	0%-50%	1 (insufficient)	50%-60%	2 (sufficient)	61%-74%	3 (good)	75%-89%	4 (very good)	90%-100%	5 (excellent)
percentage	grade												
0%-50%	1 (insufficient)												
50%-60%	2 (sufficient)												
61%-74%	3 (good)												
75%-89%	4 (very good)												
90%-100%	5 (excellent)												
12. Assessment criteria - explanation	Activity in class implies that students come prepared to class - read the literature scheduled for that week, actively follow the class and participate in the discussion. The written project exam is based on the defense of the project and connecting the project with the theory from the required literature and lectures.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information								VERN' University	
Program	Cyber communications and network science				Year	3	Semester	5	
Course Name	Practicum: E-portfolio				Code	10623	ECTS	10	
Lecturers	Asst. Prof. Tamara Kunić								
Teaching Method and Hours	Lectures	60	Seminars and workshops	30	Excercises	30	Total	120	

Course Description

1. Course objectives	The goal of the e-portfolio practicum is that through this type of teaching, students have the opportunity to apply their theoretical knowledge in practice by working on a student project. The development and popularization of new and social media have brought changes to the way of working and opened up new opportunities on the labor market. The goal of the e-practicum course is to train students with practical knowledge so that they can be as competitive and successful as possible on the labor market. Through the e-practicum course, through practice and systematic work on a unique online platform, students would gain practical knowledge in the fields of journalism, politics, and the functioning and management of new and social media. In this way, they would follow new trends, develop the platform they work on and develop their knowledge in their field of interest. The course would focus on teaching students how to work on online platforms in order to write topics from their chosen field of study, but would also train students in documentation, measurement, monitoring and presentation of their work in a semester portfolio - work report. The e-practicum is designed as an online editorial office thematically divided according to students' majors and interests: journalism, politics, new and social media. Students would be divided into teams/sections – just like in real online editorial offices. Lectures are designed as editorial meetings where work would be monitored, progress reports given, and topics that have been published reviewed. The goal is to create a writing habit among future journalists, media workers, political commentators, and experts, to introduce them to the importance of online media and blogs, and to encourage them to create a collaborative network; mutual commenting and support for further work. At the end of the semester, the student submits a complete report on their work and the topics they covered.									
2. Expected learning outcomes	By successfully completing the course, students will be able to: • Create texts in their area of interest by writing and working in an online editorial office • Design work in a team and across editorial departments • Critically assess editorial policy and deadlines • Monitor, measure and report on their work • Develop writing • Critically assess media topics • Create their own media content: text, photos, infographics, memes... • Design a media and promotional campaign for the project									
3. Content	The course is designed for students to work as part of an online editorial team throughout the semester, working on topics in their area of interest. In addition to working in the editorial team, students will also be trained during the semester to monitor and analyze their work. Weekly lectures will include reports on work, but also lectures on: writing for new media; communication planning; environmental analysis; the importance of internal communication; setting goals and targets; strategies and tactics; case studies; creating content for social media: photos, videos, gifs, memes; mobile applications and their use in student projects; evaluation; traffic monitoring and communication measurement.									
4. Admission requirements	None.									
5. Student obligations	Working in the online editorial office by writing topics according to the area of interest/submitting a final report on work (portfolio) at the end of the semester.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Project	3	Practical work	3
	Activities	1								
7. Required literature	Teaching materials.									
8. Additional literature	• Brautović, M. (2011) Online journalism. Zagreb: School book. • Penović, A.; Ličina, B.; Cetinić, M.; Rašeta, I. (2014) Beat the internet (or the internet will beat you). Jasno&Glasno:Zagreb; • Palavra, Zdravko (2012) Features of virtuality in media for the transmission of traditional messages, MediAnali: an international scientific journal for media, journalism, mass communication and public relations issues, 6(11), 13-29 • Walker, B. (2014) „Crisis Communications in the 24/7 Social Media World: A Guidebook for CEOs and Public Relations Professionals“, Paramount Market Publishing, inc. • Napoletano, E. (2012) 'The power of Unpopular: A Guide to Building Your Brand for the Audience Who Will Love You (and why no one else matters)', Jogn Wiley & Sons, New Yearsy • CIPR (2012) Share This: The Social Media Handbook for PR Professionals, edited by Waddington, S. Chichester. John Wiley & Sons: London • Phillips, R.; Cordell, G.; Church, G.; Jones, S. (2010) Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements. John Wiley & Sons: Hoboken									

	• Jacobson, S.; Marino, J.; Gutsche, R. (2015) "The digital animation of literary journalism", Journalism, 1-25. • Jahng, M.R.; Littau, J. (2015) "Interacting Is Believing: Interactivity, Social Cue, and Perceptions of Journalistic Credibility on Twitter", Journalism & Mass Communication Quarterly, 1-21. • Kumpel, A.S.; Karnowski, V.; Keyling, T. (2015) "News Sharing in Social Media: A Review of Current Research on News Sharing Users, Content, and Networks", Social Media + Society, Munich, 1-14.								
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.								
10. Exam access requirements	The requirement for taking the written exam is to have at least 70% attendance. A student who has not achieved the right to a signature (attendance is less than 70%) can exceptionally compensate for the lack of engagement by writing and defending an entrance paper. If a student achieves less than 40% attendance, then he/she loses the right to compensation for the entrance paper and, in accordance with the regulations, loses the right to a signature. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the percentage of attendance).								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Research</td><td>25%</td></tr> <tr> <td>Exercise</td><td>25%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	50%	Research	25%	Exercise	25%
Criteria	Weight share								
Written exam	50%								
Research	25%								
Exercise	25%								
12. Assessment criteria - explanation	The course consists of work in the online editorial office of a student project. At the end of the semester, a special report (portfolio) is submitted for the project work, which lists everything that was done during the semester - analysis of the environment, communication goals, distribution by teams and within the editorial office, statistics for social networks, visual representations of communication, written articles.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Cyber communications and network science			Year	3	Semester	5			
Course Name	Security and communication			Code	10617	ECTS	4			
Lecturers	Prof. Vlatko Cvrtila									
Teaching Method and Hours	Lectures	30	Seminars and workshops	26	Midterms	4	Total	60		
Course Description										
1. Course objectives	In the modern world, the phenomenon of security accompanies numerous forms of human activity, influences them, and transforms them into new forms and patterns. The aim of the course is to describe and present the development of the concept of security, its contents and manifestations in modern society, and its connection with communication as the main tool used to create security perceptions of new challenges and threats. Furthermore, the aim is to recognize a speech act in public communication in which a certain issue is presented as an existential threat, which requires extraordinary measures, which can consequently threaten the stability of a certain society and community. The course will also cover the process in which an issue becomes a security issue, and tools for avoiding and reducing tensions created by the introduction of security concepts into public communication. Modern communication in cyberspace also requires a high level of protection of personal data and privacy, and the aim is to describe and present the possibilities of misuse, as well as threats to privacy.									
2. Expected learning outcomes	- Describe the development and basic concepts of security - Distinguish different security approaches - Recognize the processes of transforming some issues into security issues - Recognize abuses in public communication - Describe the behavior of actors and the content of communications - Demonstrate the use of tools to reduce the security implications of some issues that have become security issues - Recognize security threats to data protection and abuses in cyberspace.									
3. Content	Fundamentals and development of security; Modern society and security; New security challenges and risks; Security and communication; Shaping security issues and perceptions; Speech act and influence on the shaping of security issues; Models of shaping security issues; Limitations of models of shaping security issues; Models for reducing security meanings; elaboration of individual cases of shaping security issues and reducing security meanings; Data protection and misuse of cyber communication.									
4. Admission requirements	None.									
5. Student obligations	Regular attendance at classes. Submission and presentation of seminar papers and taking a midterm exam within the given deadline. After each completed block of classes, students are required to take a midterm exam/do a seminar/do an exercise to test the acquired knowledge.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Seminar	0.5	Activities	0.5
7. Required literature	1. Collins, Alan (2010), Contemporary Security Studies, Political Culture, Zagreb 2. Ivandić Vidović, Darija, Karlović, Lidija, Ostojić, Alen (2011), Corporate Security, HUMS, Zagreb									
8. Additional literature	- Balzacq, Thierry. "Constructivism and Securitization Studies." In The Routledge Handbook of Security Studies. Edited by Myriam Dunn Cavelty and Victor Mauer, 56–72. Abingdon, UK, and New York: Routledge, 2010. - Buzan, Barry, Ole Wæver, and Jaap de Wilde. Security: A New Framework for Analysis. Boulder, CO: Lynne Rienner, 1998. - Carey, Peter (2011), Data Protection. A Practical Guide to UK and EU Law, Oxford University Press - McDonald, Matt. "Securitization and the Construction of Security." European Journal of International Relations 14.4 (2008): 563–587. - Wæver, Ole. "Securitization and Desecuritization." In On Security. Edited by Ronnie Lipschutz, 46–86. New York: Columbia University Press, 1995. - Williams, Michael C. “Words, Images, Enemies: Securitization and International Politics.” International Studies Quarterly 47.4 (2003): 511–531.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The requirement for taking the written exam is to have at least 70% attendance. A student who has not achieved the right to a signature (attendance is less than 70%) can exceptionally compensate for the lack of engagement by writing									

	and defending an entrance paper. If a student achieves less than 40% attendance, then he/she loses the right to compensation for the entrance paper and, in accordance with the regulations, loses the right to a signature. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the percentage of attendance).
11. Exam implementation and assessment criteria	– active participation in class – understanding and interpretation of the material – preparation of a seminar paper - written exam
12. Assessment criteria - explanation	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, the result is recorded as 0 points
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University							
Program	Cyber communications and network science			Year	3	Semester	5						
Course Name	Celebrities, stereotypes and communication			Code	10618	ECTS	6						
Lecturers	Asst. Prof. Vjekoslav Đaić, Asst. Prof. Mirela Holy												
Teaching Method and Hours	Lectures	30	Excercises	26	Midterms	4	Total	60					
Course Description													
1. Course objectives	The aim of the course is to introduce students to the basic guidelines related to the terms celebrity and fame, in accordance with the criteria according to which people are considered famous and famous in Croatia and abroad (actors, musicians, athletes, politicians, TV personalities, models, designers, artists, entrepreneurs). Accordingly, the aim is to teach students knowledge in the theory of public communication and image creation with an emphasis on the analysis of the application of the theory to selected examples and the analysis of the image of public figures from the fields of politics, business, and popular culture. The ways in which individuals create and present their roles in society, as well as the role of the media and the audience in the presentation, are examined and described. The aim is for students to recognize stereotypes in the communication of social roles, situations, and other components of image creation.												
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Compare similarities and differences in the concepts of impression, image, identity, social role, audience expectations, social role context, and perception through expectations. • Distinguish and describe the characteristics of different categories of celebrities; • Analyze and describe how different elements of identity, such as race, sex/gender, are related to image construction. • Describe models of creating social stages and the roles of public perspectives from a sociolinguistic perspective. • Analyze image creation strategies with an emphasis on theories of agenda setting, framing, storytelling, spectacle construction, and stereotyping of social roles and activities.												
3. Content	Introduction to public communication. Analysis of media announcements and image construction in public communication. Theoretical foundations of the mechanisms and theories behind image creation with an emphasis on agenda-setting theories, framing, storytelling, constructing spectacles, stereotyping social roles and activities. Media portraits of individuals, groups and business entities. Creating a portfolio of the image of a public person or company.												
4. Admission requirements	There are no special requirements for enrolling in the course.												
5. Student obligations	Attendance of lectures and exercises, creation and presentation of a project assignment (seminar work).												
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Seminar	1	Project	1	Tasks	1			
7. Required literature	1. Nikolina, Borčić, Teaching materials in electronic form, Edunet system 2. Scientific and professional articles												
8. Additional literature	1. Rojek, C. (2001). Celebrity. London: Reaktion Books Ltd. 2. Bromley, D. (1993), Reputation, Image, and Impression Management, New York: John Wiley & Sons Ltd.												
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.												
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from the activities during the classes. Activities during the classes include participation in the preparation of exercises and discussions during the classes, the preparation and presentation of a portfolio with an analysis of the image of a selected person / group or company. A student who has not achieved the right to sign (less than 70% attendance in class and/or a negative grade during the classes) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper (an additional task of analyzing a selected political image). Students will be informed about the details regarding the entrance paper after the lecture. This method of compensation depends on the percentage of attendance, and the task is assigned accordingly.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>50%</td></tr><tr><td>Project</td><td>25%</td></tr></table>							Criterion	Weight share	Written exam	50%	Project	25%
Criterion	Weight share												
Written exam	50%												
Project	25%												

	Seminar	25%
12. Assessment criteria - explanation	The seminar paper includes a theoretical treatment of the selected topic, and is prepared individually. In addition to the quality of the selected topic according to the teacher's instructions and in particular the type and method of research, the final grade is also influenced by the form of the submitted assignment and (non)compliance with the deadlines for submission. In addition to the written project (portfolio), the final grade also includes the presentation of the project assignment. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University				
Program	Cyber communications and network science			Year	3	Semester	6			
Course Name	Design management			Code	10624	ECTS	5			
Lecturers	Assoc. Prof. Jadranka Ivanković									
Teaching Method and Hours	Lectures	30	Seminars and workshops	26	Midterms	4	Total	60		
Course Description										
1. Course objectives	The course is designed to introduce students to the latest knowledge in selected areas through THREE MODULES; MODERN MANAGEMENT, <i>DESIGN THINKING</i> and <i>CROWDFUNDING</i> . <i>The aim of the Modern Management module</i> is to introduce students to the role and importance of management and leadership of organizations, processes, people and projects. To enable understanding of basic concepts, theories and functions of management such as: planning, organizing, human resources management, leading and controlling, and to introduce students to selected contemporary topics in the field of management such as; managerial ethics and social responsibility, change management and learning organization. <i>The aim of the Design Thinking module</i> is to introduce students to the concept of <i>design thinking</i> and the application of relevant tools that will enrich their skills of innovative thinking and effective response to different types of challenges. The module is designed to guide students through all stages of the process of design reflection and action (empathy with customers/clients/partners, defining challenges, formulating ideas, prototyping, testing solutions and incorporating improvements based on feedback). <i>Goal of the Crowdfunding module</i> – to acquaint students with access to alternative sources of funds for financing different types of projects. After getting acquainted with this alternative way of financing, and with different examples of <i>crowdfunding</i> , students will have the practical task of designing the concept of a <i>crowdfunding</i> campaign, using experiences from the <i>design thinking</i> workshop and knowledge of cyber communications and social networks.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Connect (describe, differentiate, evaluate) contemporary concepts with the fundamental functions of management, namely; planning, organizing, human resources management, leading and controlling.. 2. Formulate different options for strategic positioning (strategic selection with the creation of a strategic canvas), based on the options of red and blue ocean strategy. . 3. Critically assess the existing directions of the company and formulate proposals for improvement in the areas of managerial ethics and social responsibility, change management and the application of the concept of a learning organization. 4. Apply certain techniques and methods in team management, conflict resolution and negotiation. 5. Conduct research in order to understand the problem, define the challenge, develop an idea, and create a prototype in order to materialize the idea and gain a deeper understanding of the creative way to solve the challenge and how to improve the solution prototype. 6. Design a team project management plan using innovative tools from all phases of design thinking (for analysis, synthesis and creation of solutions in a business environment) and a proposal implementation plan to improve the solution. 7. Design a plan for the realization of a crowdfunding campaign, develop scenarios for solving possible problems and using potential opportunities for the momentum of a crowdfunding campaign, and present a project proposal for running the campaign.									
3. Content	MODULE I: Introduction to modern management. Basic management functions; planning, organizing, human resources management, leadership, controlling. Selected topics of modern management; strategic management, red and blue ocean strategy, modern leadership models, team management, ethics and social responsibility, change management, learning organization. MODULE II: <i>Design thinking</i> – introduction to the methodology and application of <i>design thinking</i> on concrete examples. Application of innovative tools in phases (empathy, problem definition, ideation, prototyping, testing); analysis, synthesis, proposal of concrete solutions and its improvement in a given environment. MODULE III: <i>Crowdfunding</i> – introduction to the concept and application of alternative methods of financing projects. Examples of good and bad practice. Principles of effective action (<i>effectuation</i>). Development of scenarios and implementation plans for <i>crowdfunding</i> campaigns.									
4. Admission requirements	None									
5. Student obligations	According to the regulations and internal acts of VERN' University. Attendance at classes, participation in teamwork at workshops, conducting assigned research, participation in the preparation, development and presentation of projects (individually and in a team), reviews of each module.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Seminar	0.5	Continuous assessment	0.5	Project	1
	Practical work	0.5								

7. Required literature	1. a) Ivanković, J. (2025). <i>Working materials from the lectures</i>. (MODULE I) 2. b) Čorić, G. (2025). <i>"Design thinking" script and working materials from the workshop</i>. (MODULE II) 3. c) Hafner, H. (2017). Guide to crowdfunding. Rijeka: Association for the Development of Civil Society SMART. (MODULE III)												
8. Additional literature	1. Rupčić, N. (2018). <i>Contemporary Management – Theory and Practice</i>. Rijeka: Faculty of Economics, University of Rijeka. 2. Kim, W. C., and Mauborgne, R. (2005). <i>Blue Ocean Strategy - How to Create Uncontested Market Space and Make Competition Irrelevant</i>. Boston: HBS Press. 3. Rupčić, N. (2022). Creation and Development of Innovative Business Models. Rijeka: Faculty of Economics, University of Rijeka. 4. Antoljak, V. and Kosović, M. (2018). <i>Design thinking for non-designers – how to solve business problems and successfully innovate</i>. Zagreb: Školska knjiga. 5. Brown, T. (2008). Design Thinking. <i>Harvard Business Review</i> (2008 June issue; reprint R0806E), 1-10. 6. Liedtka, J. (2014). Innovative ways companies are using design thinking. <i>Strategy & Leadership</i>, 42(2), 40 – 45 7. Liedtka, J. (2018). Why Design Thinking Works? <i>Harvard Business Review</i>, September–October 2018, 72–79 8. Čondić-Jurkić, I. (2015). Crowdfunding – what do we know about an alternative source of financing? <i>Notitia - a journal for economic, business and social issues</i>, 1(1), 71-83. Retrieved from: https://hrcak.srce.hr/151755												
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.												
10. Exam access requirements	The student is required to attend at least 70% of the classes in EACH MODULE. In the event of attendance of less than 70% and more than 40%, the lecturer will assign additional assignments to make up for the absence, and in that case the student CANNOT take the exam early.												
11. Exam implementation and assessment criteria	The exam is considered passed and the final grade from the course is entered if all components of the final grade, i.e. all modules, are positively evaluated. Positive grades from all modules participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weighted share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Case-study</td><td>10%</td></tr> <tr> <td>Project</td><td>20%</td></tr> <tr> <td>Tasks</td><td>20%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </tbody> </table>	Criteria	Weighted share	Written exam	50%	Case-study	10%	Project	20%	Tasks	20%	Total	100%
Criteria	Weighted share												
Written exam	50%												
Case-study	10%												
Project	20%												
Tasks	20%												
Total	100%												
12. Assessment criteria - explanation	Written part of the exam - MODULE I: represents a test of knowledge from the material covered in the Module Contemporary Management. During the course of classes (Module 1), students participate in continuous tests and solve thematic tasks on the basis of which they can collect a certain number of points for the written exam. Case study work (MODULE II and III): represents a test of acquired knowledge and skills, application of what was learned during the workshop, and comparison of the team's efficiency in all phases of the completed <i>design thinking</i> workshop (in relation to the instructions obtained in the literature). Learning from mistakes. PROJECT TASK (Activities in a team project at the <i>Design thinking</i> workshop - MODULE II). Participation in familiarization with the method, presentation of examples of successful use of <i>design thinking</i>, and activities in all phases of work (empathy, problem definition, ideation, prototyping, testing) in a team project at a workshop on a relevant topic for cybercommunications and social networks. a designed plan for the realization of the selected <i>crowdfunding</i> campaign, and several scenarios for solving possible problems and using potential opportunities for campaign momentum. The goal of this activity is to gain practical experience in the application of <i>design management</i> and <i>design thinking</i> to create a <i>crowdfunding</i> campaign with the application of acquired knowledge in the field of cybercommunications and social networks. In the academic year, the student has the opportunity to take the written exam a limited number of times, as provided for in the calendar of teaching activities <i>If the teacher has reasonable doubts that the result in the written exam was not achieved without the help of others, he/she can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded.</i> NOTE: At least one field lesson will be offered as part of the class or outside of it (e.g. a visit to a <i>coworking</i> space or an incubator/accelerator for the development of innovative projects, attending a lecture - LEAP summit, and fig.). <table border="1"> <thead> <tr> <th>%</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </tbody> </table>	%	Grade	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5		
%	Grade												
60 - 69	2												
70 - 79	3												
80 - 89	4												
90-100	5												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University		
Program	Cyber communications and network science			Year	3	Semester	6	
Course Name	Identity, image, reputation and charisma			Code	11005	ECTS	5	
Lecturers	Asst. Prof. Stana Odak Krsić							
Teaching Method and Hours	Lectures	30	Seminars and workshops	6	Excercises	20	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The main goal of this course is to enable students to understand the basic concepts of identity, image, reputation and charisma and their mutual relationships. As these concepts are an integral part of everyday communication, as well as professional and business communication, it is extremely important to teach students to analyze how the identity and image of an individual or organization affect their reputation and perception in the public. The goal is also to apply theoretical knowledge to real examples from business and public life in order to better understand the challenges and opportunities of identity and reputation management. Through exercises and interactive tasks, students will first apply all theoretical knowledge to their own examples and examples of good practice from public life, and work on developing their own charisma and understanding how it can be used to strengthen personal and professional identity. Another important goal will be to encourage critical thinking about the influence of media and digital communication on building identity, image and reputation.							
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Explain the basic concepts of identity, image, reputation and charisma. 2. Interpret the prerequisites, importance and characteristics of the defined concepts. 3. Identify and analyze examples of good and bad practice. 4. Present the acquired theoretical knowledge and skills through concrete examples.							
3. Content	Theoretical definition of terms: identity, image, reputation and charisma. Communication styles. Personal image and reputation. Image and reputation in the digital environment. Management of interpersonal communication. Management of personal communication - communication quotient. Charisma - theories, assumptions and application in practice.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Continuous assessment	1	Exercises	1.5
7. Required literature	1. Tomić, Z. (2016). Public Relations – Theory and Practice. Sarajevo and Zagreb: Synopsis. (selected chapters)							
8. Additional literature	1. Tkalac Verčič, A. (2015). Public Relations. Zagreb: HUOJ. 2. Skoko, B. (2005) Croatia - Identity, image, promotion, Zagreb, Školska knjiga 3. Selected scientific and professional articles and essays							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.							
10. Exam access requirements	1. Achieved percentage of class attendance according to University rules 2. Preparedness for exercises and active participation in class							
11. Exam implementation and assessment criteria	The student is required to participate in at least 20% of the total number of teaching hours provided for in the study program and achieve an overall positive grade in other segments - practical tasks. The exam is considered passed and a grade is entered if all criteria in the written exam are assessed positively, and in the calculation of the final grade with the following shares: Criteria Part-time students Written exam 40% Exercises 60%							
12. Assessment criteria - explanation	-							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.							

General information						VERN' University		
Program	Cyber communications and network science			Year	3	Semester	6	
Course Name	Transmedia storytelling			Code	10630	ECTS	5	
Lecturers	Asst. Prof. (Art) Branimir Lazanja							
Teaching Method and Hours	Lectures	28	Seminars and workshops	28	Midterms	4	Total	60
Course Description								
1. Course objectives	Getting to know the conceptual and terminological framework of transmedia storytelling and its media, communication, economic and narrative aspects. Getting to know the basic principles, tools and genres of transmedia storytelling. Gaining insight into the structure of transmedia projects through their critical analysis and creation of narrative extensions for new or already established media projects.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Differentiate and explain the basic terms of transmedia storytelling and its media, communication, economic and narrative aspects. 2. Identify and describe the basic characteristics of the modern media ecosystem and the entertainment industry. 3. Describe and interpret the basic principles, tools and genres of transmedia storytelling. 4. Creatively analyze transmedia projects. 5. Apply the acquired knowledge in independent work on designing transmedia projects. 6. Design and create concepts for transmedia projects at the elementary narrative-production level.							
3. Content	Transmedia storytelling (TMS) – term, concept, history. Media, communication, economic and narrative aspects of TMS. A culture of convergence. "Narrative-centered" audience and participatory culture. Stories, storytelling and "narrative hunger". 7 principles of transmedia storytelling. Entertainment industry and TM project design. Fictional and non-fictional TMS. Basic tools and genres of TMS. Imaginary narrative worlds. Analyzes of TMS projects (The Matrix, The Blair Witch Project, Game of Thrones...): communication, production and creative perspective. Presentations of seminar papers on the topic of transmedia storytelling. Concept creation (project essay/assignment) for transmedia narrative extensions for new or some of the established media projects.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	1. Adequate attendance at classes and active participation in the teaching process. 2. Giving a presentation and submitting the corresponding seminar paper. 3. Writing a project essay/assignment.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	1	Project	1
7. Required literature	- Jenkins, H. (2003). Transmedia Storytelling. https://www.technologyreview.com/s/401760/transmedia-storytelling/ - Jenkins, H. (2007). Transmedia Storytelling 101. http://henryjenkins.org/2007/03/transmedia_storytelling_101.html - Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide (Introduction pp. 1-23; Chapter 3, Searching for the Origami Unicorn pp. 93-130). New York: New York University Press. - Jenkins. H. (2009). The Revenge of the Origami Unicorn: Seven Principles of Transmedia Storytelling. https://docs.google.com/document/d/1dWmrcRdd3lrjpv-h1mDy6W90TLJTGWiVLRsBKyhHDIU/preview - Power point presentation with classes.							
8. Additional literature	1. Scolari, C. (2014). Transmedia Storytelling: New Ways of Communicating in the Digital Age (in AC/E Digital Culture Annual Report). Accion cultural Española. http://www.accioncultural.es/en/digital_book_ac_e_digital_culture_annual_report_focus_2014 2. Phillips, A. (2012). A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms. New York: McGraw-Hill. 3. The Routledge Companion To Transmedia Studies (2019). (selected chapters) 4. Zeiser, A. (2015). Transmedia Marketing: From Film and TV to Games and Digital Media. Focal Press.							
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.							
10. Exam access requirements	The requirements for taking the oral exam are regular attendance of at least 70% of classes and completed exercises. The requirement for taking the first preliminary exam is regular attendance of at least 50%. For the purpose of taking the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time.							

	Students whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Seminar</td><td>15%</td></tr> <tr> <td>Project</td><td>20%</td></tr> <tr> <td>Activities</td><td>15%</td></tr> <tr> <td>Table></td><td></td></tr> </table>	Criteria	Weight share	Written exam	50%	Seminar	15%	Project	20%	Activities	15%	Table>	
Criteria	Weight share												
Written exam	50%												
Seminar	15%												
Project	20%												
Activities	15%												
Table>													
12. Assessment criteria - explanation	The exam consists of tasks in written form that test the student's theoretical knowledge and their actual understanding of concepts and procedures from the course topic. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If, in such a case, the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University									
Program	Cyber communications and network science			Year	3	Semester	6								
Course Name	Viral marketing			Code	10719	ECTS	5								
Lecturers	Assoc. Prof. Diana Plantić Tadić														
Teaching Method and Hours	Lectures	28	Seminars and workshops	28	Midterms	4	Total	60							
Course Description															
1. Course objectives	The main goal of the course is to introduce students to the field of alternative marketing communication and to highlight the importance and advantages of this unconventional method of marketing communication. Based on numerous practical examples of successful viral marketing campaigns on the global and local market, the course also aims to raise students' awareness of the importance, effectiveness and possibilities of using viral forms of marketing communication and creating a viral marketing campaign within the framework of an overall marketing strategy.														
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basic theoretical concepts of alternative marketing with a focus on the viral method of communication 2. Compare the alternative with the traditional concept of marketing communication 3. Assess the importance and purpose of applying individual viral marketing tools in modern market communication 4. Conduct research on the application of viral marketing on a practical example with appropriate analysis and interpretation of the results 5. Critically review new findings on the application of viral marketing 6. Create a viral marketing campaign for a specific market organization (profit and non-profit) from the public or private sector with an oral presentation of the author's conceptual solutions														
3. Content	Introduction to alternative marketing communication: definition, brief history and significance in contemporary market communication. Overview of new trends and forms of unconventional marketing. Comparison of traditional and alternative forms of marketing communication. Viral marketing – concept, advantages and role in the process of strengthening individual brands and the market presence of business organizations in the public and private sectors (empirical research). Examples of effective viral marketing campaigns in the public and private sectors. Creating an individual viral marketing communication campaign for an individual for-profit and non-profit business organization.														
4. Admission requirements	Passed exam in Digital Marketing course.														
5. Student obligations	Attendance of lectures and exercises, preparation and completion of project assignments, development of a research project.														
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Critical review	0.5	Project task 1	1.5	Project task 2	1.5							
7. Required literature	1. Teaching materials 2. Chaffey, D. and F. Ellis-Chadwick. (2019). Digital marketing: strategy, implementation and practice. Pearson														
8. Additional literature	1. Krajnović, A., Sikirić, D., Hordov, M. 2019. Digital marketing: a new era of market communication. Zadar: University of Zadar, Department of Economics 2. Scott, David Meerman. (2008). The new rules of viral marketing. 3. Krstić, N. (2015). Digital marketing: a glossary, Belgrade: Ars/Techne. 4. Chaffey, D. & Ellis-Chadwick, F. (2012). Digital Marketing: Strategy, Implementation and Practice. 1st ed. Harlow: Pearson Education.														
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.														
10. Exam access requirements	According to the University's normative acts, class attendance is mandatory. Regular class attendance significantly facilitates mastering the course program. A student whose regular class attendance is less than 40% cannot take the exam in that academic year and is instructed to take it again in the next academic year. The preparation of project assignments and a research project are a condition for registering for the exam.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Project</td><td>40%</td></tr><tr><td>Project assignment 1</td><td>20%</td></tr><tr><td>Project assignment 2</td><td>25%</td></tr></table>							Criteria	Weight share	Project	40%	Project assignment 1	20%	Project assignment 2	25%
Criteria	Weight share														
Project	40%														
Project assignment 1	20%														
Project assignment 2	25%														

	Critical review	15%

12. Assessment criteria - explanation	Point range	Grade
	61 - 70	2
	71 - 80	3
	81 - 90	4
	91-100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Cyber communications and network science	Year	3	Semester	6
Course Name	Professional practice	Code	10628	ECTS	5
Lecturers					
Teaching Method and Hours	Total			160	

Course Description

1. Course objectives	The main goal of professional practice is to test and apply certain acquired knowledge and skills, such as <i>community management</i> , digital marketing, campaign management on YouTube or TikTok, social media management, copywriting, campaign planning and management, advertising on digital platforms, analytics and measuring campaign success, CMS tools, etc. The goals of the practice are also aimed at concretizing the creation of the final thesis.
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.
3. Content	After completing the mandatory professional practice, the student is obliged to submit a student report on the completed professional practice. The report consists of the following elements: 1. cover 2. content 3. work diaries 4. mentor's report 5. possible recommendations 6. conclusion The report should contain all the mentioned elements in the indicated order. During the professional practice, the student keeps a weekly work diary. The diary is written by week and describes all the work that the student performed that week during the practice. The diaries are signed by the mentor and the student in the place provided for signature. The mentor's report is attached to the report. The mentor evaluates the student's work and completes the mentor's report on the completed professional practice in which the student's work is briefly described.
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice
5. Student obligations	Attending internships, performing assignments and work at internships, writing work logs and reports on internships, appropriate behavior in the organization
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held professional practice. Mentor's report.
10. Exam access requirements	Submitted report on completed professional practice.
11. Exam implementation and assessment criteria	The deadline for submitting the report is seven days after the internship has been completed. There is no numerical grade, only a passing grade of 'COMPLETED'.
12. Assessment criteria - explanation	

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Entrepreneurship economics			Year	1	Semester	1	
Course Name	Economic mathematics			Code	1945	ECTS	5	
Lecturers	Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	Acquiring basic mathematical knowledge, methods and procedures necessary for: - analysis, assessment and evaluation of economic quantities, processes and conditions in entrepreneurial business practice - independently solving elementary practical problems - unhindered attendance at other courses whose content is more or less mathematized.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Use basic mathematical functions as models for conducting business analyses. 2. Determine derivatives of basic functions. 3. Interpret the results of applying differential calculus in economics. 4. Apply the rules of percentage calculus to problems that arise in business or everyday life. 5. List the types and methods of calculating interest and their basic examples of application in practice. 6. Distinguish the effects of individual methods of calculating interest. 7. Apply the principle of capital equivalence in practical problems. 8. Conduct a long-term loan calculation with a repayment table for basic repayment models.							
3. Content	Real functions of one variable. Functions in economics. Derivation of a function of one variable. Extrema of real functions of one variable. Elasticity of functions of one variable. Functions of several variables. Homogeneous functions. Percentage and per mille calculus. Division calculus, mixture calculus. Price calculations. Simple interest calculus and applications. Compound interest calculus. Final and initial value of principal. Equal periodic payments and disbursements. Long-term loans. Some methods of assessing the profitability of investment projects							
4. Admission requirements								
5. Student obligations	Attendance of lectures and exercises, writing regular short tests, taking a preliminary exam or written exam, taking an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Meter, J., (2019). Business mathematics, script, VERN							
8. Additional literature	- Neralić, L., Šego, B., (2009) Mathematics, Zagreb: Element - Relić, B. (2002). Economic Mathematics, Zagreb: RiF							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the written exam is to attend classes regularly at least 70%. For the purpose of taking the written exam, a student can make up for absences by solving tasks from short tests in a timely manner, according to the instructions of the subject lecturer. Make-up for absences is not possible for midterm exams, or pre-term exams, so a student with a lack of regularity cannot take them. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course. The requirement for taking the oral exam is to pass the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	Written exam - 1st preliminary exam	20%						
	Written exam - 2nd preliminary exam	20%						
	Oral exam	60%						

12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first two chapters of the material. The second part covers the third and fourth chapters and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The written exam also consists of tasks that test the student's theoretical knowledge and understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, and not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 50 points in the written exam, and if the other conditions that may be set are met (e.g. solved mandatory tasks, a certain percentage of points from each part, etc.). If the teacher has a well-founded suspicion that the result in the written exam was not achieved with his own knowledge, he can schedule an additional oral exam. checking. If, in such a case, the student shows a significant lack of knowledge compared to the written one, or does not respond to that test, the result is 0 points. The oral part of the exam is accessed after passing the written part. It is held by the subject lecturer. If a student receives a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Entrepreneurship economics		Year	1	Semester	1				
Course Name	Informatics for office operations 1		Code	2692	ECTS	5				
Lecturers	Lect. Roman Rubčić									
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4		
	Total	60								
Course Description										
1. Course objectives	Instruct students in the basic and advanced elements of computer use in the MS Windows environment, as well as the basic concepts and techniques of electronic text processing using the MS Word tool as an example. Familiarize students with the basic rules and procedures for making presentations using the MS PowerPoint tool.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. demonstrate basic and advanced computer techniques in the MS Windows environment 2. recognize the basic building blocks of unedited text and its structure 3. give an example of a correctly structured unedited text 4. explain the methods and basic procedures for editing text 5. apply the mastered techniques through independent text editing according to a given template 6. combine the mastered techniques for their own text design 7. apply the procedures for manipulating edited text, final editing, text layout and preparation for printing 8. create a presentation according to the rules of good presentation									
3. Content	1. Basics of using a computer: Getting to know how to work on a computer. The user interface of the MS Windows 7 operating system. Working with folders and documents 2. Basics of word processing - Introduction to MS Word: General information about writing and processing text. The user interface of the MS Word program. Font and paragraph. Frames and shading. Lists. 3. Advanced topics in MS Word: Creating and formatting tables. Drawing in MS Word. Inserting images into a document. Ready-made shapes and organizational charts. Creating charts. 4. Creating presentations: Basics of MS Powerpoint. The user interface of the program Data entry and formatting. Slide animation and transitions. Rules for creating and maintaining presentations. 5. Styles: Predefined styles in MS Word. Setting and changing style properties. Creating user-defined styles. Text processing using styles. Hierarchical lists and styles. 6. Working with large documents and final text formatting: Page settings. Finding and replacing text. Header and footer. Sections. Page and line breaks. Preparing a document for printing.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking a preliminary exam and possibly a written and oral exam in case of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	0.5	Continuous assessment	0.5	Homework	0.5
7. Required literature	Buzov, I., Kubelka, O. Informatics for office operations 1 (script). Vern									
8. Additional literature	http://office.microsoft.com/hr-hr/word/ http://www.itdesk.info http://ecd1.hgk.hr/Html/Download.htm									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	Requirements for taking the exam: 1. participation in classes 2. positive grade from knowledge tests during classes. Explanation of requirements: The student is required to participate in at least 70% of the total number of teaching hours provided for by the study program and achieve an overall positive grade from knowledge tests during classes. Continuous knowledge tests during classes include announced and unannounced short tests, seminars, projects, homework and all other activities initiated during classes by the teacher. The student is required to continuously monitor his/her success (achieved number of points and percentage of attendance). By fulfilling these requirements, the student is assigned an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% attendance in classes and/or a negative grade during classes) may exceptionally compensate for the lack of engagement by preparing and defending an									

	entrance paper. Compensation for absences is not possible for preliminary exams, i.e. pre-term exams, so a student with a lack of regularity cannot take them. A student who has attended less than 40% of the total number of classes during the academic year cannot make up for the absences, but is required to re-enroll and take the course in the following academic year. Entry paper: If a student has not exercised the right to sign because he/she has attended between 40% and 70% of classes and/or has a negative grade during classes, the teacher prescribes an entry paper with which the student compensates for the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request. The student is required to take into account the time required to prepare the entry paper and to contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to take the exam). The entry paper consists of one or more tasks, which compensate for the lack of classes and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. The student is required to submit each of the assigned tasks in writing (the deadline and propositions are prescribed by the teacher) and to take part in the teacher's consultations. Failure to meet the deadline will result in the assignment being canceled. Any form of plagiarism will result in the assignment being canceled and the case being reported to the ethics committee. The deadline for submitting and defending all assignments that make up the entrance paper is Monday, September 26, 2022. Students who do not acquire the right to sign by that date will be directed to retake the course in the academic year 2022/2023																				
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Continuous assessment knowledge</td><td>30%</td></tr> </table> <table> <tr> <th>%</th><th>grade</th></tr> <tr> <td>0%-59%</td><td>1 (insufficient)</td></tr> <tr> <td>60%-69%</td><td>2 (sufficient)</td></tr> <tr> <td>70%-79%</td><td>3 (good)</td></tr> <tr> <td>80%-89%</td><td>4 (very good)</td></tr> <tr> <td>90%-100%</td><td>5 (excellent)</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	40%	Continuous assessment knowledge	30%	%	grade	0%-59%	1 (insufficient)	60%-69%	2 (sufficient)	70%-79%	3 (good)	80%-89%	4 (very good)	90%-100%	5 (excellent)
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12. Assessment criteria - explanation	During continuous assessments during classes, students collect points that are added up. At the end of the semester, a grade from this criterion is determined based on the total number of points achieved and the scale. The written exam can be taken in two parts. The first part ('first preliminary exam') is taken after 7 weeks of classes, and the condition for admission is attendance at at least 50% of classes in the first quarter. The second part ('second preliminary exam') is taken after the end of classes, and the condition for admission is a signature (see 1.10, above). These two partial written exams make up the so-called "Pre-term". During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams may take the remaining part partially in the first exam period. After the first exam period, in all other exam periods, the exam is taken in full (as a 'written exam'). A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and the University's study regulations. To pass the exam, at least 60% of the points must be achieved. If a student is not satisfied with the exam grade, the student may take the exam again, but in that case the grade already obtained is no longer valid. If the teacher has a reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond to the exam, a score of 0 points is recorded.																				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																				

General information					VERN' University	
Program	Entrepreneurship economics		Year	1	Semester	1
Course Name	Microeconomics		Code	1947	ECTS	5
Lecturers	Lect. Anita Lukenda Mlinac, Sr. Lect. Dubravka Maras					
Teaching Method and Hours	Lectures	30	Seminars and workshops	4	Excercises	22
	Total	60			Midterms	4
Course Description						
1. Course objectives	To provide an understanding of basic economic categories, as well as the current economic environment. To introduce students to the specific knowledge needed by a modern entrepreneur and manager in performing everyday tasks. To build a foundation for studying related disciplines in the continuation of their studies and applying the acquired knowledge to other professional fields and disciplines.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Comment on the most important theorists of economic thought 2. Explain the basic concepts of microeconomics 3. Graphically present the movement of the most important microeconomic categories 4. Interpret the basic indicators of a company's business performance 5. Calculate the break-even point in companies in different industries 6. Apply different pricing methods in a company 7. Present a business case from a real entrepreneurial environment					
3. Content	Introductory considerations. Fundamentals of economics: history of economic thought, participants in the economy, market. Supply and demand: determinants and theories of supply and demand, elasticity of demand. Entrepreneurship and business management: forms of business organization, social responsibility, profit, theories of business goals. Costs: types of costs and methods of cost management. Production and factor markets. Revenue and break-even point. Business competitiveness. Financial elements of business operations. Price formation and the influence of the state on business operations.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, taking a preliminary exam and/or written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Presentation	1
7. Required literature	1. Delač, D (2010). Microeconomics for Entrepreneurs and Managers. Zagreb: Grupa Vern d.o.o.					
8. Additional literature	1. Samuelson, P.A., Nordhaus, W.D. (2007): Economics, 18th edition, Zagreb: MATE d.o.o. 2. Internet - business sites 4. Professional journals and daily press					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The requirement for taking the written exam is to attend classes at least 70%. The exception is the first part of the written exam, which is written halfway through the semester, and which can be taken with a minimum of 50% regularity. For the purpose of taking the written exam, a student can exceptionally make up for absences by writing and submitting an entrance paper. The entrance paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The entrance paper must be submitted one week before the final deadline for applying for the exam, but not before the last week of classes. Making up for absences is not possible for the first part of the pre-term exam, which is written halfway through the semester. The requirement for taking the second part of the pre-term exam is a positive grade in the activities and seminar paper. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="309 163 828 324"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>50%</td></tr> <tr> <td>Presentation</td><td>15%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	50%	Presentation	15%
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Written exam - 2nd preliminary exam	50%								
Presentation	15%								
12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. To pass the written exam, it is necessary to achieve at least 60% of points. A student has the opportunity to take the written exam a limited number of times during the academic year - as provided for in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the grade, the exam can be retaken, but the grade already received will no longer be valid. If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is recorded as 0 points. 3. The seminar paper is prepared according to the rules of Vern'a and submitted in written form on the day of the presentation in front of the group, and at the time determined for each student at the beginning of the semester. The oral presentation should be accompanied by a power point presentation. The seminar paper grade is derived from the individual grades of the written paper and the public presentation. If a student is late with the seminar paper, the grade is reduced, and if he does not present it orally by the end of the class, he is obliged to do so during consultations.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Entrepreneurship economics			Year	1	Semester	1	
Course Name	Basics of business psychology and communication			Code	2697	ECTS	5	
Lecturers	Sr. Lect. Silvana Fratrić Kunac							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To enable students to acquire basic knowledge in the field of psychology, necessary for understanding the business context and their own role in it. To ensure the acquisition and practice of communication skills, with an emphasis on presentation skills and assertive communication. To instruct and train students in the independent use of professional literature.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Describe psychology as a scientific discipline • Interpret the results of psychological research • Distinguish basic psychological processes • Identify factors of perception and social perception • Explain the dimensions of self-concept and the development of self-esteem • Explain the differences and functions of verbal and non-verbal communication • Independently create a presentation and present in front of the camera • Describe the basic principles of assertive communication							
3. Content	Introduction to psychology: theoretical directions, methods, branches, interpreting the results of psychological research. Learning and memory: principles, forgetting, mnemonics, rational learning. Similarities and differences between people: abilities, personality, interests and motivation, attitudes. Perception: determinants, deviations. Social perception: determinants, typical errors, how to improve accuracy in assessing people. Self-image and self-esteem: dimensions, development, personality defense mechanisms. Positive psychology: state of 'flow', locus of control, self-fulfilling prophecy, learned helplessness. Communication: verbal, non-verbal. Successful presentation: general principles, recording and analysis of student presentations. Assertiveness: characteristics, assertive techniques, conflict resolution strategies. Stress: causes, symptoms, coping..							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, presentation in front of the camera, completion of an independent research assignment, passing a preliminary/written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.0	Seminar	1	Presentation	0.5
7. Required literature	• Miljković Krečar I., Kolega M. (2013) Psychology in the business environment. Zagreb: VERN' d.o.o.							
8. Additional literature	1. Miljković, D., Rijavec, M. (2001.) Conversations with the Mirror. Zagreb: IEP-D2. • Miljković, D., Rijavec, M. (2001.) Managerial Skills. Zagreb: IEP-D2,MEP. • Miljković, D. Rijavec, M., Brdar I (2008.) Positive Psychology. Zagreb: IEP							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							

10. Exam access requirements	The requirement for taking the 1st preliminary exam is a minimum of 50% regular attendance, which includes the material covered up to that point (making up for absences for the 1st preliminary exam is not possible). If the student successfully passes the 1st preliminary exam, in the 1st and 2nd terms they only take the 2nd preliminary exam, which includes only the 2nd part of the material. The requirements for taking the 2nd preliminary exam in the pre-term are: ° 70% of the total teaching ° a written seminar and a presentation of the same ° a presentation in front of a camera ° a second signature Students with lower regular attendance can take the following exam terms, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to a second signature, or exam registration. Students who achieve between 40% and 69% can make up for absences by writing and submitting an entrance paper whose topic is assigned by the subject lecturer and which is submitted NO LATER than one week before the exam date, and the deadline for registering for the exam, or submitting the additional assignment on time, should be taken into account. Students whose attendance is lower than 40% are advised to retake the course in the next academic year.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="308 593 828 873"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Seminar paper</td><td>20%</td></tr> <tr> <td>Presentation in front of the camera</td><td>10%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Table of contents</td><td></td></tr> </tbody> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Seminar paper	20%	Presentation in front of the camera	10%	Activities	10%	Table of contents	
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Written exam - 2nd preliminary exam	30%														
Seminar paper	20%														
Presentation in front of the camera	10%														
Activities	10%														
Table of contents															
12. Assessment criteria - explanation	The exam is taken in writing and can be taken in two parts. The first part is written in the middle of the semester, after the first 7 weeks of classes. The requirement for admission is a minimum of 50% regular attendance and it covers the material covered up to that point. If a student successfully passes the first preliminary exam, in the 1st and 2nd terms, they only take the second preliminary exam, which covers the second part of the material. In the 3rd and 4th terms, the first preliminary exam is no longer recognized, but students take the exam from both parts of the material. The exam consists of 10-12 essay-type questions that require understanding of the theory and application to some specific situations. The criterion for a passing grade is 60% of the exam being answered correctly. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded.														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.														

General information						VERN' University				
Program	Entrepreneurship economics		Year	1	Semester	1				
Course Name	Business English 1		Code	10277	ECTS	5				
Lecturers	Lect. Vesna Gruja Tomić, Sr. Lect. Irena Medvešek									
Teaching Method and Hours	Lectures	28	Excercises	28	Midterms	4	Total	60		
Course Description										
1. Course objectives	Introducing students to the basic vocabulary, structures and functions of business English necessary for oral and written communication in English in a business environment. Developing language skills (understanding text, listening, writing and speaking) and fluency and accuracy at the B2 level of language knowledge. Enables students to follow classes from other courses that use texts in English.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. discuss social networks 2. recognize and apply some communication strategies 3. write a business report 4. use collocations related to the business environment 5. express yourself in an indirect way and use vocabulary related to the provision of the service 6. use some assertive communication strategies 7. respond to complaints 8. distinguish between informal and formal register									
3. Content	Since the study groups consist of students with different entry levels, the course content covers the structures and functions of all 4 language skills required for personal and business communication in the profession, ranging from B1 to C1 language levels according to the Common European Framework of Reference for Languages. The course covers topics related to communication on social networks, rules and restrictions related to environmental protection, work-life balance. And writing a business report. Language structures include verb tenses, relative clauses.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation for classes, active participation in classes, carrying textbooks and other supplies, taking a preliminary exam or written exam, taking an oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Oral exam	1	Activities	1
7. Required literature	1.Rachel Appelby, Frances Watkins (2014) International Express Upper Intermediate, Oxford University Press									
8. Additional literature	1. Raymond Murphy, Essential Grammar in Use, Cambridge University Press, 1994 2. McCarthy and O'Dell: English Vocabulary in Use, Cambridge University Press, 1999 3. New Oxford Business English Dictionary, Oxford: Oxford University Press, 2005 4. Oxford Collocations Dictionary, Oxford: Oxford University Press, 2003									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes of at least 70%. For the purpose of taking the written exam or preliminary exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, and no later than 5 days before the deadline for applying for the exam. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
	Criterion		Weight share							
	Written exam - 1st preliminary exam		35%							
	Written exam - 2nd preliminary exam		35%							
	Oral exam		20%							
Activities		10%								
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material. The second part covers the second half and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed									

	any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test. The oral part of the exam is administered by the subject lecturer. If the student receives a negative grade in the oral exam, he or she must retake it.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Entrepreneurship economics			Year	1	Semester	1	
Course Name	Business Croatian language			Code	2693	ECTS	5	
Lecturers	Lect. Snježana Babić Višnjić							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The objectives of this course are to master the basic knowledge of administrative-business style, the spelling and grammatical norms of the Croatian language, and the methods and procedures necessary for: - distinguishing administrative-business style from other functional styles of the standard Croatian language - using normative manuals of the standard Croatian language - spelling, grammar, dictionary and language manuals-advisors - independently writing applications, CVs, job offers, business letters, recommendations, etc. - unhindered attendance at classes in other courses whose material is more or less related to spelling or grammatical issues of the standard Croatian language.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - recognize the characteristics of administrative-business style - connect knowledge of administrative-business style with writing applications, CVs, business letters, offers, etc. - apply knowledge of spelling and grammar when writing various business messages - use various language manuals-advisors and normative manuals of the Croatian standard language - use knowledge of grammar and spelling when writing seminar papers for other courses, etc. - use knowledge of language in oral or written presentations, etc. - recognize the most common spelling, grammatical and grammatical errors.							
3. Content	The course content is based on the study of spelling and grammar issues, which includes: uppercase and lowercase letters, compound and compound word writing, writing foreign words, č, ć, đ, ije/je/e/i, abbreviations, slurs and spelling signs; normative manuals and language advisors, the most common spelling errors, etc. In the part dealing with business Croatian language, the following are studied: characteristics of administrative-business style, parts of a business letter, forms of a business letter (regular block, modern combined and full American block), writing an application and CV, presentation (presentation of a product or service), creating a business offer, interview and advertisements.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Oral exam	1	Seminar	1
7. Required literature	Krampus, V., Zrinjan. S. (2013). Business Croatian Language. Zagreb: Vern`							
8. Additional literature	- Jozić, Ž. et al. (2013). Croatian orthography. Zagreb: Institute of Croatian Language and Linguistics. - Težak, S., Babić, S.(2000). Grammar of the Croatian Language. Zagreb: Školska knjiga. - Anić, V.(2000). Dictionary of the Croatian Language. Zagreb: Novi liber. - Pease, A.(2002). Body language. Zagreb: AGM. - Boban, V.(2003). The beginning of spoken communication. Zagreb: DAN.							
9. Quality monitoring	1. Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: - A minimum of 70% attendance at classes. - Submitted exercises - At the end of the semester, the condition for taking the second partial exam or the full exam is passing the oral part of the exam. The exception to point a) is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%.							

	For the purpose of taking the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period of the subject lecturer 5 days before the exam date or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Making up for absences is not possible for the 1st mid-term exam, which is written in the middle of the semester. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points. The oral exam is taken during class and consists of a short presentation (5 to 7 minutes) of some content from the field of Croatian cultural heritage, as agreed with the subject teacher.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Oral exam</td><td>30%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Oral exam	30%	Activity	10%
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Written exam - 2nd preliminary exam	30%										
Oral exam	30%										
Activity	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the area of business Croatian language. The second part covers grammar and spelling and is written after the end of classes. These two partial written exams make up the so-called "pre-term". In the first exam term, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The tasks are designed to test both understanding of the material and not just mastery of the technique. The activity is assessed according to the student's actual contribution to the class. The activity also includes exercises that are given during class, in agreement with the subject teacher, and are as follows: a job application, your own CV, a job offer or a business letter, and 10 questions to prepare for an interview. They must be submitted by the end of class at the latest.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Entrepreneurship economics		Year	1	Semester	2
Course Name	Macroeconomics		Code	1966	ECTS	5
Lecturers	Lect. Anita Lukenda Mlinac, Sr. Lect. Dubravka Maras					
Teaching Method and Hours	Lectures	36	Seminars and workshops	6	Excercises	16
	Total	60			Midterms	2

Course Description

1. Course objectives	To provide an understanding of the basic economic categories related to macroeconomic entities within the economy, as well as the laws and principles that operate in the complex system of the national economy. To introduce students to the possibilities of practical use of acquired competences in the field of macroeconomics in performing everyday business activities and as a basis for studying other related disciplines.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basic macroeconomic concepts studied by economics 2. List the basic concepts and categories of gross domestic product 3. Describe how aggregate variables operate within simpler economic models 4. Interpret what economic growth is and what is the difference between economic growth and economic development, and what elements are crucial for driving growth within a national economy 5. Interpret the internal and external causes of business cycles and their impact on economic trends 6. Identify negative phenomena in macroeconomics, causes of unemployment, and the positive and negative effects of inflation on the economic system 7. Assess the role of economic expectations and their impact in macroeconomics 8. Prepare and present a seminar paper on a given topic					
3. Content	The concept and content of Macroeconomics; Introductory concepts; Keynesian economics; Gross domestic product; Aggregate supply and demand; Economic growth; Business cycles; Inflation; Unemployment; Economic policy, goals and expectations; Industrial policy; Fiscal policy; Money and Monetary policy; Contemporary economic theories; Open economy;					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, possibility of taking exams via midterms and a written exam in case of unsuccessful midterms					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Seminar	1
7. Required literature	1. Darko Delač, MACROECONOMICS for entrepreneurs and managers, Textbook, 2014. Zagreb, Vern'					
8. Additional literature	1. Samuelson, P.A., Nordhaus, W.D. (2008) Economics. Zagreb: MATE d.o.o. 2. Blanchard, O. (2009) Macroeconomics. Zagreb: MATE d.o.o.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 70% attendance*, positive class activity. Positively graded seminar paper and presentation. (* The first preliminary exam, which is written midway through the semester in the 7th or 8th week, can be taken with a minimum attendance of 50%.) For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an additional seminar paper (if their attendance is between 40-69%). The preparation of an additional seminar paper is carried out according to the Working Instructions on Writing Seminar Papers, and the paper must be accepted no less than 15 days before the exam deadline, or partial exam. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				
	Written exam - 1st midterm exam	35%				
	Written exam - 2nd midterm exam	35%				
	Activities	10%				

	Seminar paper and presentation	20%
12. Assessment criteria - explanation	Activity in classes and exercises: During classes, the subject teacher, through work in small groups, continuously monitors and evaluates students in class based on their individual contribution to the success of the class through: active and constructive participation in problem discussions on the given topic, the quality of the questions asked, encouraging other students to engage in quality and professional discussions, concentrated monitoring of classes, and readiness for classes, which is evident during the check of understanding of basic concepts and knowledge that is carried out at the beginning of each lecture, and related to previously covered and completed teaching units.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Entrepreneurship economics			Year	1	Semester	2	
Course Name	Marketing basics			Code	2694	ECTS	5	
Lecturers	Lect. Zrinka Mrkonjić, Assoc. Prof. Diana Plantić Tadić							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	To enable understanding of the basic concepts, relationships and consequences of marketing as a business concept and process in the business of an organization. To introduce students to the most important marketing tools and marketing strategies. To point out the importance of understanding and applying all elements of the marketing mix. To encourage students to apply the acquired theoretical marketing knowledge in practice through a business case for developing a marketing plan.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain basic marketing concepts (especially elements of the marketing mix) • Interpret the role of marketing and strategic marketing in society and in today's competitive market • Describe consumer behavior in the final and business consumption market - process, types, influential factors • Create an analysis of the forces of the marketing environment • Describe the process of marketing market research and compile a survey questionnaire for the research • Determine the elements of the STP approach for individual products on the market • Explain the elements of the marketing mix (each separately) and the tools of these forms (also in service marketing) • Create a basic marketing plan model independently (according to the given guidelines)							
3. Content	Basic concepts in marketing, its role and significance. The emergence and development of strategic marketing. Forces of the marketing environment. The role of marketing and strategic marketing in society and today's competitive market; Understanding the end-consumer market and the business-consumer market. The role and significance of marketing research. Understanding and applying STP. Development of production variables: brand creation strategy, new product development, specifics of service marketing, product life cycle strategy, development of price variables, distribution variables, development of integrated marketing communications.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation of a project assignment - marketing plan, written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Marketing plan	1		
7. Required literature	1. Kotler, Keller, Martinović (2014). Marketing Management, 14th edition, Zagreb: Mate 2. lecture notes							
8. Additional literature	1. Kotler, , Keller (2015). Framework for Marketing Management, Global Edition, 6/E. Pearson							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	According to the University's normative acts, class attendance is mandatory. Regular class attendance significantly facilitates mastering the course program Fundamentals of Marketing. Irregular class attendance may be an obstacle to taking the exam in the course, or a reason to re-enroll in the course in the next academic year. A student whose regular class attendance is less than 40% cannot take the exam in that academic year and is instructed to take it again in the next academic year. The condition for taking the written exam is regular class attendance of at least 70%. The exception is the 1st part of the written exam (1st preliminary exam), which is written halfway through the semester, and which can be taken with at least 50% regular attendance. For the purpose of taking the written exam, a student can make up for absences (if their attendance is at least 40%) by writing and submitting a seminar paper on a topic defined by the subject teacher, according to the instructions for seminar papers. The seminar paper is submitted in electronic form to the lecturer's email with notification to the lecturer via the portal. The project assignment - marketing plan is submitted to the lecturer in the last week of classes or subsequently submitted in electronic form to the lecturer's email with notification to the lecturer via the portal. The lecturer is obliged to read the marketing plan <i>within 10 days</i> and evaluate it if it has met the minimum requirements. <i>It is not a condition for taking the preliminary exam and/or exam.</i>							

	To facilitate the acquisition of knowledge and the creation of a marketing plan, students are entitled to demonstrations that are held at pre-announced times.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the following conditions are met: - The student has passed the written exam (in parts or in full) - The student has passed the oral exam (if necessary). - The student has submitted a Marketing Plan that has been passed Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Marketing plan</td><td>25%</td></tr> <tr> <td>Activity on class/Oral exam (if necessary)</td><td>25%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Marketing plan	25%	Activity on class/Oral exam (if necessary)	25%
Criteria	Weight share										
Written exam - 1st preliminary exam	25%										
Written exam - 2nd preliminary exam	25%										
Marketing plan	25%										
Activity on class/Oral exam (if necessary)	25%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and covers chapters one to nine of the material. The second part covers chapters ten to twenty, and is written after the end of classes. These two partial written exams (colloquia) make up the so-called pre-term. In the first exam period, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks that test the student's theoretical knowledge, as well as their actual understanding of concepts and application of what has been learned. The tasks are designed to test both understanding of the material, and not just mastery of techniques. Bonus points - one-time: 1. midterm exam - Timely submitted and accepted Survey Questionnaire: 3 points 2nd midterm exam - Timely submitted and positively assessed Marketing Plan: 3 points The grade from the written exam is positive if the student has achieved at least 61% of the points. Bonus points are added to the exam points before being converted into the grade. The total points are converted into the grade as shown in the table. During the course, the subject teacher evaluates the student based on observations of his/her activity in class and possibly by oral knowledge testing, if the teacher deems such knowledge testing necessary or the student requests it. Activity in class refers to constructive, critical thinking and active participation in problem discussions, but also appropriate behavior and passive participation (listening, following) during class. The oral part of the exam can be taken, at the student's request, after passing the written part. It is maintained by the subject teacher. <table border="1"> <thead> <tr> <th>Range of points</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>61 - 70</td><td>2</td></tr> <tr> <td>71 - 80</td><td>3</td></tr> <tr> <td>81 - 90</td><td>4</td></tr> <tr> <td>91-100</td><td>5</td></tr> </tbody> </table>	Range of points	Grade	61 - 70	2	71 - 80	3	81 - 90	4	91-100	5
Range of points	Grade										
61 - 70	2										
71 - 80	3										
81 - 90	4										
91-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Entrepreneurship economics			Year	1	Semester	2	
Course Name	Basics of entrepreneurship			Code	2698	ECTS	5	
Lecturers	Prof. Stud. Iva Senegović							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Fieldwork	4	Total	60				
Course Description								
1. Course objectives	Develop a personal interest in entrepreneurship based on the knowledge and skills of correctly assessing entrepreneurial opportunities and understanding the entire entrepreneurial process. Provide knowledge and skills that enable the launch and survival of a company on the market, using all the benefits provided by the system of support and encouragement of entrepreneurship at the state and local levels. Instruct students on the specifics of special forms of entrepreneurship: family, women's, rural, social, internal entrepreneurship and franchising.							
2. Expected learning outcomes	1. Interpret the importance of entrepreneurship in modern market conditions and the role of various stakeholders in the development of a positive entrepreneurial environment 2. Explain the basic concepts of entrepreneurship and the entrepreneurial process and connect them with practice using examples 3. Verify a business idea by combining various management tools for testing a business opportunity 4. Create a business model outline and collect information for acquiring the necessary funds and entrepreneurial support 5. Compare the advantages and disadvantages of specific forms of entrepreneurship and demonstrate the application of an adequate local/regional/national system of support for entrepreneurship							
3. Content	The importance of entrepreneurship in modern economic development; Basic concepts, theories and schools of entrepreneurship; Driving forces of entrepreneurship: entrepreneur, opportunity and resources; Verification and evaluation of business ideas; Strategic tools for assessing entrepreneurial opportunities: PEST, SWOT, Porter's model; Entrepreneurial process: vision, mission, goals, strategy; Structuring a business plan - Creating a business model outline; Company life cycle; Business ethics in entrepreneurship; Special forms of small and medium-sized enterprises (Family entrepreneurship, Rural entrepreneurship, Women's entrepreneurship, Social entrepreneurship, Internal entrepreneurship, Franchising); Entrepreneurship and local/regional economic development; Supporting infrastructure of small and medium-sized enterprises.							
4. Admission requirements	None							
5. Student obligations	Attendance at classes, preparation of portfolio and seminar paper, taking a written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	1	Portfolio	0.5
7. Required literature	Brusić, A.; Cvitanović, V.; Gregov, Z.; Kutnjak, V.; Tomić, D.; Žanić, V. (2009). <i>Entrepreneurship I: Textbook</i> / T. Štuka (ed.). Zagreb: Grupa VERN d.o.o. Brusić, A.; Hock, M.; Kutnjak, V.; Lang Perica, M.; Žanić, V. (2005). <i>Entrepreneurship II</i> , internal script /edited by V. Žanić and V. Cvitanović (2009), Zagreb: VERN' University of Applied Sciences.							
8. Additional literature	Timmons, J. A. (1999). <i>New Venture Creation: Entrepreneurship for 21st Century</i> , 5th Ed., Irwin / McGraw-Hill, Glas, M. and group of authors (1999). <i>Entrepreneurship for the 21st century: a manual for teachers / trainers, advisors and promoters of entrepreneurship</i> . Zagreb: Ministry of Economy of the Republic of Croatia. Osterwalder, A. and Pigneur, Y. (2014). <i>Creation of business models</i> . Zagreb: School Book. Act on Improvement of Support Infrastructure from 2018 Selected scientific and expert articles, publications of support institutions							
9. Quality monitoring	Student survey. Evaluation of teaching with the help of fellow experts. Teacher self-analysis.							
10. Exam access requirements	Requirements for access to written exams and midterm exams: - Part 1 of the written exam in the pre-term (1st midterm exam): regular attendance of at least 50% and portfolio - Part 2 of the written exam in the pre-term (2nd midterm exam): regular attendance of at least 70% and assigned "second signature" - Written exam and midterm exam correction: assigned "second signature" <u>Right to take the exam, i.e.. A student acquires a "second signature" if he/she was present at least 70% of the classes held and if he/she has completed: - Delivered and presented the seminar 'Interview with an Entrepreneur' - Presented and submitted a portfolio (mind map). A student who does not have sufficient regularity can subsequently acquire a second signature if he/she presents a seminar paper from the material he/she missed during the regular consultation period. Compensation is not possible outside of the regular consultation periods. Compensation for absences is not possible for the 1st mid-term exam, which is written in the middle of the semester. A student whose regularity in classes is less than</u>							

	40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:	
	Criterion	Weight share
	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	30%
	Seminar - Interview with an entrepreneur	25%
	Portfolio	10%
	Activities	5%
12. Assessment criteria - explanation	Points	Grade
	60 - 69	2
	70 - 79	3
	80 - 89	4
	90-100	5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Entrepreneurship economics			Year	1	Semester	2	
Course Name	Fundamentals of law			Code	2696	ECTS	5	
Lecturers	Asst. Prof. Zdenko Konjić							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Fieldwork	4
	Total	60						
Course Description								
1. Course objectives	To introduce students to basic legal concepts and institutes in general from those legal areas that entrepreneurs in the private sector and employees in public companies and state administration bodies encounter in business practice. To enable students to understand certain legal concepts, institutes and norms whose knowledge is necessary as a theoretical and practical basis for studying more complex legal issues. To introduce students to the method of monitoring and studying regulations and to develop strategies for solving simpler legal problems.							
2. Expected learning outcomes	Upon successful completion of the course, students will: - Describe the development and connection between the state and law and the basics of the European Union legal system - Explain the structure of the state, its characteristics and functions - Identify the basics of the legal system and its components - Show the possibility of using documents issued by the land registry court and the cadastre - Use the basic legal rules of enforcement proceedings - Interpret the legal bases of inheritance - Apply the basic rules of administrative law and administrative procedure - Identify the most important criminal offences in the economy							
3. Content	Introduction to the subject; State and law; Structure and elements of the state, Legal system; Separation of powers - Legislative; Judicial; Executive; Other state institutions in the Republic of Croatia; Law and legal norms; Property law - Possession; Right of ownership; Land registers; Cadastre; Enforcement - Enforcement and authentic documents; Proposal for enforcement; Enforcement enforcement; Inheritance law - Legal inheritance; Necessary heirs; Testamentary inheritance; Probate procedure; Labor law - Establishment of employment relationship; Working hours; Termination of employment contract; Work regulations; Collective agreements; Administrative law - Administrative matter; Parties to the procedure; Resolving administrative matters; Legal remedies; Enforcement; Criminal law - Criminal law and criminal procedure, Criminal offences related to economic operations, bankruptcy, tax; Legal system of the European Union - Historical development; EU institutions							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, independent completion of assignments, preparation and presentation of seminar papers, taking a preliminary exam, or a written exam in case of unsuccessful completion of the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1		
7. Required literature	1. Basics of Law for Entrepreneurs and Managers; Ivana Vrcić, VERN, 2021.							
8. Additional literature	1. Constitution of the Republic of Croatia (NN 56/90, 135/97, 8/98, 113/00, 124/00, 28/01, 41/01, 55/01, 76/10, 85/10, 05/14)							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey..							
10. Exam access requirements	- The first part of the written exam (1st preliminary exam), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regular attendance of 50%. It is not possible to make up for absences for the 1st preliminary exam. - A student who has met the following criteria in the pre-term may take the second part of the written exam (2nd preliminary exam): - A minimum of 70% attendance at classes - A "second signature" has been awarded for the course. A student who has less attendance may take the subsequent exam terms, if he/she has completed all the obligations prescribed by the syllabus and thus gained the right to register for the exam. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an <u>entry paper</u>. The entry paper is assigned by the lecturer and is submitted and explained during the regular consultation period of the subject lecturer no later than one week before the exam term, and the student should take into account the deadline for							

	registering for the exam, i.e. submit the entry paper on time (up to 10 days before the exam term). A student whose Students with less than 40% attendance cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if <u>all of the listed criteria</u> are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Activities, entrance work</td><td>20%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Activities, entrance work	20%
Criteria	Weight share								
Written exam - 1st preliminary exam	40%								
Written exam - 2nd preliminary exam	40%								
Activities, entrance work	20%								
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the Summer Term. In the next exam period, i.e. in the Summer term, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams, then have a one-time opportunity to repeat the part that was not passed. If the written exam is not passed in full, the exam will be taken as a complete written exam on all subsequent exam dates. The written exam consists of tasks that test knowledge of the content according to the learning outcomes. Formation of the grade from the written exam: up to 59% - insufficient (1) from 60 to 69% - sufficient (2) from 70 to 79% - good (3) from 80 to 89% - very good (4) from 90% and above - excellent (5) Activity is evaluated by the student's active participation in class, solving tasks and homework.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information							VERN' University	
Program	Entrepreneurship economics			Year	1	Semester	2	
Course Name	Business statistics			Code	2041	ECTS	5	
Lecturers	Jelena Crnobrnja Perenčević, Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	Acquainting students with the basic terms and ideas of business statistics necessary for understanding and conducting elementary statistical analyzes in business practice. Facilitating unhindered monitoring of classes from other courses whose content is imbued with elements of statistical analysis. Acquiring basic information about the possibilities of applying more complex methods and procedures of statistical analysis that are mainly carried out by specialized institutions and individuals.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic statistical concepts 2. Clearly present data of any type, in tables and graphs. 3. Calculate and interpret basic mean values 4. Calculate and interpret basic measures of dispersion 5. Conduct correlation analysis and correctly interpret the results. 6. Conduct simple regression analysis on given data and interpret model parameters. 7. Use and accurately interpret typical indicators of dynamics in time series analysis. 8. Apply a linear trend model to forecast future values of a time series.							
3. Content	The concept and role of statistics. Basic statistical concepts: statistical set, population, sample, statistical characteristic, statistical conclusion. Stages of statistical research. Data sources and collection methods. Statistical series, types of statistical series. Editing and graphical presentation of statistical series. Basic characteristics of numerical series: mean values, measures of dispersion, relative position of results in a group (standardized variable, Chebyshev's rules). Correlation and regression analysis: types of relationships between variables, scatter diagram, linear correlation coefficient, rank correlation coefficient, simple linear regression model, assessment of model representativeness. Time series analysis: concept and types of time series, graphical presentation and comparison of time series, indicators of absolute and relative changes, individual and group indices, mean values of time series, basic trend models.							
4. Admission requirements	There are no requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking regular short tests, taking a preliminary exam or written exam, taking an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Akalović Antić J., Harmina A., Meter, J., (2021). Business statistics, workbook and script: VERN							
8. Additional literature	- Rozga, A. and Grčić, B. (2009). Business statistics. Split: Faculty of Economics - Dumičić, K., Bahovec, V. et.al (2011) Business statistics, Zagreb: Element - Gogala, Z. (2000). Basics of statistics. Zagreb: Sinergija							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							

10. Exam access requirements	Requirements for admission to written exams and midterm exams: • Part 1 of the written exam in the pre-term (1st midterm exam): regular attendance of at least 50% • Part 2 of the written exam in the pre-term (2nd midterm exam): regular attendance of at least 70% and a “second signature” assigned • Written exam and midterm exam correction: a “second signature” assigned A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present for at least 70% of the teaching hours held. A student who does not have sufficient regular attendance can subsequently obtain a second signature if he or she has enough points in class. A student whose regular attendance in class is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course. A student who does not acquire the right to take the exam before the start of the course in the next academic year is instructed, according to the study regulations, to re-enroll and attend the course. The condition for taking the oral exam is passing the written exam, or both of its parts.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="308 584 828 745"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>20%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Oral exam</td><td>60%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Oral exam	60%
Criteria	Weight share								
Written exam - 1st preliminary exam	20%								
Written exam - 2nd preliminary exam	20%								
Oral exam	60%								
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the Summer Pre-Term. In the following exam term, i.e. in the Summer Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the failed part. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The written exam also consists of tasks that test the student's theoretical knowledge and understanding of concepts and procedures. The tasks are designed to test understanding of the material, not just the acquisition of techniques. The grade for the written exam is positive if the student has achieved at least 50 points, and if other conditions that may be set are met (e.g., mandatory tasks solved, a certain percentage of points from each part, etc.). If the teacher has a well-founded suspicion that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond to this test, the result is recorded as 0 points. The oral part of the exam is taken after the written part has been passed. It is held by the subject lecturer or the course leader. If the student receives a negative grade on the oral exam, they may retake it at the scheduled time, which cannot be before the next time for taking the written exam.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	Entrepreneurship economics		Year	1	Semester	2
Course Name	Business English 2		Code	10278	ECTS	5
Lecturers	Sr. Lect. Irena Medvešek, Lect. Martina Mencer Salluzzo					
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26
	Total	60			Midterms	4
Course Description						
1. Course objectives	Introducing students to the basic vocabulary, structures and functions of business English necessary for oral and written communication in English in a business environment. Developing language skills (understanding text, listening, writing and speaking) and fluency and accuracy at the B2 level of language knowledge. Enables students to follow classes from other courses that use texts in English.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Extract detailed ideas from spoken or written text on a business topic. 2. Express their opinion on a business topic. 3. Write a CV, business letter/email 4. Perform improvisations of a business meeting/negotiation 5. Recount an event, formulate questions, summarize someone's words, give advice or a recommendation 6. Create a simple promotional strategy for a product					
3. Content	Developing a career: vocabulary related to work, CV, negotiations, vocabulary and collocations,. Art for Art's sake: selling and buying art, informal speech, advice and recommendations, language structures related to business meetings, giving feedback. Unique selling point: passive forms, promoting a product or service, different ways of promoting, giving recommendations. Collaboration: using members, collaborating, expressing quantity, writing emails, hinting and expressing refusal. Customer choice: using modal and similar verbs to express ability, permission, criticism and regret, writing queries or answers to queries, negotiating.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation for classes, active participation in classes, carrying textbooks and other supplies, taking a preliminary exam or written exam, taking an oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1
7. Required literature	• Rachel Appleby, Frances Watkins (2014) International Express Upper-intermediate (Third Edition), Oxford University Press, Oxford					
8. Additional literature	• Mascull, Bill (2002) Business vocabulary in use, Cambridge: Cambridge University Press • Emmerson, Paul (2002). Business Grammar Builder, Oxford: Macmillan • New Oxford Business English Dictionary(2005), Oxford: Oxford University Press • Oxford Collocations Dictionary(2003), Oxford: Oxford University Press					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	Requirements for access to written exams and midterm exams: • Part 1 of the written exam in the pre-term (1st midterm exam): regular attendance of at least 50% • Part 2 of the written exam in the pre-term (2nd midterm exam): regular attendance of at least 70% and a "second signature" assigned • Written exam and midterm exam correction: a "second signature" assigned A student acquires the right to take the exam, i.e. a "second signature", if he/she was present for at least 70% of the teaching hours held. For the purpose of access to the written exam or midterm exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer and is submitted during the lecturer's consultation period. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 days before the exam application deadline. Make-up for absences is not possible for the 1st mid-term exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%	Activity	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Oral exam	20%										
Activity	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material. The second part covers the second half of the material and is written after the end of classes. These two partial written exams make up the Summer Pre-Term. In the following exam term, i.e. the Summer Term, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam on all subsequent exam dates. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test (see table) <table border="1"> <thead> <tr> <th>%</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 84</td><td>3</td></tr> <tr> <td>85 - 93</td><td>4</td></tr> <tr> <td>94-100</td><td>5</td></tr> </tbody> </table>	%	Grade	60 - 69	2	70 - 84	3	85 - 93	4	94-100	5
%	Grade										
60 - 69	2										
70 - 84	3										
85 - 93	4										
94-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Entrepreneurship economics			Year	2	Semester	3	
Course Name	Informatics for office operations 2			Code	2050	ECTS	5	
Lecturers	Prof. Stud. Jadranka Musulin							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	To introduce students to the use of IT tools as a means for more efficient and faster problem solving in the field of business, and to the basic concepts and techniques of electronic data processing using the example of MS Excel. To enable students to understand and apply computer spreadsheets when solving basic and financial calculations and presenting business results.							
2. Expected learning outcomes	After mastering the planned units, students will be able to: - Identify the areas of application of computer spreadsheets - Show basic and elements of advanced techniques for using MS Excel tools - Connect knowledge from the field of finance and business mathematics with the use of IT resources - Apply a spreadsheet to arithmetic and financial calculations - Explain the concepts of extracting (referencing) data and how to apply them - Use a spreadsheet to analyze and solve numerical problems in practice - Use a spreadsheet to present financial and business results - Demonstrate the creation of a repayment plan in MS Excel							
3. Content	Basics of using Excel: about spreadsheets and their general and business applications, general Excel capabilities, the workspace, data types and the importance of their use, using arithmetic operations, relative and absolute addressing. Applied use of Excel: calculating rebates, margins, taxes, extracting data using reference functions, graphical display of numerical data, creating presentations of business results. Using a spreadsheet in financial calculations: calculating relative and conformal interest rates, present and future value, calculating interest rates, repayment periods and calculating annuities. Repayment plan. Advanced use of Excel: Pivot tables, checking the correctness of entries, conditional data formatting. Complex use of various procedures for the purpose of improving efficiency in business.							
4. Admission requirements	There are no special requirements for enrollment.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers and homework, active participation in classes, regular preparation for classes, taking midterm exams and possibly a written and oral exam in the event of unsuccessful passing the midterm exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1		
7. Required literature	Kubelka, O., Jovčić, S., Korent, K.,: 'Excel in office business'							
8. Additional literature	Johnson, S. (2010) Excel 2010 in the palm of your hand. Zagreb: Miš.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the exam are listed under points A. and B. A. PARTICIPATION IN CLASSES B. POSITIVE GRADE IN CLASSES A. According to the study regulations, a student is required to participate in at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of classes in total is required to make up for the missed material independently. Compensation for absences is not possible for preliminary exams, or pre-term exams, so a student who is not attending regularly cannot take them. (The first partial exam (K1), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%). A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. B. The classes include short tests, assignments, seminars, projects, homework and all other activities initiated by the teacher during classes. Each activity is scored. Based on the points achieved during classes, the student achieves a grade from this criterion, which contributes to the final grade with a share of 30% (see table). A positive grade from this criterion is a condition for obtaining a signature. The student is required to continuously monitor his/her success (number of points achieved). If the student does not have a positive grade from classes, the subject lecturer determines							

	the entrance paper. The entrance paper is determined after the end of classes at the student's request. The student is responsible for timely submission and defense of the entrance paper, which must be at least one week before the exam date during the regular consultation period of the subject lecturer. The deadline for exercising the right to access the exam (second signature) is one year from the date of enrollment in the course. If the student does not gain the right to access the exam within that period, he/she is required to re-enroll in the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><th colspan="2">Criteria</th><th>Weight proportion</th></tr><tr><td rowspan="2">Written exam</td><td>first partial</td><td>35%</td></tr><tr><td>second partial</td><td>35%</td></tr><tr><td colspan="2">Grade from class</td><td>30%</td></tr></table>	Criteria		Weight proportion	Written exam	first partial	35%	second partial	35%	Grade from class		30%	
Criteria		Weight proportion											
Written exam	first partial	35%											
	second partial	35%											
Grade from class		30%											
12. Assessment criteria - explanation	Each criterion is evaluated numerically - points, and according to the next one scales: <table><tr><th>%</th><th>grade</th></tr><tr><td>0%-49%</td><td>1(insufficient)</td></tr><tr><td>50%-63%</td><td>2 (sufficient)</td></tr><tr><td>64%-75%</td><td>3 (good)</td></tr><tr><td>76%-87%</td><td>4 (very good)</td></tr><tr><td>88%-100%</td><td>5 (excellent)</td></tr></table> The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the partial part that remained unpassed in the first exam period. After the first exam period, in all other exam periods, the exam is taken in full. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and University regulations. If a student is not satisfied with the grade, the student can take the exam again, but the grade already obtained is no longer valid. The material for the written exams includes mandatory literature and lecture materials.	%	grade	0%-49%	1(insufficient)	50%-63%	2 (sufficient)	64%-75%	3 (good)	76%-87%	4 (very good)	88%-100%	5 (excellent)
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13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University		
Program	Entrepreneurship economics			Year	2	Semester	3	
Course Name	Management			Code	2048	ECTS	5	
Lecturers	Assoc. Prof. Jadranka Ivanković, Sr. Lect. Dubravko Kraus, Lect. Rino Medić							
Teaching Method and Hours	Lectures	24	Seminars and workshops	8	Exercises	24	Midterms	4
	Total	60						
Course Description								
1. Course objectives	To introduce students to basic concepts, the historical development of management and the influence on the development of basic managerial functions; To discuss relevant issues of modern management, which will enable students to identify and overcome existing and potential problems that management faces when making decisions in a changing business environment; To enable understanding and connection between planning, organizing, human resource management, leading and controlling.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain basic management concepts, the historical development of management, and its impact on the company and business environment 2. Analyze external and internal factors that managers face in a changing business environment 3. Discuss the importance of organizational culture, social responsibility, and managerial ethics 4. Describe the nature, purpose, and process of planning, organizing, staffing, leading, and controlling 5. Use the phases of the integral decision-making process to make quality managerial decisions							
3. Content	INTRODUCTION TO MANAGEMENT: 1. Management: science, theory and practice. 2. Management functions, activities and roles of managers, managerial skills. 3. History and theories of management. BUSINESS ENVIRONMENT: 4. External and internal environment, business-environment relationship; management in a global environment. 5. Organizational culture and environment. ETHICS AND SOCIAL RESPONSIBILITY OF MANAGERS: 6. Managerial ethics. 7. Social responsibility. PLANNING: 8. Managers as decision makers. 9. Fundamentals of planning; levels, planning time horizon. ORGANIZING: 10. Organizational structure and design, basic forms of organizational structures. 11. Change management. HR: 12. Human resource management; planning, recruitment, selection and development of human resources. LEADERSHIP: 13. Basic characteristics of leadership, leadership styles, key competencies of managers and leaders. CONTROLLING: 14. Basics of controlling, control methods and techniques.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, completion of assignments, writing short tests (continuous assessment), preparation and presentation of a project, taking a written exam (via preliminary or comprehensive exam).							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Seminar	0.5
	Project	0.5	Activities	0.5				
7. Required literature	Buble, M. (2006). Fundamentals of Management. Zagreb: Sinergija nalađništvo d.o.o.							
8. Additional literature	- Rupčić, N. (2018). Modern Management - Theory and Practice. Rijeka: Faculty of Economics, University of Rijeka. (Also available as an E-Edition at: https://www.researchgate.net/publication/326160436_Suvremeni_menadzment_-_teorija_i_praksa_E-Izdanje/link/5b3bc515aca27207850a61da/download) - Certo, C. S., & Certo, T. S. (2008). Modern Management (10th edition). Zagreb: MATE d.o.o. - Sikavica, P. and Bahtijarević-Šiber, F. (2004). Management: Management Theory and Large-Scale Empirical Research in Croatia. Zagreb: Masmedia d.o.o. Available at http://books.google.hr/books?id=vv48bSUiQa0C&printsec=frontcover#v=onepage&q&f=false							
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.							
10. Exam access requirements	To take the first mid-semester mid-term exam, it is necessary to achieve at least 50% regular attendance and complete the assignments that will be assigned in that part of the semester. The requirements for taking the second mid-term exam, or the full written exam, are positive grades from the project, assignments, and achieved regular attendance of at least 70% (or timely completion of additional obligations to compensate for insufficient attendance). A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criterion			Weight share				
	Written exam - 1st preliminary exam			30%				

	Written exam - 2nd preliminary exam	30%
	Project and presentation (team work)	20%
	Activity and seminar assignments (individual)	20%

12. Assessment criteria - explanation	The written exam can be taken in two parts - a preliminary exam according to the scheduled calendar of teaching activities. The first part can be taken by students who have achieved 50% attendance and fulfilled the obligations set by the lecturer at the beginning of the semester. The second part can be taken by students who have achieved 70% attendance and fulfilled all the obligations set by the lecturer at the beginning of the semester (seminar assignments; project and presentation). The second part of the exam is written after the end of classes. A partially passed exam is recognized during the first exam period, and after that period, only the entire exam is written. In the preliminary exam/written exam, at least 60% of points must be achieved for a grade of sufficient (2), at least 70% of points for a grade of good (3), at least 80% of points for a grade of very good (4), and at least 90% of points for a grade of excellent (5). A student who is not satisfied with the grade can repeat the written exam, or part of it, within the prescribed period. The written exam consists of tasks in which the student's theoretical knowledge is checked, as well as his/her actual understanding on a practical example. In the academic year, the student has the opportunity to take the written exam a limited number of times, as provided for in the calendar of teaching activities. Students will already in the first part of the semester receive assignments and a project topic on one of the topics assigned by the lecturer or chosen by the students themselves in agreement with the lecturer. The goal of the tasks is to analyze and solve managerial challenges. The goal of the project and its presentation is to connect the processed teaching material from Management, but also from other courses on a concrete example. The quality of the work, following the given guidelines, and respecting the given deadlines are assessed, as well as the impact that the student managed to make while dealing with this topic. Since the oral exam is not an integral part of the exam and grade, it is held in the case when a student who has achieved an overall average grade of 2.4 or 3.4 or 4.4 wants a higher grade, and if the subject teacher so assesses for any reason. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, the result is recorded as 0 points.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Entrepreneurship economics		Year	2	Semester	3		
Course Name	Basics of corporate finance		Code	3546	ECTS	5		
Lecturers	Lect. Anita Lukenda Mlinac, Prof. Stud. Ivona Santini							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Indicate the basic knowledge and skills in the application of basic concepts, principles, criteria, rules, methods, procedures and techniques relevant to making financial decisions on investing, financing and managing a company's assets. Point out the possibilities of identifying changes in the environment and the company, and making appropriate adjustments in the implementation of financial policy. Enable the achievement of defined learning outcomes in order to acquire competencies for professional performance of tasks within the financial function of a company.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain the basic concepts, methods, techniques, principles, rules and objectives of business finance. • Show the structure and functions of the financial system as a company's financial environment. • Apply the concept of the time value of money to financial assets and liabilities of a company. • Perform the portfolio risk assessment process. • Calculate and interpret basic financial analysis indicators. • Assess the profitability of investments in simpler investment projects using profitability techniques. • Explain the basic sources of financing for a company. • Apply basic current asset management techniques.							
3. Content	Introduction to the course: conceptual definition of corporate finance, financing and financial operations, goals and tasks of financing, basic principles of financing. The financial system as the financial environment of a company: financial instruments, financial markets, financial institutions. Time value of money: future value of money, present value of money, annuity. Risk and return. Financial analysis: financial statements, financial indicators, methods of analysis of investment projects (methods of profitability of investments in investment projects). Financial planning: planning of necessary money, capital budgeting. Financing of companies from their own sources: internal financing from their own sources, shares and share prices. Financing of companies from other sources: short-term financing, medium-term and long-term financing, loans and calculation of debt repayment of bank loans, bonds and bond prices. Working capital management. Financial aspects of company operations in an international environment.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, independent work on assignments, passing preliminary exams 1 and 2 and/or written exam and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1.5		
7. Required literature	1. Vidučić, Lj., Pepur, S. and Šimić Šarić, M. (2018). <i>Financial Management</i> . Zagreb: RRIF-plus. 2. Workbook (2022)., <i>Basics of Corporate Finance</i> .							
8. Additional literature	1. Orsag, s. (2015). <i>Business Finance</i> . Zagreb: Avantis: HUFA. 2. Orsag, S. (2018). <i>Securities</i> . Sarajevo: Revicon.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) may be taken in advance by a student who has met the following criteria: regularity in classes of at least 70% and achieved a second signature in the course. Students with a lower regularity may also take subsequent exam periods, if they have made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. A student who has attended classes for less than 70% may exceptionally make up for the lack of class hours with an additional assignment assigned by the lecturer in the group after the end of all classes during the regular consultation period. <u>The completed additional assignment must be submitted during the regular consultation period at least ten days before the announced deadline for the written exam to be taken.</u> Compensating for absences by completing an additional assignment is recognized provided that the assignment is well-written and presented. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is passing the written exam, or both parts of it.							
11. Exam implementation	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from knowledge tests participate in the calculation of the final grade with the following shares:							

and assessment
criteria

interview 1	35%
interview 2	35%,
Written exam	70%,
Oral exam	30%

12. Assessment
criteria -
explanation

The grades for the midterm/written exam reflect the points achieved as follows:

Total points	Grade
0 – 60	insufficient (1)
61 – 70	sufficient (2)
71 – 80	Good (3)
81 – 90	Very good (4)
91 – 100	Excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University								
Program	Entrepreneurship economics		Year	2	Semester	3								
Course Name	Business English 3		Code	10456	ECTS	5								
Lecturers	Sr. Lect. Irena Medvešek, Lect. Martina Mencer Salluzzo													
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	8	Total	60						
Course Description														
1. Course objectives	Introducing students to the vocabulary, structures and functions of business English necessary for oral and written communication in English in a business environment. Developing communication and language skills (understanding text, listening, writing and speaking) and fluency, accuracy and range at the B2 level of language proficiency. Enables students to follow classes from other courses that use texts in English.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. extract detailed ideas from spoken or written text on the topic of communication, marketing, business relations and business (failure) success 2. Express their opinion on the above topics 3. use idiomatic expressions related to communication 4. comment on examples of good and bad communication 5. distinguish between good and bad ways of conducting a business meeting 6. select appropriate topics and language phrases when conducting casual conversation in a business environment 7. use correct prefixes with selected verbs 8. apply language structures and vocabulary that are effective in business negotiations													
3. Content	Communication: what makes communication successful and efficient, types of business communication, idioms, collocations,. International marketing: branding and brands, vocabulary and collocations, compound nouns and noun phrases, brainstorming skills and methods, creating a global brand, discussion skills. Building relationships: creating business connections and relationships, vocabulary and collocations, multi-word verbs, networking, building relationships and customer loyalty, Success: success factors, successful business, prefixes and their meaning, present and past tenses, negotiation skills.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attendance of lectures and exercises, preparation for classes, active participation in classes, carrying textbooks and other supplies, taking a preliminary exam or written exam, taking an oral exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1								
7. Required literature	• <i>David Cotton, David Falvey, Simon Kent, Market Leader, Upper intermediate Business English Course Book with MyEnglishLab (3rd edition), Pearson Education Limited, 2011</i>													
8. Additional literature	• Mascull, Bill (2002) Business vocabulary in use, Cambridge: Cambridge University Press • Emmerson, Paul (2002). Business Grammar Builder, Oxford: Macmillan • New Oxford Business English Dictionary(2005), Oxford: Oxford University Press • Oxford Collocations Dictionary(2003), Oxford: Oxford University Press													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The requirement for taking the written exam is to attend classes at least 70%. The requirement for taking the first partial exam is to attend classes at least 50%. For the purpose of taking the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, i.e. no later than 5 days before the exam application deadline. Make-up for absences is not possible for pre-exams, i.e. pre-exams, so a student with a lack of regular attendance cannot take them. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>35%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>35%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%
Criteria	Weight share													
Written exam - 1st preliminary exam	35%													
Written exam - 2nd preliminary exam	35%													

	Oral exam	20%
	Activity	10%

12. Assessment criteria - explanation	%	Rating
	60 - 69	2
	70 - 84	3
	85 - 93	4
	94-100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Entrepreneurship economics			Year	2	Semester	3	
Course Name	Accounting			Code	2065	ECTS	5	
Lecturers	Prof. Stud. Marijan Milinović							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The fundamental goal of the course is to introduce students to the basic concepts of financial accounting and the use of accounting information in making business decisions. Within the course, students will adopt the basic concepts and categories of accounting, master the basics, concepts and techniques used in the analysis and recording of business events and the preparation of financial statements, be trained to understand and interpret information derived from financial statements, and build a foundation for studying related disciplines that await them in their further studies and applying the acquired knowledge to other professional areas and disciplines.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. describe the concept, significance and role of accounting as an information function 2. explain the accounting process as the basis of financial accounting 3. apply basic accounting concepts and categories 4. use basic concepts and techniques in recording business events 5. use different methods in preparing financial statements 6. interpret information derived from financial statements 7. explain the regulatory and conceptual frameworks of accounting 8. apply different procedures in analyzing financial statements.							
3. Content	The concept, significance and role of accounting as an information function. Bookkeeping and the accounting process as the basis of financial accounting. The concept, purpose and composition of basic financial statements: balance sheet, income statement, cash flow statement, statement of changes in equity, notes to financial statements. Recording typical business events: purchase, sale, delivery, payment and collection, accounting recording of costs, specifics of the accounting scope of cost transfers, matching of income and expenses and determining the results of operations for the period. Preparing the income statement using the total cost method and the cost of goods sold method. Preparing the balance sheet. Preparing the cash flow statement using the direct and indirect methods. Regulatory and conceptual frameworks of accounting: Accounting Act, accounting principles and standards, auditing of financial statements. Analysis of financial statements: horizontal and vertical analysis, analysis using indicators.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, passing preliminary exams 1 and 2 and/or written exam and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	• Milinović, M. (2019). <i>Accounting: Fundamentals of Financial Accounting</i>. Textbook. Zagreb: VERN' University of Applied Sciences.							
8. Additional literature	• Dražić-Lytilsky, I. et al. (2010). <i>Accounting</i>. Zagreb: HZRIF. /pp. 11-19; 35-478; 541-587/ • Broz-Tominac, S. et al. (2010). <i>Accounting - exercise manual</i>. Zagreb: HZRIF.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally make up for the lack of teaching hours with an additional assignment determined by the lecturer in the group after the end of all classes. Students with insufficient attendance at classes can submit a request for an additional assignment via academic messages in the Eduneta (Studomatic) system. The completed additional assignment is submitted via email at least two weeks before the announced deadline for the written exam to be taken. Attendance compensation through the completion of an additional assignment is recognized provided that the assignment is well-written and presented. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from knowledge tests participate in the calculation of the final grade with the following shares: interview 1 - 20% and interview 2 - 20%, i.e. written exam - 40%, oral exam - 60%. The written exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the winter pre-term. In the following exam term, i.e. in the winter term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam on all subsequent exam dates. The oral part of the exam is taken after the written part has been passed. The oral part of the exam is conducted and graded by the lecturer in the group. If a student receives a negative grade on the oral exam, he or she may retake it at a scheduled time, which cannot be before the next written exam date.												
12. Assessment criteria - explanation	The grades for the written exam reflect the points achieved as follows: <table border="1" data-bbox="312 483 590 723"> <thead> <tr> <th>Total points</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>0 – 60</td><td>insufficient (1)</td></tr> <tr> <td>61 – 70</td><td>sufficient (2)</td></tr> <tr> <td>71 – 80</td><td>good (3)</td></tr> <tr> <td>81 – 90</td><td>very good (4)</td></tr> <tr> <td>91 – 100</td><td>excellent (5)</td></tr> </tbody> </table>	Total points	Grade	0 – 60	insufficient (1)	61 – 70	sufficient (2)	71 – 80	good (3)	81 – 90	very good (4)	91 – 100	excellent (5)
Total points	Grade												
0 – 60	insufficient (1)												
61 – 70	sufficient (2)												
71 – 80	good (3)												
81 – 90	very good (4)												
91 – 100	excellent (5)												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University		
Program	Entrepreneurship economics			Year	2	Semester	3	
Course Name	Commercial law			Code	2685	ECTS	5	
Lecturers	Sr. Lect. Dolores Radovčić							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The objectives of the Commercial Law course during the one-semester interactive teaching process are aimed at introducing the students of the professional study of Entrepreneurship Economics to individual legal areas of commercial law by selecting those legal terms, institutes and norms necessary as a theoretical and practical basis for knowledge of the most important areas of commercial law.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify the basic institutes in the field of commercial law and company law 2. distinguish between legal forms of business conduct (companies and crafts) 3. explain the characteristics, advantages and specificities of all forms of companies 4. apply the elements essential for negotiating and concluding contracts 5. describe the characteristics of the most important contracts in compulsory and commercial law 6. know the basic types of securities							
3. Content	Legal forms of organizing and conducting business in the Republic of Croatia. Overview of legal regulations important for entrepreneurs. Common provisions of the Companies Act. Organization and operations of capital companies and partnerships. Basics of obligatory relations. The most common forms of commercial contracts. Basics of securities							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, passing preliminary exams 1 and 2 and/or written and oral exams. Students are expected, without exception, to come to lectures prepared, to prepare and submit seminar papers and homework assignments by the given deadline, and to be present at all lectures and exercises.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Mario Vukelić: Commercial Law for Entrepreneurs and Managers, VERN, Zagreb 2016. (selected chapters from the textbook determined by the implementation plan)							
8. Additional literature	- Gorenc, Vilim (editor), Commentary on the Law on Obligations, RRIF, Zagreb, 2005. - Gorenc, Česić, Buljan, Brkanić, Commentary on the Law on Commercial Companies, RRIF, Zagreb, 2008. - Barbić, Jakša, Company Law (Book Two, Capital Companies, Volume I.), Organizer, Zagreb, 2010. - Barbić, Jakša, Company Law (Book Two, Capital Companies, Volume II.), Organizer, Zagreb, 2010. - Barbić, Jakša, Company Law (Book One, General Part), Organizer, Zagreb, 2008.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the exam: - attendance of at least 50% for the first partial written exam - attendance of at least 70% for the second partial written exam Requirements for taking the exam in case of attendance below 70%: - attendance of 35 – 69%: additional seminar paper - attendance below 40%: re-taking the course							
11. Exam implementation	The grade at the end of the semester is based on the results of partial written exams (interviews), activities during lectures and exercises, and, if necessary, the grade for the preparation and presentation of the seminar paper according							

and assessment criteria	to the template provided in advance. When preparing the seminar paper, it is necessary to follow the instructions provided (student portal). If attendance at classes is less than 35%, it is mandatory to retake the course. The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from knowledge tests and classroom activities participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Activities	20%
Criteria	Weight share								
Written exam - 1st preliminary exam	40%								
Written exam - 2nd preliminary exam	40%								
Activities	20%								
12. Assessment criteria - explanation	Formation of the final grade: up to 59% - insufficient (1) from 60 to 69% - sufficient (2) from 70 to 79% - good (3) from 80 to 89% - very good (4) from 90% and above - excellent (5)								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Entrepreneurship economics			Year	2	Semester	4	
Course Name	Informatics for office operations 3			Code	2066	ECTS	5	
Lecturers	Prof. Stud. Jadranka Musulin							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to introduce students to the use of IT tools as a means of solving business problems more efficiently and quickly. Lectures and exercises in the course are focused on understanding and applying databases in business, and using tools for managing e-mail and obligations. There is also an emphasis on creating and exchanging information in business. During the course, students acquire knowledge that enables solving problems in business practice, as well as later upgrading acquired skills.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Recognize the data model and relationships between objects in a database 2. Create a relational database 3. Create queries for analyzing and viewing data 4. Create reports in MS Access 5. Customize reports for printing and/or further analysis 6. Use MS Outlook for email 7. Plan obligations and tasks using MS Outlook Integrate data from different sources into a single whole							
3. Content	The content of the course is based on the use and creation of databases, and the connection of office tools as well as the use of MS Outlook. The teaching is realized through the following units: basic information about databases, data and database modeling, data types and attribute properties, creating and formatting queries, summary and advanced queries, creating and formatting reports, using Outlook to send and receive e-mails, organizing e-mails, managing, planning and organizing obligations, events and tasks, managing contacts, connecting MS Office applications, creating and formatting serial letters, exporting data, using external data sources.							
4. Admission requirements	There are no requirements for enrolling in the course.							
5. Student obligations	Attendance at classes, completion of independent assignments, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1		
7. Required literature	Ivo Beroš, Database Basics, working materials							
8. Additional literature	- ACCESS 2007 in the palm of your hand, Steve Johnson - Office 2007 Complete Guide, Chris Grover, Matthew MacDonald, E. A. Vander Veer							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: 1. Attendance at least 70% 2. Activity in class assessed with a positive grade. a. According to the study regulations, a student is required to participate in at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of classes in total is required to make up for the missed material independently. Compensation for absences is not possible for preliminary exams, or pre-term exams, so a student with a lack of regularity cannot take them. (The first partial exam (K1), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%). A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. b. The classes include short tests, assignments, seminars, projects, homework and all other activities initiated during classes by the teacher. Each activity is scored. Based on the points achieved during classes, the student achieves a grade from this criterion, which contributes to the final grade with a share of 30% (see table). A positive grade from this criterion is a							

	condition for obtaining a signature. The student is required to continuously monitor his/her success (number of points achieved). If the student does not have a positive grade from classes, the subject lecturer determines the entrance paper. The entrance paper is determined upon completion of classes at the student's request. The student is responsible for timely submission and defense of the entrance paper, which must be at least one week before the exam date during the regular consultation period of the subject lecturer. The deadline for exercising the right to access the exam (second signature) is one year from the date of enrollment in the course. If the student does not gain the right to access the exam within that period, he/she is required to re-enroll in the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Activities</td><td>30%</td></tr> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Activities	30%				
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12. Assessment criteria - explanation	Each assessment criterion (exam, midterm, activity) is evaluated numerically - in points, according to the following scale: <table> <tr> <th>%</th><th>grade</th></tr> <tr> <td>0%-49%</td><td>1(insufficient)</td></tr> <tr> <td>50%-64%</td><td>2 (sufficient)</td></tr> <tr> <td>65%-79%</td><td>3 (good)</td></tr> <tr> <td>80%-89%</td><td>4 (very good)</td></tr> <tr> <td>90%-100%</td><td>5 (excellent)</td></tr> </table>	%	grade	0%-49%	1(insufficient)	50%-64%	2 (sufficient)	65%-79%	3 (good)	80%-89%	4 (very good)	90%-100%	5 (excellent)
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13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University		
Program	Entrepreneurship economics			Year	2	Semester	4	
Course Name	Managerial accounting			Code	2049	ECTS	5	
Lecturers	Prof. Stud. Marijan Milinović							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The fundamental goal of the course is to introduce students to the basic concepts of management accounting and the use of management accounting information in making business decisions. Within the course, students will be introduced to the role and importance of management planning, cost management and control, and the evaluation of the success of implemented activities, master the basic concepts, techniques, and methods of management accounting as an integral part of business management, and build a foundation for studying related disciplines that await them in their further studies and applying the acquired knowledge to other professional areas and disciplines.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, significance and role of management accounting in making business decisions, 2. apply basic concepts and methods in cost accounting, 3. explain the concept of contribution and apply it in calculating the break-even point of an individual product or service 4. compile a company's cash budget 5. compile a manufacturing company's master budget 6. calculate and conduct a variance analysis from a flexible budget 7. calculate variances of direct materials, direct labor and production overhead costs from standard costs.							
3. Content	The concept, significance and role of managerial accounting. Types of costs and cost categories. Cost accounting systems and methods: inventory cost accounting methods, depreciation accounting methods, traditional overhead costing, ABC method of overhead costing, work order accounting, process accounting. Short-term decision-making based on costs: a contribution analysis. Planning, control and assessment of business performance: budgeting process, responsibility accounting, creation of a master budget, creation of a flexible budget, analysis of budget deviations from standard costs.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, passing preliminary exams 1 and 2 and/or written exam and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Milinović, M. (2020). <i>Managerial Accounting</i>. Textbook. Zagreb: VERN' University of Applied Sciences.							
8. Additional literature	Gulin, D. et al. (2011). <i>Management Accounting</i>. Zagreb: HZRIF.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A student is required to participate in at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of classes may exceptionally make up for the lack of teaching hours with an additional assignment determined by the lecturer in the group after the end of the entire class. Students with insufficient attendance at classes can submit inquiries about the additional assignment via academic messages in the Eduneta (Studomatic) system. The completed additional assignment is submitted via email at least two weeks before the announced deadline for the written exam to be taken. Compensating for attendance by completing an additional assignment is recognized provided that the assignment is well-processed and presented. The presentation of the completed assignment is done via MS Teams. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from the knowledge tests participate in the calculation of the final grade with the following shares: interim exam 1 - 20% and interim exam 2 - 20%, i.e. written exam - 40%, oral exam - 60%. The written exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the summer pre-term. On in the following exam period, i.e. in the summer term, students who did not pass no partial written exam, they take a written exam from the entire material, a those who passed one of the two partial written exams, have a one-time exam opportunity to repeat the part that was not passed. If							

	the written part of the exam is not completely passed, on all subsequent exam periods it is passed as comprehensive written exam. The oral part of the exam can be accessed after passing it written part. The oral part of the exam is conducted and evaluated by the lecturer in the group. If if the student gets a negative grade on the oral exam, he can take it again in the scheduled appointment which cannot be before the next appointment written exam.												
12. Assessment criteria - explanation	Grades on the written exam reflect the achieved points as follows: <table> <tr> <th>%</th><th>grade</th></tr> <tr> <td>0%-60%</td><td>1(insufficient)</td></tr> <tr> <td>61%-70%</td><td>2 (sufficient)</td></tr> <tr> <td>71%-80%</td><td>3 (good)</td></tr> <tr> <td>81%-90%</td><td>4 (very good)</td></tr> <tr> <td>91%-100%</td><td>5 (great)</td></tr> </table>	%	grade	0%-60%	1(insufficient)	61%-70%	2 (sufficient)	71%-80%	3 (good)	81%-90%	4 (very good)	91%-100%	5 (great)
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13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University		
Program	Entrepreneurship economics			Year	2	Semester	4	
Course Name	Organizational psychology			Code	2072	ECTS	5	
Lecturers	Assoc. Prof. Irena Miljković Krečar							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	To introduce students to the main areas of research in organizational behavior, which studies the influence that individuals, groups, and structure have on the behavior of people in an organization with the aim of improving its effectiveness. To highlight the importance of understanding both oneself and others in the workplace and the impact of people's behavior in organizations on the success of organizations.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify interindividual differences that determine work performance 2. categorize the components of emotional intelligence and emotional competence 3. compare theories of (work) motivation 4. analyze the principles and characteristics of teamwork 5. distinguish creative methods for the purpose of stimulating organizational creative potential 6. discover effective methods of time management at the individual and organizational levels 7. critically assess basic leadership styles 8. present the results of a research assignment in the field of organizational psychology							
3. Content	Individual differences important for success in work: biographical characteristics, abilities, personality traits. Emotional intelligence: components of emotional intelligence, emotional competence. Motivation: content and process theories of motivation, self-motivation techniques. Team work: differences between a team and a work group, types of teams, team formation, team roles, characteristics of successful and unsuccessful teams, group decision-making. Creativity: contemporary understanding of creativity, differences in the functions of the left and right brain hemispheres, group problem solving techniques, obstacles to creativity, stimulation of creativity. Time management: basic principles of time management; prioritization, goal setting, time planning, delegation. Leadership: theories of personality traits, behavioral style theories, situational leadership in practice, one-minute leadership, meeting management. Communication in the organization: structure of the communication network, types of communication, obstacles to successful communication, characteristics of successful communication.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of research papers, taking a preliminary exam and possibly a written exam in case of failure to pass the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Research	1		
7. Required literature	1. Miljković D., Rijavec M.(2006). Organizational Psychology - Selected Chapters. Zagreb: IEP/D2							
8. Additional literature	1. Miljković D., Rijavec M. (2002). Communicating in an organization, Zagreb: IEP – D2 2. Rijavec, M. (1995). The Successful Manager: Everyday Management Methods. Zagreb: MEP Consult 3. Robbins, S., Judge, T. (2009). Organizational behavior. Zagreb: MATE 4. Schermerhorn, J.R., Jr., Hunt, J.G., Osborn, R.N. (1997). Organizational Behavior. New York: John Wiley & Sons, Inc.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the preliminary exams and exams: »The requirement for taking the 1st preliminary exam is a minimum of 50% regular attendance, which includes the material covered up to that point (making up for absences for the 1st preliminary exam is not possible). If a student successfully passes the 1st preliminary exam, in the 1st and 2nd terms they only take the 2nd preliminary exam, which includes the 2nd part of the material. »The requirements for taking the 2nd preliminary exam in the pre-term are: ° 70% of the total teaching ° a research seminar in written form and a presentation of the same ° a second signature »Students with lower regular attendance may take the following exam terms, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. Students who achieve between 40% and 69% are required to make up for missed assignments with additional assignments assigned by the lecturer and submitted no later than one week before the exam date, and they should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time.							

	»Students whose attendance is lower than 40% are advised to retake the course in the next academic year.												
11. Exam implementation and assessment criteria	The written exam is taken after the first 7 weeks of classes (then it is the 1st preliminary exam) or after the end of lectures during regular exam periods. The exam can be taken partially, i.e. through preliminary exams 1 and 2, or in full. In the 3rd and 4th terms, the first preliminary exam is no longer recognized, but students take the exam from both parts of the material. Students have the opportunity to take the written exam a limited number of times during the academic year, at the times specified in the teaching activities calendar. Students who are not satisfied with the grade can repeat the written exam, with the fact that the previously achieved success is deleted. For a positive grade in the written exam, it is necessary to collect 60% of points. "If the teacher has reasonable doubts that the result in the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written, or does not respond, he notes the result is 0 points."												
12. Assessment criteria - explanation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Class activity</td><td>20%</td></tr> <tr> <td>Research seminar</td><td>20%</td></tr> <tr> <td>20%</td><td></td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Class activity	20%	Research seminar	20%	20%	
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13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University				
Program	Entrepreneurship economics		Year	2	Semester	4				
Course Name	Business English 4		Code	10457	ECTS	5				
Lecturers	Sr. Lect. Irena Medvešek, Lect. Martina Mencer Salluzzo									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	8	Total	60		
Course Description										
1. Course objectives	Introducing students to the basic vocabulary, structures and functions of business English necessary for oral and written communication in English in a business environment. Developing language skills (understanding text, listening, writing and speaking) and fluency and accuracy at the B2 level of language knowledge. Enables students to follow classes from other courses that use texts in English.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. express their opinions about the workplace, job satisfaction and motivation for work in their own words 2. discuss business risks 3. list the styles of company management 4. discuss the characteristics of a good and bad manager 5. give a presentation on a business topic 6. discuss the advantages of teamwork 7. list the personal qualities that are important for working in a team 8. use some conflict resolution strategies									
3. Content	Since the study groups consist of students with different entry levels, the course content covers the structures and functions of all 4 language skills required for personal and business communication in the profession, ranging from B1 to B2 language levels according to the Common European Framework of Reference for Languages. The course covers a description of the workplace and job satisfaction, a description of different styles of company management, the characteristics of good management, presenting in English, discussing the advantages and disadvantages of teamwork, and strategies for resolving conflicts between employees. Language structures include idiomatic expressions related to communication, noun phrases, conjunctions, relative pronouns, and modal verbs.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation for classes, active participation in classes, carrying textbooks and other supplies, taking a preliminary exam or written exam, taking an oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Oral exam	1	Activities	1
7. Required literature	1. David Cotton, David Falvey, Simon Kent: 3rd Edition Market Leader Upper-intermediate Business English Coursebook, , Pearson Education Limited, 2012 2. John Rogers: 3rd Edition Market Leader Upper-intermediate Business English Practice File, Pearson Education Limited, 2012									
8. Additional literature	2. McCarthy and O'Dell: English Vocabulary in Use, Cambridge University Press, 1999 3. New Oxford Business English Dictionary, Oxford: Oxford University Press, 2005 4. Oxford Collocations Dictionary, Oxford: Oxford University Press, 2003 5. Bill Maccull: Business Vocabulary in Use, Cambridge University Press 6. Raymond Murphy: English Grammar in Use, Oxford University Press 7. Michael Swan: English Grammar in Use Supplementary Exercises 8. Paul Emmerson: Email English, Macmillan 8. BEC Vantage past papers									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	The condition for taking the written exam is a regular attendance of at least 70%. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. For the purpose of taking the written exam or preliminary exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer and is submitted during the lecturer's consultation period. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, and no later than 5 days before the deadline for applying for the exam. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:	
	Criteria	Weight share
	Written exam - 1st preliminary exam	35%
	Written exam - 2nd preliminary exam	35%
	Oral exam	20%
	Activity	10%
12. Assessment criteria - explanation	%	Rating
	60 - 69	2
	70 - 84	3
	85 - 93	4
	94-100	5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information										VERN' University											
Program		Entrepreneurship economics				Year		2		Semester		4									
Course Name		Strategic management				Code		2064		ECTS		5									
Lecturers		Assoc. Prof. Jadranka Ivanković																			
Teaching Method and Hours		Lectures		24		Seminars and workshops		8		Excercises		24		Midterms		4					
		Total		60																	
Course Description																					
1. Course objectives		To introduce students to the conceptual framework and analytical tools of strategic management that identify key drivers of organizational performance and explain how to formulate, implement, and control strategies in a changing business environment. To provide an understanding of the fundamental concepts of strategic management: environmental scanning, strategy formulation, strategy implementation, and strategic control.																			
2. Expected learning outcomes		After successfully completing the course, students will be able to: 1. Explain key terms and basic concepts of strategic management. 2. Interpret the role of corporate governance and the importance of managerial ethics in an organization. 3. Synthesize key factors of the external environment (PESTEL, industry, competition, opportunities and threats) and the internal environment (management, resources, structure, culture, strengths and weaknesses) of the company and their impact on the development and implementation of strategies. 4. Evaluate the mission and vision of the company that guide the company's values and short-term and long-term goals. 5. Apply situational (SWOT) analysis to generate, evaluate and select optimal strategies. 6. Create and integrate action plans into a practical framework for formulating and implementing strategies. 7. Monitor (control and take corrective actions) the implementation of action plans for implementing strategies. 8. Describe the challenges of international strategic management and the influence of information technologies on strategic management.																			
3. Content		INTRODUCTION to strategic management: the nature of strategic management, corporate governance and managerial ethics. STRATEGIC POSITIONING: external environment survey, industry analysis, internal environment survey, value chain analysis. SWOT analysis and TOWS matrix. STRATEGIC DIRECTIONS AND STRATEGIC CHOICE: formulation of corporate, business and functional strategies. STRATEGIES IN ACTION AND STRATEGIC CONTROL: implementation of strategies, strategic control. Other strategic topics: international strategic management, information technology and strategic management, growth and strategic partnership models.																			
4. Admission requirements		There are no special requirements for enrollment.																			
5. Student obligations		Attendance of lectures and exercises, active participation in classes, taking quizzes or written exams, development and presentation of business projects, and analysis of case studies																			
6. Monitoring student progress and associated ECTS credits		Classes		1.5		Written exam		2		Continuous assessment		0.5		Project		0.5		Tasks		0.5	
7. Required literature		1. Katavić, I., & Perkov, D. (2015). Strategic Management. Workbook, VERN' Polytechnic 2. PPT presentation and lecture notes (2022). Zagreb: VERN' Polytechnic																			
8. Additional literature		1. Horvat, Đ., Perkov, D., Trojak, N. (2017). Strategic Management and Competitiveness in the New Economy. Zagreb: EFFECTUS 2. Mencer, I. (2012). Strategic Management - Managing Enterprise Development. Zagreb: TEB 3. Buble, M. et al. (2005). Strategic Management. Zagreb: Sinergija 4. Gonan Božac, M. and Tipurić, D. (2014). Business Cases in Strategic Management. Zagreb: Sinergija 5. Sun Tzu (2009). The Art of War. Zagreb: Planetopia 6. Johnson, G., Whittington, R. and Scholes, K. (2012). Fundamentals of Strategy: Second Edition. Harlow: Pearson																			
9. Quality monitoring		Observations and evaluations of teaching; Course evaluation; Student survey.																			
10. Exam access requirements		The requirements for taking the written exam and midterms are: Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70%, a positive grade in the project assignment, a positive grade in the assignments/continuous assessments and a second signature. A student who does not have sufficient attendance can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the course lecturer, and is submitted during the lecturer's consultation period or electronically (in agreement with the subject lecturer). Students who have made up class hours cannot take the exam early. Make up for absences is not possible for the 1st midterm exam, which is written mid-semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.																			

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:	
	criterion	Weight share
	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	30%
	Project and presentation	30%
	Assignments	10%
12. Assessment criteria - explanation	The WRITTEN EXAM can be taken in two parts. The first and second parts of the written exam are written in advance according to the scheduled academic calendar. These two partial written exams make up the summer advance term. In the following exam term, i.e. in the summer term, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, a complete written exam is taken in all subsequent exam terms. The grade for the written exam is positive if the student has achieved at least 60% of the total number of points in the test.	
	If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the score is 0 points.	
	PROJECT: is individual or team work (maximum of two students). At the beginning of the class, the topic of the project is agreed with the lecturer. Students present the project during class at a time agreed with the lecturer. According to the written instructions for creating the project - students should prepare a presentation and summary of approximately 500 words and present the solution to the project orally in class. The project is based on the principle of: (a) research and analysis of relevant information, (b) presentation of results and discussion. By creating a project assignment, students demonstrate theoretical and practical knowledge as well as the ability to independently use primary and secondary data sources. The goals of creating a project assignment are: (a) expanding and deepening knowledge of the subject matter of the curriculum and (b) gaining experience in creating projects as a form of professional work and oral presentation.	
	ASSIGNMENTS: serve to recapitulate the most important insights from individual thematic areas, or to develop critical thinking and problem-based discussion on the given topic. They are created and submitted during class according to written instructions and a deadline agreed with the lecturer.	
13. Communication methods	IMPORTANT: Irregular attendance and avoidance of active participation in class, late submission of projects and assignments, and avoidance of regular short checks affect the reduction of individual components of the grade (project and assignments).	
	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Entrepreneurship economics			Year	2	Semester	4	
Course Name	Business finance management			Code	2061	ECTS	5	
Lecturers	Lect. Anita Lukenda Mlinac, Prof. Stud. Ivona Santini							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	Indicate the knowledge and skills relevant to the effective management of business finances, i.e. for the preparation, adoption and implementation of optimal financial decisions on investment, financing and management of company assets. Instruct in the application of the principles, concepts, methods and techniques of business finance. Encourage the development of a personal analytical approach as a key prerequisite for timely and reliable identification of changes in the environment and the company itself. Enable the achievement of defined learning outcomes in order to acquire competences for professional performance of tasks within the financial function of a company.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Analyze company financial statements and calculate profit and cash flow breakeven points. - Apply basic concepts and methods of working capital management. - Apply the concept of time value of money and calculate the overall profitability of financial instruments. - Implement the risk assessment process for financial assets and portfolio risk. - Value financial instruments and calculate the cost of capital. - Conduct financial analysis with the aim of determining the optimal capital structure. - Assess the profitability of investments in investment projects using capital budgeting methods. - Analyze derivative financial instruments.							
3. Content	Introduction to the course. Overview of business finances and the financial environment. Financial statements. Analysis of financial statements using financial ratios. Break-even points of profit and cash flow. Working capital management: current asset management and short-term financing. Time value of money. Overall profitability of financial instruments. Financial management in financial risk management. Valuation of financial instruments: bonds, stocks, cost of capital. Long-term financing, capital structure, dividend policy. Basic criteria for financial decision-making. Derivatives: forwards, futures, options, swaps.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, independent work on assignments, passing preliminary exams 1 and 2 and/or written exam and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Orsag, S. (2015). Business Finance. Zagreb: Avantis: HUFA.							
8. Additional literature	Orsag, S. (2018), Securities, Sarajevo: Revicon.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) may be taken in advance by a student who has met the following criteria: regularity in classes of at least 70% and achieved a second signature in the course. Students with a lower regularity may also take subsequent exam periods, if they have made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. A student who has attended classes for less than 70% may exceptionally make up for the lack of class hours with an additional assignment assigned by the lecturer in the group after the end of all classes during the regular consultation period. <u>The completed additional assignment must be submitted during the regular consultation period at least ten days before the announced deadline for the written exam to be taken.</u> Compensating for absences by completing an additional assignment is recognized provided that the assignment is well-written and presented. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is passing the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from knowledge tests participate in the calculation of the final grade with the following shares: Interview 1 – 30% and Interview 2 – 30%, i.e. written exam – 60%, oral exam – 40%.							

	The written exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the summer pre-term. In the following exam term, i.e. in the summer term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam on all subsequent exam dates. The oral part of the exam is taken after the written part has been passed. The oral part of the exam is conducted and graded by the lecturer in the group. <u>If a student receives a negative grade on the oral exam, he or she may retake it at a scheduled time, which cannot be before the next written exam date.</u> The oral exam may only be repeated once. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with his or her own knowledge, he or she may schedule an additional oral exam. If in such a case the student demonstrates a significant lack of knowledge in relation to the written exam, or does not respond, a score of 0 points is recorded.												
12. Assessment criteria - explanation	The grades for the midterm/written exam reflect the points achieved as follows: <table border="1"> <thead> <tr> <th>Total points</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>0 – 60</td><td>Unsatisfactory (1)</td></tr> <tr> <td>61 – 70</td><td>Satisfactory (2)</td></tr> <tr> <td>71 – 80</td><td>Good (3)</td></tr> <tr> <td>81 – 90</td><td>Very good (4)</td></tr> <tr> <td>91 – 100</td><td>Excellent (5)</td></tr> </tbody> </table>	Total points	Grade	0 – 60	Unsatisfactory (1)	61 – 70	Satisfactory (2)	71 – 80	Good (3)	81 – 90	Very good (4)	91 – 100	Excellent (5)
Total points	Grade												
0 – 60	Unsatisfactory (1)												
61 – 70	Satisfactory (2)												
71 – 80	Good (3)												
81 – 90	Very good (4)												
91 – 100	Excellent (5)												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University		
Program	Entrepreneurship economics		Year	3	Semester	5		
Course Name	Dynamic entrepreneurship		Code	2672	ECTS	5		
Lecturers	Sr. Lect. Gordana Ćorić							
Teaching Method and Hours	Lectures	26	Seminars and workshops	2	Excercises	26	Midterms	4
	Fieldwork	2	Total	60				
Course Description								
1. Course objectives	The Dynamic Entrepreneurship course is an integrative course in which students will have the opportunity to connect previously acquired knowledge, become familiar with the process of growth and development of a company as a necessity for survival, and understand the multidimensionality of entrepreneurship and its interrelationship with segments and sectors in society.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify and explain arguments for the growth and development of a company as a necessity for survival, 2. Group the mechanisms of company growth under the influence of internal and external factors, 3. Collect and analyze information about (a) the current performance of the company and (b) its potential for growth, establish a diagnosis and determine whether it has the potential for growth, and identify what it lacks, 4. Combine what has been learned about growth strategies with the information obtained/collected, create different growth scenarios, and recommend the best growth strategy for the selected company, 5. Using modern management tools, identify possible risks to which the company is exposed, and recommend possible risk management scenarios, 6. Identify key success factors on the example of the analyzed company, define the business consulting services it needs, and argue for its choice, 7. Assess the suitability of different sources of growth financing for a specific company from the case study, and recommend the most appropriate ones, 8. Identify the factors that most often lead entrepreneurs into difficulties, present methods of preventive action, and argue for the selection of a scenario for overcoming difficulties, 9. Present basic harvesting strategies, design possible scenarios, define criteria, and select the best harvesting strategy scenario for the selected company, 10. Present the characteristics of the environment in which the company operates, detect the problems the company faces, and propose appropriate socially responsible business strategies, 11. Highlight trends that influence the development of entrepreneurship, create a reminder for searching for creative ideas for identifying entrepreneurial opportunities, and demonstrate the ability to give recommendations for using trends.							
3. Content	(1) Introduction to dynamic entrepreneurship. (2) Characteristics of fast-growing companies. (3) Model of company growth under the influence of internal and external factors. (4) Company growth strategies. (5) Business risk management. (6) Information sources and their use. (7) Financing company growth. (8) Entrepreneur in difficulties. (9) Entrepreneurial harvest. (10) Fast-growing company and its environment. (11) Opportunities and trends in entrepreneurship.							
4. Admission requirements	Completed course on Fundamentals of Entrepreneurship							
5. Student obligations	Attendance of lectures and exercises, active participation in class work, creation of a dynamic map (in electronic form), creation of a seminar paper, taking a written exam (via a midterm or comprehensive exam).							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	1	Research	0.5
7. Required literature	• Gregov, Z. and Ćorić, G. (2021). <i>Dynamic Entrepreneurship</i> (script). Zagreb: VERN' University. • Various articles, case studies, and literature cited in the script							
8. Additional literature	• Gibb, A. (1991). Appraising Growth Potential - Key Issues in the Thresholds of Growth of the Independent Business in <i>Growth Capital and Entrepreneurship</i> (editors Roure, J. and Birley, S.). Barcelona: Instituto de Estudios Superiores da la Empresa (IESE).							
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.							

10. Exam access requirements	The requirements for taking the written exam are the <u>final</u> grades from the activities (20%) and the assignment/seminar (20%), i.e.: (1) achieved regular attendance of at least 70% (or timely completion of additional obligations to compensate for insufficient attendance); (2) positively graded and presented seminar paper, and (3) positively graded reviews of articles related to all 11 topics (e-dinamic mapa). To take the 1st mid-semester mid-term exam, it is necessary to achieve at least 50% regular attendance, submit reviews of articles no older than 2 years related to the first 6 topics (e-dynamic mapa) and a presented and graded seminar paper. Making up for absences is not possible for the 1st preliminary exam. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. Students with insufficient attendance cannot take the exam early.																				
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th>Criterion</th><th>Weight share</th></tr><tr><td>Written exam - 1st preliminary exam</td><td>30%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>30%</td></tr><tr><td>Activity</td><td>20%</td></tr><tr><td>Seminar</td><td>20%</td></tr><tr><td>20%</td><td></td></tr><tr><td>Table</td><td></td></tr></table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Activity	20%	Seminar	20%	20%		Table							
Criterion	Weight share																				
Written exam - 1st preliminary exam	30%																				
Written exam - 2nd preliminary exam	30%																				
Activity	20%																				
Seminar	20%																				
20%																					
Table																					
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first 6 chapters of the material. It can be taken by students who have achieved 50% attendance and fulfilled the obligations set by the lecturer at the beginning of the semester. The second part of the exam covers the remaining 5 chapters and is written after the end of classes (in the 16th and 17th weeks). A partially passed exam is recognized during the first exam period, and after that period, only the entire exam is written. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded.) <table><tr><th>Points</th><th>interview (out of 50)</th><th>exam (out of 100)</th><th>grade</th></tr><tr><td>60%</td><td>30-34</td><td>60-69</td><td>2</td></tr><tr><td>70%</td><td>35-39</td><td>70-79</td><td>3</td></tr><tr><td>80%</td><td>40-44</td><td>80-89</td><td>4</td></tr><tr><td>90%</td><td>45-50</td><td>90-100</td><td>5</td></tr></table>	Points	interview (out of 50)	exam (out of 100)	grade	60%	30-34	60-69	2	70%	35-39	70-79	3	80%	40-44	80-89	4	90%	45-50	90-100	5
Points	interview (out of 50)	exam (out of 100)	grade																		
60%	30-34	60-69	2																		
70%	35-39	70-79	3																		
80%	40-44	80-89	4																		
90%	45-50	90-100	5																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																				

General information						VERN' University			
Program	Entrepreneurship economics			Year	3	Semester	5		
Course Name	Marketing plan			Code	2075	ECTS	5		
Lecturers	Assoc. Prof. Diana Plantić Tadić								
Teaching Method and Hours	Lectures	20	Excercises	36	Midterms	4	Total	60	
Course Description									
1. Course objectives	The main goal of the course is to prepare students to solve typical marketing problem situations by creating a marketing plan based on business examples from real Croatian practice. Likewise, the goal is to train students for effective teamwork with the delegation of work tasks and high-quality presentation with the help of available technological and technical aids. One of the goals is to train students to evaluate other people's work and to develop students' self-criticism in considering their own contribution in joint work.								
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic marketing concepts necessary for developing a marketing plan 2. Identify the issues of a given business case 3. Apply knowledge acquired from the course <i>Fundamentals of Marketing</i> in solving given problem situations within given budgets and marketing environments 4. Develop the skills necessary for teamwork and public presentation during the development of a marketing plan 5. Prepare the development of a marketing plan according to given phases 6. Propose solutions for given marketing problem situations 7. Evaluate their contribution and the contribution of other teams to solving problematic marketing situations 8. Deduce conclusions and recommendations for the marketing practice of given business organizations								
3. Content	I. Introduction, company strategy, marketing environment and consumer behavior (Marketing today; Strategic marketing; Marketing environment; Competition; Marketing in the age of the Internet) II. Market research (Marketing research; Market demand; Marketing ethics; Global market) III: Segmentation, target group selection and positioning (STP, Relationship marketing, Competitive strategy) IV. Product/Service ((Product levels, Product range, Product name, Packaging, Cobranding) V. Price and distribution (Pricing policy, Pricing method, Rebates, discounts and bonuses, Main distribution channels, Alternative distribution channels) VI. Promotion (Promotion mix strategy, Budget determination, Advertising, Sales promotion, Direct marketing, Personal selling, Public relations, Material production)								
4. Admission requirements	Passed course <i>Basics of Marketing</i>								
5. Student obligations	Class attendance, development and presentation of a marketing plan – VERNING project, written exam, oral exam								
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Oral exam	1	Project	1	
7. Required literature	1. Kotler, P. et al. (2014) Marketing Management. Zagreb: Mate d.o.o. 2. teaching materials								
8. Additional literature	• Hall, R. (2015). Brilliant Marketing, 2nd edition, Pearson Education Limited. • Kotler, P, Keller, K. L, Martinović, M (2014). Marketing Management, 14th edition, Zagreb: Mate. • Kotler, P., Keller, .K. L. (2016). A Framework for Marketing Management, 6th edition, Pearson Education Ltd. • Pelsmacker, P. De, Geuens, M, Bergh, J. Van den (2013). Marketing Communications: A European Perspective, 5th edition, Pearson Education Limited. • Solomon M. and coauthors (2015). Consumer Behavior, European edition, Zagreb, Mate.								
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.								
10. Exam access requirements	The requirement for taking the written exam is at least two (2) presentations (expositions) by the student during the semester and the submission of all materials for the business case presentation team. A student who does not participate in the work of his/her team and does not present at least twice during the semester will receive a marketing problem situation that he/she must independently develop and present to the subject lecturer. The minimum attendance to take the written exam is 70%. If the student has lower attendance, he/she must develop and submit seminar papers on a topic determined by the subject lecturer on time. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The requirement for taking the oral exam is not passing the written exam. If a student receives a negative grade on the oral exam, he/she only repeats the oral exam <u>in the period after the written exam on each exam period</u> .								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr></table>							Criteria	Weight share
Criteria	Weight share								

	Written exam - 1st preliminary exam	15%
	Written exam - 2nd preliminary exam	15%
	Business case presentation (group grade)	15%
	Total activity (in class and extracurricular)	20%
	Oral exam	35%

12. Assessment criteria - explanation	Points	Grade
	13-14	2
	15-16	3
	17-18	4
	19-20	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information

Program	Entrepreneurship economics		Year	3	Semester	5
Course Name	Tax system		Code	2078	ECTS	5
Lecturers	Lect. Tajana Kramar Šandl					
Teaching Method and Hours	Lectures	36	Excercises	20	Midterms	4
					Total	60

Course Description

1. Course objectives	Introducing students to the tax system of the Republic of Croatia and the specifics of individual forms of tax. Adopting basic tax terminology and understanding the rights and obligations of taxpayers in taxation procedures. Acquiring knowledge about the significance and role of taxation in the Republic of Croatia from an economic, socio-political and constitutional-legal perspective. Ensuring uninterrupted attendance at classes in other courses whose content is permeated with taxation procedures.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic tax-legal concepts and their role in taxation. 2. Determine the tax base, tax rate and income allocation for each tax type of taxpayer. 3. Determine the types and amounts of contributions for mandatory insurance. 4. Apply knowledge to simpler income taxation procedures. 5. Partially connect the acquired knowledge with content from other courses.							
3. Content	Introduction to the tax system of the Republic of Croatia, public revenues and expenditures, principles of taxation. Division of taxes in the Republic of Croatia. Income tax, taxation of dependent work, self-employment, income from capital, income from property and property rights, income from insurance and other income. Profit tax. Value added tax. Inheritance and gift tax. Real estate transfer tax. Excise duties and special taxes. Customs system. Contributions and fees. Tax procedure. Tax administration. Tax consultancy.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a preliminary exam or written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Activities	0.5	Activities	0.5
7. Required literature	• Kramar Šandl, T. (2019). Tax systems, scripts, VERN • Kramar Šandl, T. (2019) Tax system, workbooks, VERN							
8. Additional literature	• Collection of tax regulations from various publishers ((RRIF, HZRFD, TEB, RIPUP) • Current articles in professional journals Porezni vjesnik and others. • Publications published by the Tax Administration at www.porezna-uprava.hr • Written materials and presentations from lectures							
9. Quality monitoring	Observations and evaluations of teaching performance. Student survey.							
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally compensate for the lack of teaching hours with an additional assignment. The additional assignment is assigned by the course instructor during regular consultations after the end of all classes, from thematic units in which the student did not attend regular classes. The student submits the completed assignment in writing for evaluation and assignment of a second signature to the course instructor during consultations at least two weeks before the announced deadline for the written exam to be taken. Attendance compensation through the completion of an additional assignment is recognized provided that the assignment is well-written and presented. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		50%					
	Written exam - 2nd preliminary exam		50%					
12. Assessment criteria - explanation	Points	Rating						
	60-69	2						
	70 -79 6974	3						

	80 -89 89	4
	90-100100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Entrepreneurship economics		Year	3	Semester	5		
Course Name	Business English 5		Code	10562	ECTS	5		
Lecturers	Sr. Lect. Irena Medvešek, Lect. Martina Mencer Salluzzo							
Teaching Method and Hours	Lectures	28	Excercises	28	Midterms	4	Total	60
Course Description								
1. Course objectives	Introducing students to the basic vocabulary, structures and functions of business English necessary for oral and written communication in English in a business environment. Developing language skills (understanding text, listening, writing and speaking) and fluency and accuracy at the B2+ level of language proficiency. Enables students to follow classes from other courses that use texts in English.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Use collocations related to planning 2. Talk about future plans at the B1 level 3. Use collocations and phrases used in business meetings 4. Use phrases and collocations related to people management 5. Use phrases used in leisure time 6. Create a limited number of words 7. Describe a product 8. Give a presentation							
3. Content	Business financing: vocabulary related to raising funds, ways to obtain funds, verbs and prepositions, business negotiation Customer service: vocabulary related to complaints, gerund, active listening Crisis management: vocabulary related to crisis management, ways to deal with a crisis, conditionals, asking and answering provocative questions Mergers and acquisitions: vocabulary related to mergers and acquisitions, structures for expressing assumptions and probabilities, presentations							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation for classes, active participation in classes, carrying textbooks and other supplies, taking a preliminary exam or written exam, taking an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	• David Cotton, David Falvey, Simon Kent, Market Leader, Upper intermediate Business English Course Book with MyEnglishLab (3rd edition), Pearson Education Limited, 2011							
8. Additional literature	2. McCarthy and O'Dell: English Vocabulary in Use, Cambridge University Press, 1999 3. New Oxford Business English Dictionary, Oxford: Oxford University Press, 2005 4. Oxford Collocations Dictionary, Oxford: Oxford University Press, 2003 5. Bill Mascull: Business Vocabulary in Use, Cambridge University Press 6. Raymond Murphy: English Grammar in Use, Oxford University Press 7. Michael Swan: English Grammar in Use Supplementary Exercises 8. Paul Emmerson: Email English, Macmillan 8. BEC Vantage, past papers							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The condition for taking the written exam is a regular attendance of at least 70%. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. For the purpose of taking the written exam or preliminary exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer and is submitted according to the agreement with the lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 days before the deadline for applying for the exam. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							

and assessment criteria	Criteria	Weight share
	Written exam - 1st preliminary exam	35%
	Written exam - 2nd preliminary exam	35%
	Oral exam	20%
	Activity	10%

12. Assessment criteria - explanation	%	Rating
	60 - 69	2
	70 - 84	3
	85 - 93	4
	94-100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Entrepreneurship economics			Year	3	Semester	5	
Course Name	Entrepreneur's business plan			Code	2077	ECTS	5	
Lecturers	Prof. Stud. Marijan Milinović							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The fundamental goal of the course is to enable students to concisely consider and analyze all factors important for assessing the feasibility and effects of an entrepreneurial venture and to independently develop an entrepreneurial business plan. Within the course, students will master the methodology of developing a business plan and apply the adopted methods in critically reviewing and elaborating their own business idea.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, content and purpose of creating a business plan 2. research the sales and procurement market and assess the possibilities of placing their own products or services 3. compile a plan and budget for marketing activities 4. create calculation projections of income, costs and necessary investments 5. compile planned financial statements 6. assess the justification of investments using static and dynamic approaches to cost-effectiveness assessment 7. analyze the sensitivity of the project 8. present and substantiate an entrepreneurial project.							
3. Content	The concept, content and purpose of creating a business plan. Presentation of an entrepreneurial idea. Information about the entrepreneur. Market analysis and marketing plan. Business, organizational and management plan. Financial budgets: sales plan, production plan, cost of goods sold (trade goods, services) and operating costs, Calculation of investments in fixed assets and working capital. Calculation of liabilities according to sources of financing. Preparation of planned financial statements: profit and loss account, cash flow, balance sheet. Calculation of financial indicators. Financial assessment of project success: payback period method, net present value method, profitability index, internal rate of return method. Sensitivity analysis: break-even point method, dynamic analysis.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, passing preliminary exams 1 and 2 and/or written exam, and writing a seminar paper.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	0.5	Seminar	3.0		
7. Required literature	Milinović, M. (2020). <i>Business plan. Script.</i> Zagreb: VERN' University of Applied Sciences.							
8. Additional literature	http://www.bplans.co.uk/sample_business_plans.cfm. Kuvačić, N. (2001). <i>Entrepreneurial Project.</i> Split: University of Applied Sciences in Split.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A student is required to participate in at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally compensate for the lack of teaching hours with an additional assignment determined by the lecturer in the group after the end of all classes. Students with insufficient attendance at classes can submit inquiries about additional assignments via academic messages in the Eduneta (Studomatic) system. The completed additional assignment is submitted via e-mail at least two weeks before the announced deadline for the written exam to be taken. Attendance compensation through the completion of an additional assignment is recognized provided that the assignment is well-processed and presented. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for submitting and taking the assessment of the business plan (seminar paper) is passing the written exam, or both of its parts.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from the knowledge tests participate in the calculation of the final grade with the following shares: interview 1 - 10% and interview 2 - 10%, or written exam - 20%, seminar paper - 80%. The written part of the exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of							

	classes. These two partial written exams make up the winter pre-term. In the following exam term, i.e. in the winter term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam on all subsequent exam dates. The assessment of the business plan (seminar paper) is carried out on the basis of the independently prepared business plan, its presentation (exposition and explanation of the textual part of the plan) and the explanation of the calculations performed. Students who pass the written part, when they complete the business plan, should send it to the address of the lecturer in the group (both Word and Excel). The oral part of the exam on the business plan (seminar paper) is carried out via MS Teams, with the lecturer announcing the date of the oral exam on Teams at the beginning of the week for papers received by the end of the previous week (delivery during the weekend, i.e. on Friday afternoon, Saturday and Sunday, is not considered completed in that week). The assessment of the business plan is carried out by the lecturer in the group.
12. Assessment criteria - explanation	The written exam consists of calculation tasks that test the acquisition of basic concepts, terms and procedures. The tasks are designed to test understanding of the material, not just the acquisition of techniques. The grades on the preliminary/written exam reflect the points achieved as shown below. Total points = Grade 0 – 60 = insufficient (1) 61 – 70 = satisfactory (2) 71 – 80 = good (3) 81 – 90 = very good (4) 91 – 100 = excellent (5) If the teacher has a reasonable suspicion that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond to this test, a score of 0 points is recorded. The assessment of the prepared business plan is based on the criteria listed in the table below. If the oral presentation of the business plan (exposition and explanation of the textual part of the work and explanation of the calculations performed) shows that the student cannot present and explain the textual parts of the plan (what he wrote in his own business plan) or cannot explain the methodology of the calculations performed (calculations that he set up and performed himself) and interpret the results obtained, the exam will be considered unsuccessful, regardless of the impression of the business plan. Assessment element = Grade Complete content coverage of the work and accurate calculations = sufficient (2) Technical sophistication of the work (text layout and tables) = good (3) Linguistic sophistication of the work (style and expression) = very good (4) Original idea, demanding topic, excellent treatment of the topic = excellent (5)
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Entrepreneurship economics			Year	3	Semester	5			
Course Name	Commercial business			Code	2083	ECTS	5			
Lecturers	Sr. Lect. Dubravka Maras									
Teaching Method and Hours	Lectures	30	Excercises	26	Midterms	4	Total	60		
Course Description										
1. Course objectives	To provide an understanding of the basic business categories related to commercial entities within the economy, as well as the laws and principles that operate in the complex system of international trade. To introduce students to the possibilities of practical use of acquired competences in the field of commercial business in performing everyday business activities and as a basis for studying other related disciplines.									
2. Expected learning outcomes	After successfully completing the course, students will be able to:									
	1. Explain the basic concepts, business processes and strategies related to domestic and foreign trade 2. List the tasks of procurement and inventory management, objectives and procurement policy 3. Describe how sales policy and receivables management affect a company's operations 4. Interpret the essential components of analysis and planning in trade 5. Interpret the characteristics of transactions and entities in international trade and international trade clauses 6. Identify risks in foreign trade and ways to protect against risks 7. Assess the role of a particular payment security instrument for a specific type of transaction 8. Present the specifics of individual forms of competitiveness in international trade									
3. Content	Entrepreneurship in trade, Historical overview of trade development, Business processes in trade, choice of strategy in trade business; Procurement and inventory management, Procurement function, Place of procurement in the organizational structure of the company, Internal procurement organization, Procurement goals and business policy, Market research and procurement planning, Procurement contracting, Inventory management, Analytical inventory monitoring, Information systems in procurement; Sales and receivables management, Sales function, Sales planning, Pricing policy, Forms of sales, Special forms of sales, Receivables management; Analysis and planning in trade, Role of analysis and planning, Previous analysis, Current analysis, Analysis of trade business using business performance indicators, Planning in trade; Entrepreneurship in international trade business, Fundamentals of international entrepreneurship, Stages of entrepreneurship in international business, Choice of commercial bank in entrepreneurship in international business, Sources of opportunities for international entrepreneurship; Business and entities in international business, Entering foreign markets, Classification of business in foreign trade, Entities in international business, Institutions involved in international business; Risks in foreign trade and protection from risk, The role of risk in international entrepreneurship, Risk appetite, Sources of risk, Systemic risk, Types of risk, Types of damage, Risk policy in foreign trade; Payment security instruments in foreign trade, Payments and collections in foreign trade, International documentary collection, Bank guarantees, International documentary letters of credit, Forms of payment in international business; International trade clauses, Rules of international trade, Incoterms 2010 (2020), The most important elements related to the Incoterms 2010 (2020) clauses; Sources of competitiveness of companies in international business, International competitiveness of Croatian companies, External elements of competitiveness, Internal sources of competitiveness									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, possibility of taking exams via preliminary exams and a written exam in case of unsuccessful passing of the preliminary exams, oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Seminar	0.5	Presentation	0.5
	Activities	0.5								
7. Required literature	1. Delač, D. (2011) Commercial business - script. Zagreb: Vern									
8. Additional literature	1. Andrijanić, I (2008.) Business in foreign trade - Zagreb: Mikrorad, 2. Tomašević Lišanin, M. (2010) Professional sales and negotiation. Zagreb: HUPUP. 3. Bloomberg, D. J, LeMay, S., Hanna, J. (2006). Logistics. Zagreb: Mate									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance. The exception is the first part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the written exam, students can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted electronically and must be sent to the course lecturer by email: dubravka.maras7@gmail.com.									

	The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper in good time before that, i.e. during the presentation of the topic. Making up for absences is not possible for the first preliminary exam, which is written halfway through the semester. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Activity, exercises</td><td>20%</td></tr> <tr> <td>Seminar paper and presentation</td><td>20%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Activity, exercises	20%	Seminar paper and presentation	20%
Criteria	Weight share										
Written exam - 1st preliminary exam	30%										
Written exam - 2nd preliminary exam	30%										
Activity, exercises	20%										
Seminar paper and presentation	20%										
12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activities and seminar paper. These two partial written exams, together with the oral exam, make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the final grade, he/she may retake some of the elements that make up the final grade. 2. Activity is assessed by taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations. 3. The seminar paper is prepared individually and according to the rules of Vern'. It is submitted in written form on the day of the presentation in front of the group, at a time that is determined for each student during the semester. The oral presentation should be accompanied by a power point presentation. The seminar paper is graded based on the individual grades of the written work and the public presentation. 4. After the written exam, students will be informed via the portal about the date and schedule of the oral exams. The oral exam focuses on learning outcomes that were not met during the written tests and exams.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Entrepreneurship economics			Year	3	Semester	6			
Course Name	Business ethics and culture			Code	2076	ECTS	4			
Lecturers	Sr. Lect. Gordana Ćorić, Sr. Lect. Zrinka Gregov									
Teaching Method and Hours	Lectures	26	Seminars and workshops	2	Excercises	26	Midterms	4		
	Fieldwork	2	Total	60						
Course Description										
1. Course objectives	The primary objectives of the course BUSINESS ETHICS AND CULTURE are: 1. Acquainting students with the concept of business ethics in solving moral issues in business, 2. Using the analytical skills needed to apply the concept of business ethics in business decisions, 3. Identifying moral issues involved in managing business problems, 4. Processing business cases related to current moral dilemmas that appear in business, 5. Integrating the concept of socially responsible business into the core business.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. recognize the basic theories of business ethics, describe their characteristics, and argue for positions on the need to study and apply business ethics in different situations, 2. recognize the different influences that shape our value systems and connect them to given situations, 3. identify stakeholders and explain ethical dilemmas in business at the individual, organizational, and societal levels, 4. analyze practical cases using the chosen method of ethical decision-making, connect answers to three ethical questions, and argue for proposed solutions, 5. arguably discuss ethical topics in the business environment, employees, the environment, and customers, and design and write a code of ethics, 6. define ethical topics in various business situations, and devise and recommend the most appropriate scenarios for socially responsible business, 7. select an appropriate topic from business ethics, process it by integrating the analysis tools used, describe ethical case and present the conclusions of your project.									
3. Content	(1) Introduction to the course Business Ethics and Culture. (2) Contemporary changes in business and society, development of business ethics. (3) Introduction to the individual level of ethics. (4) Individual level; dilemmas and models of solution. (5) The role of the company in society. (6) Code of Ethics. (7) Ethics of different business functions. (8) Professional ethics. (9) Marketing and business ethics. (10) Corporate social responsibility. (11) Environmental protection policy. (12) Globalization; concepts, impact, benefits and harms. (13) Human rights. Implementing business ethics. Conclusions.									
4. Admission requirements	There are no special requirements for enrollment.									
5. Student obligations	Attendance of lectures and exercises, creation of a dynamic map (in physical or electronic form), creation of a seminar paper, taking a written exam (via a preliminary or integral exam).									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Research	0.5	Project	0.5	Tasks	0.5
7. Required literature	• Ćorić, G. (ed.) (2022). <i>Business Ethics and Culture (script)</i> . Zagreb: VERN' University. Blanchard, K. and Peale, N.V. (1996). <i>How to do business honestly and succeed?</i> . Zagreb: Illyricum, 3P&T Bussard, A., Markuš, M. and Olejrov, D. (2002). <i>Code of Ethics and Social Audit – A DIY Manual for Building an Ethical and Transparent Business Culture in SMEs</i> . Zagreb: Ruke and Integra Association. ODRAZ (2021). A New Challenge: Global Sustainable Development Goals by 2030 . Zagreb. Odras.									
8. Additional literature	• Bebek, B. and Kolumbić, A. (2000). <i>Business Ethics</i> . Zagreb: Sinergija. • Klose, A. (1996). <i>Entrepreneurial Ethics</i> . Zagreb: Školska knjiga. • Krkač, K. (editor) (2007). <i>Introduction to Business Ethics and Corporate Social Responsibility</i> . Zagreb: Mate. • Vujić, V., Ivaniš, M. and Bojić, B. (2012). <i>Business Ethics and Multiculture</i> . Opatija: Faculty of Tourism and Hospitality Management.									

9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey. Self-evaluation.			
10. Exam access requirements	The requirements for taking the written exam are the final grades from the activities (20%), the team project/"seminar" (20%) and the assignments (20%), i.e.: (1) achieved regular attendance of at least 70% (or timely completion of additional obligations to compensate for insufficient attendance, at the end of the semester); (2) a positively assessed and presented project as part of teamwork, and (3) positively assessed assignments (resume, ethical dilemma, code of ethics, strategy of socially responsible business). To take the first mid-semester mid-term exam, it is necessary to achieve at least 50% regular attendance and complete the assignments that will be assigned in that part of the semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.			
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:			
	Criteria		Weight share	
	Written exam - 1st preliminary exam		25%	
	Written exam - 2nd preliminary exam		15%	
	Class activity		20%	
	Project (team or individual)		20%	
Assignments		20%		
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes (in the 8th/9th week). It can be taken by students who have achieved 50% attendance and fulfilled the obligations set by the lecturer at the beginning of the semester. The second part of the exam covers the remaining chapters and is written after the end of classes (in the 14th/15th week). A partially passed exam is recognized during the first exam period, and after that period only the entire exam is written.			
	Points	interview (out of 50)	Exam points (out of 100)	grade
	60%	30-34	60-69	2
	70%	35-39	70-79	3
	80%	40-44	80-89	4
	90%	45-50	90-100	5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.			

General information					VERN' University	
Program	Entrepreneurship economics		Year	3	Semester	6
Course Name	Career design		Code	10406	ECTS	4
Lecturers	Sr. Lect. Silvana Fratrić Kunac					
Teaching Method and Hours	Lectures	20	Excercises	20	Total	40
Course Description						
1. Course objectives	The course objectives are to enable students to apply the design thinking methodology in career development during and after their studies; to adopt a constructive approach, framework and techniques in the process of discovering their calling and shaping a meaningful life and career; to encourage creativity, proactivity, personal responsibility and self-efficacy in overcoming career challenges, to adopt functional and realistic perceptions of career paths; to enable the development of career adaptability and tolerance for career uncertainty; to equip students for successful integration into the world of work,					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. reformulate existing career problems 2. articulate and integrate personal value systems about work and life 3. discover activities with the highest level of positive energy, involvement, and a state of complete focus 4. create mental maps for generating business ideas 5. design three prototypes of five-year career plans and conduct interviews to test their quality 6. evaluate their own career plans 7. select a mentor and a support team in the realization of the career plan					
3. Content	Assessment of key life areas (psychophysical health, work, fun and belonging), dysfunctional and functional beliefs; mental states (curiosity, reshaping, experimentation, action and radical collaboration): work and personal values; sources of positive and negative energy, engagement and flow; methods of generating ideas; career plan prototype; interviews and testing of career plans, key steps in the career decision-making process; immunity to failure; radical collaboration (team and mentor selection).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Regular class attendance, active participation in exercises, regular preparation for classes, writing of written assignments (portfolio) and career plan, written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Portfolio	1
					Project	1
7. Required literature	Burnett, B. and Evans, D. (2018). <i>Design Your Life</i> . Zagreb: Planetopia.					
8. Additional literature	Burnett, B. and Evans, D. (2020). <i>Designing Your Work Life</i> : New York, NY: Alfred A. Knopf Antoljak, V. and Kosović, M. (2018). <i>Design thinking for non-designers</i> . Zagreb: School book					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The requirements for taking the written exam in advance are: ° 70% of the total class ° portfolio ° second signature Students with lower attendance rates may take the next exam periods if they have made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. Students who achieve between 40% and 69% are required to make up for the missed assignments with additional assignments assigned by the lecturer and submit them no later than one week before the exam period, and the deadline for registering for the exam should be taken into account, i.e., submit the additional assignment on time. Students whose attendance rate is lower than 40% are advised to retake the course in the next academic year.					
11. Exam implementation and assessment criteria	A student has the opportunity to take the oral exam a limited number of times during the academic year, at the times specified in the academic calendar. Students who are not satisfied with the grade they have achieved may also repeat the oral exam, but the previously achieved grade will be erased.					
12. Assessment criteria - explanation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed elements participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				
	Oral exam	30%				
	Portfolio	30%				
	Career plan	30%				

	Class activity	10%
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University				
Program	Entrepreneurship economics		Year	3	Semester	6				
Course Name	Public speaking skills		Code	2833	ECTS	4				
Lecturers	Prof. (Art) Ozana Ramljak									
Teaching Method and Hours	Lectures	12	Seminars and workshops	4	Excercises	14	Total	30		
Course Description										
1. Course objectives	The course aims to develop basic oratory skills so that students become more capable of expressing their ideas, more persuasive in influencing others, and more successful in achieving their own goals. The course will focus on developing clear, stimulating, and creative thinking as a prerequisite for every powerful oratory situation, raising awareness of the importance of active listening as an extremely important component of every speech, and will introduce methods for assessing listeners and people in general in order to achieve the desired effects. Students will also learn about basic oratory genres and the history of rhetoric.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. distinguish between types of speech 2. independently prepare and interpret a speech 3. demonstrate speaking skills in various situations that require public speaking, 4. skillfully participate in discussions that require a high degree of active listening, creative thinking, assessment of the speaking situation, and speech articulation.									
3. Content	The course content includes the following topics: - history of rhetoric, - types of speeches, - general oratory skills, - oratory rules and instructions, - speech preparation, - speech exercises, - speech delivery, - occasional speech, - spontaneous, improvised, prepared, read speech, - dialogue, - debate, - speech on radio and television.									
4. Admission requirements	There are no special requirements for enrollment									
5. Student obligations	Attendance at classes, writing a seminar paper, attending fieldwork, taking a written and oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Oral exam	1	Seminar	0.5	Continuous assessment	0.5
7. Required literature	Boban, Vjekoslav, The Beginnings of Spoken Communication, Dan, Zagreb, 2003.									
8. Additional literature	Škarić, Ivo, Foundations of Modern Public Speaking, Školska knjiga, Zagreb, 2000. Speak for All Occasions and Briefly About Public Speaking, Business Journal, Zagreb, 2002.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the written exam: A minimum of 20% attendance. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The oral exam is taken during class and consists of delivering a speech (7 to 10 minutes) under conditions agreed upon with the subject teacher.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: NOTE: Only the names of the criteria and weights are included in the table. An explanation is provided in the next section									
		Criteria		Weight proportion						
		Written exam		50%						
		Oral exam		30%						
		Activity and work		20%						

12. Assessment criteria - explanation	The activity is assessed according to the student's actual contribution to the class, according to the subject teacher's own assessment, and in accordance with the assessment of the individual case, the grade the student received from the seminar paper, and the student's commitment to the class.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Entrepreneurship economics			Year	3	Semester	6			
Course Name	Market research			Code	2921	ECTS	4			
Lecturers	Assoc. Prof. Diana Plantić Tadić									
Teaching Method and Hours	Lectures	14	Seminars and workshops	6	Excercises	12	Midterms	4		
	Fieldwork	4	Total	40						
Course Description										
1. Course objectives	Understanding the market research process and the need for it in a competitive company environment. Acquiring knowledge that enables independent development of a research project according to ethical research codes, from defined sources and appropriate methods and samples. Mastering the process of analyzing and interpreting data and compiling and understanding reports, by introducing students to best practices and the most modern achievements and current events in the field of market research.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Explain the basic concepts of market research • Interpret the role and importance of market research in modern business operations of a market organization • List the characteristics of the scientific approach to market research • Explain the types, methods, approaches, samples and phases of the market research process • Create a research draft and a questionnaire (interview/focus group guide) • Independently conduct a research project for various purposes • Create a report presenting and interpreting the research results • Recognize the importance of information obtained through market research in the context of an information basis for sound business decision-making									
3. Content	Introduction to market research - role in business decision-making. Market research process - definition, phases, sources, instruments, market research methods; Types of market research; Sampling; Writing reports; Presentation and interpretation of research results; Application of market research for different business purposes/needs (promotion, sales, segmentation, branding, satisfaction survey)									
4. Admission requirements	Fundamentals of marketing course passed									
5. Student obligations	Class attendance, creation and presentation of an individual approach paper, passing a written exam									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Activities	0.5	Project	1	Activities	0.5
7. Required literature	1. Vranešević, T. (2014) Market research in business management, Accent, Zagreb 2. Teaching materials									
8. Additional literature	1. Malhotra, N.K. (2012) Basic Marketing Research: Integration of Social Media., 4th ed. Pearson, 2. Burns A.C., Bush R.F., (2012) Basic Marketing Research, Int. ed., Pearson									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	The requirement for taking the oral exam is to have attended classes regularly for at least 70%. A student who does not have sufficient regularity can subsequently obtain a 'second signature', i.e. the right to take the written exam if he covers a specific topic that he missed in class. A student whose regularity in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The requirement for taking the written exam is to have completed a market research project (entrance paper), presented with a ppt presentation and POSITIVELY GRADING.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
	Criteria	Weight share								
	First midterm exam	20%								
	Second midterm exam	20%								
	Project assignment/entrance paper	35%								

	Class activity	25%
12. Assessment criteria - explanation	THE PROJECT ASSIGNMENT is designed to test both understanding of the material and the ability to apply the acquired knowledge and skills, not just the mastery of theoretical techniques. The project assignment refers to a complete market research project on a given entrepreneurial venture topic, which is presented to students at the beginning of the semester, and whose research results students present with a ppt presentation and interpretation in the last terms of class. The paper must be submitted and written in the form of a seminar paper on the day of the presentation. Score (in %) 61 - 70 2 71 - 80 3 81 - 90 4 91-100 5	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Entrepreneurship economics			Year	3	Semester	6	
Course Name	Family entrepreneurship			Code	2927	ECTS	4	
Lecturers	Prof. Stud. Iva Senegović							
Teaching Method and Hours	Lectures	10	Seminars and workshops	6	Excercises	10	Midterms	4
	Fieldwork	10	Total	40				
Course Description								
1. Course objectives	The aim of the course is to introduce students to the theoretical framework of family entrepreneurship and its main characteristics, and to enable them to transfer theoretical knowledge to real-life situations. In the implementation and organization of classes, students will be motivated to take initiative and leadership, and to strengthen their stimulating communication skills. Students will be shown the importance of recognizing the interests of all stakeholders in a family business, the possibilities of professionalizing a family business, and to enable them to make timely decisions about the transfer of ownership and leadership in family businesses.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Argue the importance of family entrepreneurship in social and economic progress 2. Distinguish the interests of stakeholders in a family business 3. Explain the phases of the family and business life cycle, the causes of failure and the sustainability of family businesses 4. Identify and recommend solutions to problems typical of family businesses 5. Design a plan for the professionalization of family business management 6. Determine the successor and leader of the family business by convincingly representing their position and decision 7. Compile a proposal for the development of institutional support for family businesses 8. Identify trends that will have an impact on the future of family entrepreneurship							
3. Content	Entrepreneurship and family businesses – drivers of progress. Relevance of family businesses in the global economy. Family involvement in family business operations. Alignment of goals and conflicts in a family business. Life cycles of the family and family business. Decision-making in family businesses. Development model of a family business. New generations and inheritance of a family business. Future and trends of family entrepreneurship. Institutional support for family entrepreneurship.							
4. Admission requirements	There are no special requirements for enrollment.							
5. Student obligations	Attendance at classes, participation in guest lectures and/or fieldwork, preparation of a seminar paper, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Project	2		
7. Required literature	1. Kružić, D. and Bulog, I. (2012). <i>Family businesses: Life cycles, inheritance and sustainability</i> . Split: Faculty of Economics, University of Split.							
8. Additional literature	• Kružić, D. (2004). <i>Family Business</i>. Zagreb: RRIF. • Bakotić, D., Bulog, I., Dulčić, Ž., Glamuzina, M., Klepić, Z., Kružić, D., Lovrinčević, M., Ostojić Mihić, A. (2016). <i>Family Entrepreneurship</i>. Mostar and Split: Faculty of Economics, Universities of Mostar and Split. • Lansberg, I. (1999). <i>Succeeding generations: Realizing the dream of families in business</i>. Boston: Harvard Business School Press. Articles from magazines, materials from various organizations and institutes (Family Business Magazine, Family Business Review, Institute for Family Business, Family Business Network, Austrian Institute for SME Research, Levon Institute, Economist, Business Week, etc.)							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirements for taking the final oral exam are: 1. A minimum of 70% attendance. 2. A project work that has been positively assessed.							
For the purpose of taking the oral exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned in the last week of classes and is submitted at least one week before the deadline for giving the second signature. The paper is sent to the subject lecturer's e-mail or as agreed. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.								

	A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight proportion</th></tr> <tr> <td>Written exam</td><td>20%</td></tr> <tr> <td>Project work</td><td>60%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> </table>	Criteria	Weight proportion	Written exam	20%	Project work	60%	Oral exam	20%		
Criteria	Weight proportion										
Written exam	20%										
Project work	60%										
Oral exam	20%										
12. Assessment criteria - explanation	<table> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </table>	Points	Grade	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5
Points	Grade										
60 - 69	2										
70 - 79	3										
80 - 89	4										
90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Entrepreneurship economics			Year	3	Semester	6			
Course Name	Promotion			Code	2844	ECTS	4			
Lecturers	Lect. Zrinka Mrkonjić									
Teaching Method and Hours	Lectures	15	Seminars and workshops	10	Excercises	15	Total	40		
Course Description										
1. Course objectives	To enable understanding of the basic concepts, relationships and consequences caused by promotion as part of the marketing concept of business. To introduce students to the most important promotional tools and promotional strategies. To point out the importance of understanding and applying all elements of the promotional mix. To encourage students to apply the acquired theoretical knowledge in practice through work on specific cases, critical analysis of selected examples and solving project tasks.									
2. Expected learning outcomes	After successful completion of the course, students will be able to: • Explain the basic concepts of promotion, i.e. integrated marketing communication • Interpret the role and importance of promotion in society and on the global market • Describe the process of creation and development of integrated marketing communication and its role in modern business • Identify the factors and distinguish the peculiarities of the promotional mix • Apply basic promotional strategies • Use basic promotional tools in specific business cases • Create and present basic elements of integrated marketing communication									
3. Content	Basic concepts of marketing business concepts and integrated marketing communications. Introduction to the importance of the brand and the role of integrated marketing communications in its development. Understanding consumer behavior models when making purchasing and consumption decisions. Studying the marketing environment with the aim of understanding its influence on the development of trends and the resulting consumer behavior. Recognizing the need to adapt integrated marketing communications to market trends. Connecting the roles of market research and media research in planning, designing and controlling marketing communications. Understanding the role of advertising and getting to know different types of advertising and their impact when creating relationships with consumers. Understanding and applying sales promotion, the Internet and other forms of direct marketing communication, personal selling, public relations, publicity, institutional advertising, events and sponsorship.									
4. Admission requirements	Passed the course Basics of Marketing.									
5. Student obligations	Attendance of classes, preparation of portfolio folder, creation and presentation of project tasks.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Activities	0.5	Oral exam	1	Portfolio	0.5	Project	1
7. Required literature	Teaching materials									
8. Additional literature	1. Belak, B. (2013). An Idea in a Labyrinth. Zagreb: Rebel 2. Kesić, T. (2003.) Integrated Marketing Communication. Zagreb: Opinio 3. Antolović, K. and Haramija, P. (2015). Responsible Advertising. Zagreb: K&K promocija d.o.o. 4. Kraljević, R. and Perkov, D. (2014). Market Communications Management. Zagreb: Libertas - Plejada 5. Scott, D., M. (2011). Marketing and PR in Real Time. Zagreb: Dva i dva 6. Pavlek, Z. (2008). Branding – How to Build the Best Brand. Zagreb: M.E.P. CONSULT d.o.o. 7. Kotler, P. and Keller, K.L. (2014). Marketing Management. (14th edition). Zagreb: Mate 8. Professional journals (Advertising Age), internet, etc.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Regular attendance significantly facilitates mastering the Promotion course program. Irregular attendance can be an obstacle to successfully mastering the course, or a reason for re-enrolling in the course in the next academic year. A student whose regular attendance in classes is less than 40% cannot take the exam in that academic year, and is instructed to retake it in the next academic year. A prerequisite for concluding a grade for the course is a positive grade from the portfolio folder (made up of 5 individual tasks) and the IMK project task. A student who does not have sufficient regularity (more than 40% and less than 70%) can subsequently obtain a "second signature" after completing additional obligations on the topic he missed and in agreement with the subject teacher.									

11. Exam implementation and assessment criteria	Criteria	Weight share
	Continuous verification of research projects	25%
	Portfolio folder	25%
	Project task	25%
	Oral knowledge test	25%

12. Assessment criteria - explanation	PORTFOLIO MAP - 5 individual tasks solved according to the lecturer's instructions. THE PROJECT TASK is designed to test understanding of the material and the ability to practically apply the acquired knowledge and skills. The project task refers to the development of an integrated marketing communication proposal on a given topic (selected company/brand). The project should contain a complete overview of the process of designing a promotional concept for integrated marketing communication in the form of a written seminar paper and must be presented orally with a ppt presentation. The project task must be positively assessed (both the material template and the oral presentation). Oral exam - refers to testing the understanding and use of theoretical knowledge on specific examples from practice (portfolio map and project tasks). It is carried out during the presentation of the IMK project assignment. The activity is evaluated and refers to the individual engagement of students when solving tasks, collecting examples for a portfolio folder, participating in teamwork, discussions.
	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Entrepreneurship economics		Year	3	Semester	6		
Course Name	Human resources management		Code	2842	ECTS	4		
Lecturers	Sr. Lect. Ivana Vrhovski							
Teaching Method and Hours	Lectures	20	Exercises	20	Total	40		
Course Description								
1. Course objectives	Development and understanding of the concept of human resources management. Identification of key processes in human resources management, and familiarization with their specificities. Focusing attention on understanding the importance of the process of professional candidate selection, reward systems, and systematic and continuous education throughout the working life. Development of the correct value system in the process of judging and evaluating achievements and work performance. Understanding the applicability of theoretical models to specific cases from practice.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Plan human resources in accordance with the company's strategic directions - Create a job and job analysis - Evaluate which methods and techniques to use in the selection process and when choosing - Create a training plan according to the company's needs and know how to validate them - Create an employee performance assessment plan - Create a fair employee reward system - Create a mini HRM project for a specific company							
3. Content	Definition and development of human resources management. Forecasting the needs and use of human resources in accordance with the strategic directions of the company. The process of professional selection and selection of candidates for a job. Employee education. Monitoring employee performance. Material reward strategies and non-material employee motivation strategies. Career development and management. Comparative analysis of differences in human resources management processes with regard to company size, ownership, activity, openness to the external market and other internal and external distinguishing factors.							
4. Admission requirements	There are no specific prerequisites, apart from acquired knowledge of management theory and organizational psychology.							
5. Student obligations	Attendance at classes, participation in exercises and projects, participation in fieldwork, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Continuous assessment	0.5		
					Project	1		
7. Required literature	Vrhovski, Ivana: Human Resources Management, VERN' Polytechnic, 2009, internal script							
8. Additional literature	- Noe, R.A., Hollenbeck, J.R., Gerhart, B., Wright, P.M.: Human Resources Management, 2006, 3rd Edition, Mate d.o.o, Zagreb - Petar, S., Vrhovski, I.: The Human Side of Managing People, 2009, Status Prosper, Zagreb - Cascio, W.F., Aguinis, H.: Applied Psychology in Human Resource Management, 2011, 7th edition, Pearson							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirements for taking the written exam are: - A minimum of 70% attendance. - Quality of class activity - Quality of participation in exercises For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned during the last lecture and is submitted exclusively via email to the email address of the course instructor. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time (no later than 7 days before the exam date). A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: NOTE: Only the names of the criteria and weights are included in the table. An explanation is provided in the next section <table><tr><th>Criteria</th><th>Weight proportion</th></tr></table>						Criteria	Weight proportion
Criteria	Weight proportion							

Written exam	70%
Activity	10%
Exercises/project	20%

Points	Grade
13 - 14	2
15 - 16	3
17 - 18	4
19 - 20	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University			
Program	Entrepreneurship economics			Year	3	Semester	6			
Course Name	Project management			Code	2932	ECTS	4			
Lecturers	Sr. Lect. Mira Mileusnić Škrtić									
Teaching Method and Hours	Lectures	18	Excercises	18	Midterms	4	Total	40		
Course Description										
1. Course objectives	The Project Management course deals with the basics of project work. It aims to acquaint students with the basic knowledge and tools needed to manage projects in all phases of the project life cycle: initiation, planning, monitoring and control, execution and closure of the project. The goal of the course is to teach students the basic principles of project management, the role of the project manager, and to familiarize them with agile project management through theoretical and practical work. The goal is to show, by managing individual project phases, how to implement the project with the use of the most favorable resources in order to reduce the risk, ensure the agreed quality and ultimately evaluate the success of the project. In addition to the legality of project management, students will learn about the importance of the context in which the project is carried out, and the specifics of teamwork on projects.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define a project and project documentation; 2. Plan: project initiation, scope, stakeholder and project team management; 3. Link individual phases of the project cycle and plan the project using the most appropriate resources (human, material) with the aim of achieving the agreed quality and reducing risk within the planned time and budget; 4. Apply appropriate forms of communication and work in a team; 5. Explain agile project management.									
3. Content	1) Introduction to project management and organizational systems: Introduction, Project and project life cycle characteristics, Project management life cycle, Project context, Stakeholders 2) Project management process groups: Initiate, Plan, Execute, Monitor and control, Close the project 3) Planning: Defining objectives, Creating a scope of delivery, Defining the project scope, Allocating responsibilities, Creating an activity schedule, Creating a budget 4) Project management knowledge areas: Managing project integrity, Managing scope, Time management, Resource management, Risk management, Quality management, Communication management, Procurement management, Budget management, Stakeholder management 5) Agile project management									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	According to the normative acts of the Faculty, class attendance is mandatory. Regular class attendance significantly facilitates mastering the course program in Project Management. Irregular class attendance may be an obstacle to taking the exam in the course, or a reason for re-enrolling in the course in the next academic year. A student whose regular class attendance is less than 70% cannot take the exam in that academic year, and is instructed to retake the course in the next academic year. If a student has an attendance rate between 10% and 70%, he or she is required to fulfill additional obligations assigned by the subject teacher, and these must be fulfilled by 01.09.2022. If the student does not meet these conditions, he or she is instructed to retake the course in the next academic year. Students may graduate early if they have made up for the lack of regular attendance by 08.06.2022.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	0.5	Continuous assessment	0.5	Activities	0.5
7. Required literature	• PMI, Project Management Knowledge Guide (Fourth Edition), Mate d.o.o. , 2011.									
8. Additional literature	• PMI, A Guide to the Project Management Body of Knowledge, PMBOK Guide, Sixth ed., Project Management Institute, 2017 • Kerzner H, Project Management, A system Approach to Planning, Scheduling and Controlling, Eleventh edition, John Wiley @Sons, 2013									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	• Minimum 70% attendance at lectures • If the student is not satisfied with the grade, the student can retake the exam, but the grade already received is no longer valid. The exam is repeated at the dates specified in the academic year calendar (exam retake dates). • For a positive exam grade, it is necessary to achieve at least 50% of points.									
11. Exam implementation and assessment criteria	During the course, two midterm exams (knowledge tests) are taken. They test the material presented during the semester. The midterm exams include an individual (written part) and a team part of the knowledge test (oral part). A student who achieves more than 50% of points in each part of the preliminary exam receives a grade and may be exempted from the exam, if he accepts the entry of the grade achieved by the preliminary exam results. Each part of the preliminary exam is evaluated numerically:									

	0%-50% = 1 (insufficient) 50%-65% = 2 (sufficient) 65%-80% = 3 (good) 80%-90% = 4 (very good) 90%-100% = 5 (excellent) The final grade is formed as the average grade from the first and second preliminary exams. The final grade is entered if the following conditions are met: • The student has passed both preliminary exams • The student has satisfactory attendance • The student accepts the grade achieved midterms If a student is not satisfied with the grade, the student can take an exam, in which case the grade achieved in the midterms is no longer valid. Students take a written exam after the end of classes, which tests their knowledge of the material presented in the course. The exam is considered passed and a grade is recorded if the following conditions are met: • The student has passed the exam • The student has satisfactory attendance Each part of the exam is evaluated numerically, according to the following table: 0%-50% = 1 (insufficient) 50%-65% = 2 (sufficient) 65%-80% = 3 (good) 80%-90% = 4 (very good) 90%-100% = 5 (excellent)
12. Assessment criteria - explanation	Exam dates are published on the school notice board or via the VERN information system (student portals). During classes, the subject teacher, working in small groups, evaluates students based on the following criteria: • observation of the student's preparation for the class (independent determination of previous material) • results achieved in short tests, exercises or assignments • contribution to the success of the class through active and constructive participation in problem discussions. In addition to the general rules of polite behavior, we expect students to: • attentively follow the class with the necessary level of concentration • arrive at class on time • arrive at class prepared During the written exam: • the student may only have writing utensils and an identification document with them. No other personal items are allowed, • it is not allowed to leave the room, • it is not allowed to communicate in any way with other students.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Entrepreneurship economics	Year	3	Semester	6
Course Name	Professional practice	Code	2673	ECTS	5
Lecturers					
Teaching Method and Hours	Total	160			

Course Description

1. Course objectives	The main goal of professional practice is to test and apply certain acquired knowledge and skills, such as, for example, developing a business and development strategy for a small or medium-sized enterprise, collecting and processing data necessary for creating simple business reports, calculating basic indicators of business success, developing a marketing plan for a business organization, and developing an entrepreneurial business plan. The goals of the practice are also aimed at concretizing the creation of the final thesis.
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of study in solving specific work tasks in a real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a report on the completed internship. 7. Self-evaluate the success of the completed internship.
3. Content	The student works for a month (160 hours) on jobs that are of particular interest to him for further career development and as an area in which he wants to write his final thesis. At the end of the internship, he writes a seminar paper in 4 variants, taking into account employment and the employer's approval for publishing data: 1) "INTERNSHIP REPORT" - unemployed students 2) "JOB REPORT". - employed students Employed students who want to do their final thesis in a field different from the one they currently work in, seek a mentor in the company and permission from the employer to work on the desired jobs for a month and use the company's data to write a seminar paper. 3) "REPORT ON A POTENTIAL PROJECT IN COMPANY XY" - employed students who do not have permission from their employer to disclose data about the company and will use data from another company for the topic of their final thesis. 4) "RESEARCH PROPOSAL ----- BRANCH / SECTOR ----" employed students who do not have permission from their employer to disclose data about the company and will conduct research on the state of an economic branch or sector for the topic of their final thesis.
4. Admission requirements	Organization's consent to accept a student for professional internship
5. Student obligations	Attending practice, performing tasks and work at practice, filling out documentation, appropriate behavior in the organization
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held professional practice. Mentor's report.
10. Exam access requirements	Delivered necessary documentation on professional practice.
11. Exam implementation and assessment criteria	There is no numerical grade, only a passing grade of 'DONE'.
12. Assessment criteria - explanation	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Film and television direction and production		Year	1	Semester	1				
Course Name	Camera in documentary and feature films		Code	10165	ECTS	6				
Lecturers	Asst. Prof. (Art) Edib Ahmetašević									
Teaching Method and Hours	Lectures	20	Excercises	10	Total	30				
Course Description										
1. Course objectives	The aim of the course is for students to recognize, name and define the roles of cinematographers in the history of documentary and feature films. Different periods in the history of film art are studied. The emphasis is on the analysis of significant works by world and Croatian cinematographers. The close connection between the development of cinematography technology and changes in artistic expression and methods of visual storytelling is observed.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Recognize the visual stylistic determinants of historical periods in film art. 2. Analyze the cinematographer's contribution to the film as a whole. 3. Critically evaluate the visual aesthetic achievements of a film work. 4. Recognize different cinematographer's approaches depending on the given film genre. 5. Evaluate cinematographer's work in documentary and feature films. 6. Interpret the influence of technology on cinematography. 7. Explain the role of cinematographers in the history of film art.									
3. Content	Cinematography's contribution to the creation of feature and documentary films through historical periods. History of European and Croatian cinematography. Overview of the most significant works of cinematography in film history. Camera in documentary film. Classic Hollywood, French New Wave, Cinema Verite, American Independent Film. Documentary cinematography techniques in feature films. Interpenetration of cinematography technology and artistic approach, changes in visual storytelling methods. Filmstrip and digital media. Advantages and disadvantages of the digital age. 21st century - the age of images. The role of cinematographers in contemporary film and documentary productions.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Activity in class, watching assigned feature films and documentaries, writing seminars, doing exercises, taking exams									
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Seminar	1	Continuous assessment	0.5	Project	1.5
7. Required literature	The teaching materials are provided by the lecturer.									
8. Additional literature	/									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	Regular attendance at classes, positively graded seminar paper, list of selected works from the history of film art watched with an understanding of their significance.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Practical work 30% Oral exam 30% Seminar 30% Activities 10%									
12. Assessment criteria - explanation	The oral exam involves practical work and tests the overall knowledge acquired in lectures. The prerequisite for taking the oral exam is positive grades from the activities and a written and positively graded seminar paper.									
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.									

Program	Film and television direction and production		Year	1	Semester	1
Course Name	Dedicated audiovisual works		Code	10170	ECTS	4
Lecturers	Lect. Radislav Jovanov					
Teaching Method and Hours	Lectures	14	Excercises	16	Total	30

Course Description

1. Course objectives	Introduction to the geneological, social and communicational foundations of purposeful audiovisual works and the context of the creation of the first television commercials and music videos. Introduction to the communication and marketing characteristics of television and music videos. Designing and producing television commercials and music videos through simulation of work in a creative team and practical work on the project and their presentation, projection.												
2. Expected learning outcomes	1. Analyze the communication and marketing context of TV commercials and music videos. 2. Analyze the communication, marketing and artistic context of TV commercials and music videos. 3. Connect the dramaturgical, directing and production aspects into a concrete project. 4. Design and create a synopsis and develop directorial ideas for a music video. 5. Plan and manage the budget, field work, location scouting, casting, filming, editing and post-production.												
3. Content	Communication and marketing context of television and music videos. Analysis of dedicated audiovisual works: communication, production and creative-form perspective. Specificity of copywriting for TV media. Designing and creating synopses and directorial development for TV commercials. Video video concepts, inspirational and listening methods on specific songs, budget creation. Production creation of a television commercial at the teaching level., group of 5 students. Production creation of a music video at the teaching level., group of 5 students.												
4. Admission requirements	There are no special requirements for enrolling in the course												
5. Student obligations	1. Adequate attendance at classes (lectures and exercises). 2. Creation of a synopsis of an advertising and music video 3. Preparation and implementation of a television advertising video production project. 4. Preparation and implementation of a music video production project. 5. Final oral exam with a screening of an advertising and music video												
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Project	1	Practical work	1					
7. Required literature	1. Aitchison, J. (2001). Cutting Edge Commercials: Prentice Hall. 2. Gilić, N. (2006). Dedicated film and the phenomenon of film propaganda. <i>Croatian film yearbook 12 (47)</i> . p. 30-38. http://www.hfs.hr/doc/ljetopis/hfl47-web.pdf 3. Schwartz, Lara M. (2007). Making Music Videos: Everything You Need to Know from the Best in Business. Billboard Books.												
8. Additional literature	1. Tadic, D. (2006). TV commercial. Television advertising as a means of propaganda. Belgrade: Spektrum Books. 2. The making of a revolution MTV, by Tom McGrath 3. You stand there, making music video by David Kleirler & Robert Moses.												
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.												
10. Exam access requirements	The prerequisite for taking the exam is attendance, reading the required literature, submitting the prescribed synopsis, and completing the project assignment. Also, when forming the grade, the student's activity during the teaching process is evaluated. The final exam is taken orally.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the listed criteria are met. <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Practical work</td><td>60%</td></tr><tr><td>Oral exam</td><td>20%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>					Criteria	Weighting	Practical work	60%	Oral exam	20%	Activities	20%
Criteria	Weighting												
Practical work	60%												
Oral exam	20%												
Activities	20%												
12. Assessment criteria - explanation	The practical work is a dedicated film, and the practical works are shown and evaluated during the oral exam.												

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film and television direction and production	Year	1	Semester	1	
Course Name	Preparing a documentary film	Code	10166	ECTS	6	
Lecturers	Asst. Prof. (Art) Nebojša Slijepčević					
Teaching Method and Hours	Lectures	20	Exercises	10	Total	30

Course Description

1. Course objectives	The aim of the course is to provide a more detailed and deeper insight into the director's film practice, focusing on the process of preparing a short documentary film project. With this course, students will deepen their basic knowledge of documentary film direction and get the opportunity to develop their audio-visual abilities in a creative way. Students will get an insight into all stages of the preparation of a documentary film project. This course will provide them with an insight into the basics of film narration, the basic use of filmic means of expression, strengthening the ability to observe situations and content from everyday life that are potential motives for a documentary film. Through work on the preparation of a documentary film, students will learn the skill of a documentary director's approach.						
2. Expected learning outcomes	1. Understanding the creative and craft specificities of documentary film 2. Articulate and argue your film project, its concept, content and realization 3. Synthesize your personal life and professional experiences and know how to use them in order to create a creative documentary script and directorial approach 3. Analytically apply all stages of documentary film preparation in order to achieve the greatest possible artistic impression 4. Evaluate the student's creative and craft ability. Promote and encourage the student's individual creative aspirations and support them in their chosen film expression						
3. Content	Introduction to the curriculum and the method of evaluating student work, introductory description of course objectives. Work on Ideas and concepts of a short documentary film. Research paper on the chosen topic of the documentary film. Creation of the synopsis and scenario of the documentary film. Creation of the director's conception of a documentary film, creative use of film expressive means in a student's short documentary film. Making a trailer for a short documentary film.						
4. Admission requirements	No special requirements for enrollment						
5. Student obligations	Attendance of classes, active creative participation in all phases of project development, finalization of exercises						
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Qualifying paper	3	
7. Required literature	1. Peterlić, A. (1982). "Fundamentals of Film Theory". Zagreb: 'Filmoteka 16'. 2. Nichols Bill (2020) "Introduction to Documentary Film". Zagreb: Croatian Film Association						
8. Additional literature	1. Bordwell, D. (2005). About the history of film style. Zagreb: Croatian Film Association. 2. Barnouw, E. (1993). Documentary - a history of the non-fiction film. Oxford university press. 3. Patricia Aufderheide, (2007) "Documentary Film: A Very Short Introduction", Oxford university press 4. Stubbs Liz, (2002) „Documentary filmmakers speak“ Allworth press 1. Patricia Aufderheide: 'Documentary film - a very short introduction', Oxford university press, 2007.						
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.						
10. Exam access requirements	A minimum of 70% attendance. A positive grade on preparatory work that must be submitted by the beginning of the summer semester. The preparatory work includes: a completed research paper, synopsis, script and director's concept for a short documentary film, and a trailer for a documentary film. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The exam is an argumentative defense of the synopsis, script and director's concept for a short documentary film, and a presentation of the trailer. For the purpose of taking the exam, a student can make up for absences by creating and submitting an additional assignment. The additional assignment is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer 10 days before the exam deadline or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time.						
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr></table>					Criteria	Weight share
Criteria	Weight share						

	<table> <tr> <td>Preparatory work</td><td>70%</td></tr> <tr> <td>Oral exam</td><td>30%</td></tr> </table>	Preparatory work	70%	Oral exam	30%
Preparatory work	70%				
Oral exam	30%				
12. Assessment criteria - explanation	30 - 404 40 - 505				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.				

General information					VERN' University	
Program	Film and television direction and production		Year	1	Semester	1
Course Name	Production and financing of AV works		Code	10167	ECTS	6
Lecturers	Asst. Prof. Ivan Maloča, Lect. Maja Vukić					
Teaching Method and Hours	Lectures	16	Excercises	14	Total	30
Course Description						
1. Course objectives	Acquiring knowledge about audiovisual production. Explain terms related to audiovisual activity and television dramas and films and explain the process phases in production. Apply an interdisciplinary approach to the production and financing of feature films and television dramas. Demonstrate the ability to recognize and distinguish a good project from a production point of view. Through practical exercises, students will learn about the production of documentary and short feature films, and will gain knowledge about how to manage production, that is, how to create a development, operational plan, financial plan for a documentary film and the development of a feature film.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the basics of production and terms in the AV industry. 2. Explain the process phases in feature-length AV works: pre-production, production and post-production. 3. Present the project and the financing method/model. 4. Explain the production specifics of feature-length feature and documentary films. 5. Create an operational plan for the project. 6. Create a development and financial plan for a documentary film. 7. Create an operational plan and development for a feature-length feature film. 8. Present the development and shooting plan necessary for applications to foreign funds and the Croatian Film Council.					
3. Content	Basic concepts in film and TV production. The role of the producer in AV production. Overview of the audiovisual market. Comparison and specifics of the production of a feature film, a feature documentary film in television formats. Film production by production stages. Analysis of the financial aspects of an AV work. Defining the project from the idea or according to the template to the final script. Defining the roles of the producer, director and screenwriter and other functions in the team. Reading the script. Creating a basic operational shooting plan. Second phase - preparations. Selection of sector heads and assembling the film crew. Determination and tours of locations and adoption of facilities. Technical tour and final definition of locations. Selection of shooting techniques, cameras, lighting, sound equipment, stage techniques... and contracting with suppliers. Adoption of costumes, masks, props, special effects, etc. Third phase - shooting. Ensuring logistics for all sectors according to the operational and financial plan. Fourth phase - post-production. Image editing, sound editing, music composition, image processing and sound processing and shaping, sound mixing and final production. Documentary film budget creation. Feature film development.					
4. Admission requirements	No conditions.					
5. Student obligations	Attendance of lectures and exercises, possibility of taking an exam via a preliminary exam and a written exam in case of unsuccessful passing the preliminary exam. Exercise in creating project/tender documentation and/or pilots.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4	Seminar	1
7. Required literature	1. Gates, R.: Production Management For Film And Video Richard Gates, Focal Press, Elsevier Science Ltd., Linacre House, Jordan Hill, Oxford, UK, 1999, 3rd edition					
8. Additional literature	1. Ryan, M. A. (2010) Producer to Producer: A Step-By-Step Guide to low-budget independent film producing, Michael Wiese Productions, Ventura Blvd., Studio City, California, USA 2. Goodell, G.: Independent Feature Film Production, St. Martin'S Griffin, USA, 1982. 3. Notes and tables from lectures, and added pages from the Internet.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes of at least 70%. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, a score of 0 points is recorded.					
11. Exam implementation	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					

and assessment criteria	Criterion	Weight share
	Written exam	60%
	Attendance of classes and activities	20%
	Seminar	20%
12. Assessment criteria - explanation	The written exam consists of tasks that test the student's theoretical knowledge. The grade from the written exam is positive if the student scored at least 60% of the points in the test. Creative and technical elements of the project are evaluated in practical work.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Film and television direction and production			Year	1	Semester	1	
Course Name	TV series script and dramaturgy			Code	10169	ECTS	4	
Lecturers	Prof. (Art) Zrinko Ogresta							
Teaching Method and Hours	Lectures	14	Excercises	14	Fieldwork	2	Total	30
Course Description								
1. Course objectives	To enable students to acquire basic knowledge in the field of television scriptwriting, dramaturgy, directing and production, necessary for independent analysis of all types and genres of TV series, understanding of work in the 'script room' and production of TV series, and understanding of processes in the television industry in the world and in Croatia. To ensure the acquisition and practice of screenwriting skills by working on a specific TV series work of the student. To instruct and train students in the presentation of their work and for specific work in the production of TV series.							
2. Expected learning outcomes	After successfully completing the course, the student will be able to: 1. Adopt the basic concepts of TV scriptwriting, dramaturgy, directing and production of TV series 2. Apply basic skills and methods of scriptwriting thinking to writing their own TV series: - write a concept for a TV series (premise, theme) - write a synopsis of a TV series - write characterizations of the main characters - write a synopsis for the pilot episode of a TV series 3. Dramaturgically edit and supervise the writing of someone else's script 4. Analyze and understand the narrative and production context of TV series production in the world and especially in Croatia 5. Participate creatively and productively in the work in the 'scriptwriting room' 6. Present their own TV series concept to potential producers and the audience in a high-quality manner							
3. Content	Genre and type division of TV series. Real production needs for TV series in Croatia; drama TV series, comedy TV series (sitcom), telenovela. Difference between public television and commercial television in the treatment of TV series. Target audience. Adoption of professional terminology and phrases. Production conditions of American, European and regional TV series with special emphasis on the production of TV series in Croatia. Concrete examples and analysis of series that students consume. The concept of a TV series (introduction to production and content, analysis of the concept using examples of classic TV series). Inspiration for TV series and their relevance. 'Logline'. Determination of the central conflict, the difference between a feature film and a TV series. Developmental arc of the story and character. Examples of a properly formatted script (digital writing tools). The 'Bible' of TV series. Characters in a TV series - the main character (protagonist), antagonist, supporting characters, types and characterization of characters, casting (choosing actors), means of achieving identification (attachment) with characters. Concept of work and hierarchy in the 'writer's room'. Narration in TV series, interweaving of A, B, C narrative lines, structure by types of series, serial memory. Building and maintaining dramatic tension. Discontinuous and fragmented narration; flashback, flashforward. Pilot episode, premise and theme of the series; pile structure. Various scriptwriting, directing and production aspects of drama TV series, comedy TV series and soap operas. Visit of students to the set of a television series. 'Case study' on examples of TV series created by the lecturer; first hand experience. Analysis of the evolution of TV content consumption from the beginnings of television to the Internet age; different platforms.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attending lectures and exercises, creating an independent script assignment (TV series concept), presenting a TV project, passing a written colloquium, watching at least one season of the following TV series: The Sopranos, Breaking Bad, The Wire, Scoundrels and Princesses.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Continuous assessment	0.5	Project	2.5		
7. Required literature	1. Sanja Kovačević (2017). <i>Quality TV series: Millennium screen age</i> . Zagreb: Jesenski i Turk.							
8. Additional literature	1. William Rabkin (2011). <i>Writing the Pilot, moon & sun & whiskey Inc., Pasadena</i> . 2. Pamela Douglas (2011). <i>Writing the TV Drama Series (3rd ed.)</i> , Michael Wiese Productions, Studio City. 3. Robert McKee (1997). <i>Substance, Structure, Style, and the Principles of Screenwriting</i> , Harper Collins Publishers, New York. 4. Christopher Vogler (1998). <i>The Writer Journey: Mythic Structure for Writers</i> , Michael Wiese Productions, Studio City.							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance at classes and a positively graded written assignment. In order to take the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer. Students should take into account the deadline for registering for the exam, and submit the entrance paper on time.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Written exam/project: 70% Class activity: 30%
12. Assessment criteria - explanation	The exam consists of a written work of 10-12 questions in which knowledge of basic terms, understanding of theory and application to concrete situations and practical work, the concept of your own TV series are required. The criterion for a passing grade is 60% of the correctly solved exam and a positive grade for the concept of the TV series.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Film and television direction and production		Year	1	Semester	1								
Course Name	Transmedia production strategies		Code	10168	ECTS	4								
Lecturers	Asst. Prof. Ivan Maloča, Lect. Maja Vukić													
Teaching Method and Hours	Lectures	10	Excercises	20	Total	30								
Course Description														
1. Course objectives	The aim of this course is to acquire knowledge about the basics of transmedia production strategies. To teach students about concepts in transmedia production, an interdisciplinary approach to leading and managing transmedia projects, to develop the ability to recognize and distinguish a quality project from a production point of view, and to acquire basic knowledge and skills for future professional work. Through practical exercises, students will learn about transmedia project management, basic principles of calculating production costs, methods of time planning, and how to set up and manage a business/legal/organizational project within the framework of financial resources (budget).													
2. Expected learning outcomes	After successfully completing the course, students will be able to use their theoretical and practical knowledge in their further professional work to: 1. Independently communicate transmedia concepts 2. Identify target audiences in the selection and creation of media content 3. Present projects in the creative industry as an executive production associate. 4. Design transmedia projects 5. Perform production tasks.													
3. Content	What is transmedia? Transmedia concepts. Collaboration between the production and creative teams and their roles. Story development in relation to platforms. World development in transmedia. Main elements of storytelling in transmedia. Characters. Relationship between story and media. Relationship between audience and media. Audience – the importance of audience analysis in choosing transmedia platforms. Approaches to presenting a story to an audience in various platforms. Audience engagement and participation. Brand building and management. Visual and sound identity. Positioning. Audience testing. Main production tools. Production specifics of individual platforms. Project management. Creative team structure. Bible. Planning – the timeline of distribution and production on different platforms – film, television, video games, mobile applications, Twitter, e-mail correspondence... Response time on different platforms and use in storytelling. Development phases in a particular medium. Budgeting – principles. The importance of developing and implementing an Operational Plan. Transmedia as a marketing tool. Transmedia marketing. Product placement – legalities in various platforms. Partnership terms. Licensing. Transmedia business models. Financing and revenue. Distribution. Pilot production, trailer production, campaigns on all platforms.													
4. Admission requirements	There are no special requirements for enrolling in the course													
5. Student obligations	Attendance at lectures and exercises. Written exam. Exercise: preparation of a transmedia project.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	1								
					Project	1								
					Activities	1								
7. Required literature	1. Dowd, T., Fry, (...), M., Steiff, J. (2013). Storytelling Across Worlds. New York and London: Focal Press.													
8. Additional literature	1. Nuno, B. (2011). The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms. Lisbon: beActive books. 2. Indicative resources from the Internet.													
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.													
10. Exam access requirements	Attendance at class. Completion of practical exercises.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>30%</td></tr><tr><td>Activities</td><td>30'</td></tr><tr><td>Project</td><td>40%</td></tr></table>						Criterion	Weight share	Written exam	30%	Activities	30'	Project	40%
Criterion	Weight share													
Written exam	30%													
Activities	30'													
Project	40%													
12. Assessment criteria -	The written exam consists of tasks that test the student's theoretical knowledge. The grade from the written exam is positive if the student scored at least 60% in the test.													

explanation	Creative and technical elements are evaluated in the practical work.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Film and television direction and production		Year	1	Semester	2				
Course Name	Music and sound in film and television		Code	10234	ECTS	3				
Lecturers	Lect. Antonio David Perina									
Teaching Method and Hours	Lectures	16	Excercises	14	Total	30				
Course Description										
1. Course objectives	To enable students to acquire basic knowledge in the field of music and sound for film and television forms, to introduce them to all the elements that make up a sound image, and to encourage creativity and the development of critical thinking about the dramaturgical function of sound in film.									
2. Expected learning outcomes	Upon successful completion of the course, students will: - Analyze the use of music and sound throughout the history of film and television - Dissect all the elements that make up a sound image - Distinguish the functions of sound in different film and television forms - Evaluate the significance and function of music in different film and television forms - Reexamine the dramaturgical roles of dialogue, narration, sound effects, and synchronous noises - Identify the specifics of sound and music design for different distribution formats - Analyze sound images									
3. Content	Introduction to the course, basics of acoustic characteristics of music and speech. The beginning of sound in film, silent and sound film - examples and discussion, diegetic and non-diegetic sound. The process of work in film production and post-production, from recording and editing sound to the final processing of the sound image of a particular work. The dramaturgical role of music and sound design as expressive means for identifying a character, character state, ambience and ambient situation. The influence of technology and economics on changing the sound image in film and television. Analysis of the sound image in feature films - examples and discussion. Music in feature films - examples and discussion. Analysis of the sound image in documentary films - examples and discussion. Music in documentary films - examples and discussion. The digital age - contemporary requirements and future trends in sound in film and television.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures, taking a written exam									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	0.5	Project	0.5	Activities	0.5
7. Required literature	Peterlić, A, (2000). <i>Fundamentals of Film Theory</i>. Zagreb: Croatian University Press. (selected chapters)									
8. Additional literature	- Sonnenschein, D. (2001). <i>Sound Design – The Expressive Power of Music, Voice and Sound Effects in Cinema</i>. Michael Wiese Productions. - Chion, M. (2009). <i>Film and Sound Art</i>. Columbia University Press. - Buhler, J., Neumeyer, D., & Deemer, R. (2015). <i>Hearing the Movies: Music and Sound in Film History</i>. Oxford University Press.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The requirements for taking the written exam are regular attendance at classes and a positively graded research assignment. In order to take the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer. Students should take into account the deadline for registering for the exam, and submit the entrance paper on time.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Written exam: 50% Project: 30% Activities: 20%									
12. Assessment criteria - explanation	The exam is taken in writing. The exam consists of 10-12 essay-type questions, which require an understanding of the theory and its application to some specific situations. The criterion for a passing grade is 60% of the exam correctly solved.									
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.									

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Film and television direction and production		Year	1	Semester	2
Course Name	Picture and sound editing		Code	10236	ECTS	4
Lecturers	Asst. Prof. (Art) Slaven Zečević					
Teaching Method and Hours	Lectures	20	Seminars and workshops	20	Total	40
Course Description						
1. Course objectives	The aim of the course is to provide insight into the editing of images and sound in documentary films. Through practical work on a documentary film, students explore the possibilities of editing organizing recorded material, as well as the significance and role of the post-production element of film editing in the process of creating an audiovisual work. They will learn about different approaches to recorded material, different structures and functions, and performance possibilities. Through mentored work, creative analysis is encouraged that the recorded material offers within the given framework.					
2. Expected learning outcomes	The student will be able to: 1. Organize and prepare material for the beginning of film editing 2. Recognize elements that correspond to the function of the given work in terms of style, content, and exposition, and to establish the basic structure. 3. Apply various editing procedures that support the function of the work. 4. Analyze the editing structure, 5. Communicate clearly and analytically with all collaborators on the project.					
3. Content	Introduction to the curriculum and the method of evaluating student work, introductory description of the course objectives Introduction to different types of presentation in editing a documentary film Preparation for editing. Coordination of recorded work material. Analytical review of work material. Compilation of the basic structure of the work, as a starting point for upgrading. Creation of the final version of the work for course. Evaluation of completed student documentary works					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attending classes, continuous work on the piece, final realization of the documentary film					
6. Monitoring student progress and associated ECTS credits	Classes	1	Continuous assessment	1	Project	2
7. Required literature	1. Topic Contemporary Editing Theory in Croatian Film Yearbook No. 25 / 2001. Year. 2. Nichols, Bill, 2020., Introduction to Documentary Film, Croatian Film Association, Society of Croatian Film Directors					
8. Additional literature	1. Bordwell, David, 2005., On the History of Film Style, Zagreb, Croatian Film Association.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	Regular attendance at lectures and class activity. Completion of assignments within the deadlines specified during the lectures. A complete documentary film work with visual and audio elements, with all graphic elements, title and closing credits. The work must have a professor's confirmation for taking the exam. The exam is an evaluation and analysis of the editing thinking of the final director's work. For the purpose of taking the exam, a student can make up for absences by creating and submitting an additional assignment. The additional assignment is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer 10 days before the exam deadline or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following grading shares: Complete exam: 60% Activities: 40%					
12. Assessment criteria - explanation	The oral exam presents and evaluates practical work, and tests knowledge of the basics of assembly theory and the ability to analyze applied procedures. The final grade is based on the points from the activities and attendance.					

Points	Grade
11 - 20	2
20 - 30	3
30 - 40	4
40 - 50	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film and television direction and production			Year	1	Semester	2	
Course Name	Distribution of audiovisual works			Code	10233	ECTS	4	
Lecturers	Asst. Prof. Ivan Maloča, Lect. Maja Vukić							
Teaching Method and Hours	Lectures	12	Excercises	14	Fieldwork	4	Total	30
Course Description								
1. Course objectives	The course AV Distribution is designed to provide students with a comprehensive and systematic overview of modern film distribution. As part of the course, students will be introduced to the basics of marketing and distribution of domestic films. A special focus of the lecture will be placed on various sources of income from film distribution both on the domestic and international markets. The primary goal of the course will be to present students with previous experiences, good and bad examples from practice, and to provide students with a basic understanding of how film distribution is carried out in practice today. Upon completion of the course, students will have the necessary competencies for employment in various entry-level positions within film production and distribution companies and related business entities.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Distinguish the phases of AV work placement, as well as identify forms of possible AV work placement 2. Compare and differentiate domestic and international AV work placements 3. Identify the basic problems of copyright infringement and recognize AV content protection systems 4. Plan the preparation of a production package of an AV work/project for distribution 5. Propose services on the market considering the technology of production and distribution of audio-video content 6. Select and adapt promotional materials for the placement of AV works							
3. Content	The lectures are based on familiarizing students with the basic stages of the distribution of an audiovisual work, as well as with the forms of possible distribution of audiovisual works during these basic stages. Students are informed about film competitions, funds, the most important world film fairs and festivals, the most important film awards, the work of sales agents and the principles of sales, as well as the various duties and obligations of producers and distributors during the distribution of their own audiovisual projects. The classes will also cover current articles from professional journals, with news and topics relevant to the course. At least two relevant guest lecturers will talk about participating in the distribution of audiovisual works.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, creation of a presentation for the placement of the AV part, analysis and presentation of the distribution plan, taking an oral exam							
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Continuous assessment	1	Presentation	1
7. Required literature	• Ulin, Jeffrey C. (2019). <i>The Business of Media Distribution</i>. New York, Routledge (Taylor and Francis Group)							
8. Additional literature	1. Dally, P., Durandez, A. (...) Vidal, C. (2002). <i>The Audiovisual Management Handbook</i>. Madrid: Media Business School. (Chapters 11,15) • Simpson, W. & Greenfield, H. (2007). <i>IPTV and Internet Video: New Markets in Television Broadcasting</i>. Elsevier Inc. • Ibrahim, K. F. (2007). <i>Newnes Guide to Television and Video Technology</i>. Elsevier Ltd. • Durie, J., Pham A. and Watson N. (2000). <i>Marketing and selling your film Around the World: A Guide for Independent Filmmakers</i>. Los Angeles: Silman James Press.							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance at classes and a positively graded research assignment. In order to take the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer. Students should take into account the deadline for registering for the exam, and submit the entrance paper on time.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Oral exam: 50% Research/project: 25% Activities: 25%							

12. Assessment criteria - explanation	The exam is taken orally. The exam consists of about 10 questions that require understanding of the theory and application to some specific situations. The criterion for a passing grade is 60% or more of correctly answered questions.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Film and television direction and production		Year	1	Semester	2
Course Name	Intellectual property rights		Code	10235	ECTS	3
Lecturers	Josip Popovac, Sr. Lect. Dolores Radovčić					
Teaching Method and Hours	Lectures	10	Seminars and workshops	10	Total	20
Course Description						
1. Course objectives	To acquaint students with the concept and content of intellectual property rights. Instruct students in the provisions of regulations governing the field of intellectual property. Train students to understand the content of copyright. Enable the use of acquired knowledge while protecting copyright.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Identify the concept and content of intellectual property rights. 2. Cite and use appropriate legal sources in the field of intellectual property. 3. Interpret the content of intellectual property and the exercise of individual intellectual property rights. 4. Interpret the concept and content of copyright. 5. Present the copyright protection procedure. 6. Interpret specific copyright rules for audiovisual works.					
3. Content	Introduction to the subject. Sources of intellectual property rights. Concept, content and protection of intellectual property. Exercise of individual intellectual property rights. Concept of copyright and distinction from other forms of intellectual property. Author's work and types of author's works. Content and duration of copyright: author's property rights, moral rights, other rights of the author. Exercise of copyright, individually and collectively. Copyright protection. Special provisions on audiovisual works. Copyright in legal transactions: inheritance of copyright, transfer of copyright. Types of copyright contracts. Related rights.					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attendance of lectures and exercises, taking exams					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	0.5	Activities	0.5
7. Required literature	1. Gliha, I. (2000). <i>Copyright</i> . Zagreb: Informator. 2. Law on copyright and other rights, Official Gazette 167/03, 79/07, 80/11, 125/11, 141/13, 127/14, 62/17					
8. Additional literature	1. Henneberg, I. (2001). <i>Copyright</i> . Zagreb: Informator.					
9. Quality monitoring	Observation and monitoring of teaching. Evaluation of teaching. Student survey. Presentation of student projects to a committee of external experts.					
10. Exam access requirements	Regular attendance, active participation in classes, and continuous work are required. In order to take the exam, students can make up for absences and insufficient activity by preparing and submitting an entrance (seminar) paper. The entrance paper is assigned after missed class participation and is submitted by e-mail. Students should take into account the deadline for registering for the exam, i.e. submit the entrance paper on time.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Written exam: 40% Oral exam: 40% Activities: 20%					
12. Assessment criteria - explanation	Evaluation of the exam is done according to the given scale of points. Evaluation of class activities is carried out in every class, because the teaching is of the workshop type. Individual activities, pair activities, and team/group activities are conducted).					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University			
Program	Film and television direction and production		Year	1	Semester	2		
Course Name	Documentary film directing		Code	10237	ECTS	6		
Lecturers	Assoc. Prof. (Art) Neven Hitrec							
Teaching Method and Hours	Lectures	20	Excercises	20	Total	40		
Course Description								
1. Course objectives	The aim of this course is to provide an insight into the director's film practice of creating a short documentary film. With this subject, students will deepen their basic knowledge of documentary film direction and additionally develop their creative and analytical audio-visual abilities. Students will personally go through all stages of preparation, recording, editing and post-production of a documentary film. Through the preparation, recording and post-production of a short documentary film, students will learn the skill of a documentary director's approach.							
2. Expected learning outcomes	1. Describe and defend your film project, its concept, content and realization in an articulate and argumentative manner 2. Synthesize your previous life and professional experiences in order to create a creative documentary film 3. Analytically apply filmic means of expression in the creation of a documentary film in order to achieve the greatest possible artistic impression 4. Promote and encourage the student's individual creative aspirations and accompany him in his chosen film expression							
3. Content	Introduction to the curriculum and the method of evaluating student work, introductory description of the course objectives Final preparations for filming a documentary film Shooting a documentary film Editing and post-production of a documentary film Analysis of film procedures in every single stage of making a student documentary film							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of classes, active participation in all phases of work on the film project, taking the exam. The student cannot start shooting the film until he has completed the written preparation of the project, which has been confirmed and approved by the course instructor.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Continuous assessment	1	Project	3
7. Required literature	1. Peterlić, A. (1982). "Fundamentals of Film Theory". Zagreb: 'Filmoteka 16'. • 2. Nichols Bill (2020) "Introduction to Documentary Film". Zagreb: Croatian Film Association							
8. Additional literature	1. Bordwell, D. (2005). About the history of film style. Zagreb: Croatian Film Association. 2. Barnouw, E. (1993). Documentary - a history of the non-fiction film. Oxford university press. 3. Patricia Aufderheide, (2007) "Documentary Film: A Very Short Introduction", Oxford university press 4. Stubbs Liz, (2002) "Documentary filmmakers speak" Allworth press							
9. Quality monitoring	Teaching evaluations. Course evaluation. Student survey.							
10. Exam access requirements	Regular attendance. A fully visual and audio-finalized student short documentary film with finished graphics, title and closing credits. The oral exam is an evaluation (screening and director's analysis/defense) of the final director's work. For the purpose of taking the exam, a student can make up for absences by creating and submitting an additional assignment. The additional assignment is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer 10 days before the exam deadline or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time. The requirements for taking the oral exam are: a completed synopsis, script and director's concept for the short documentary film, and preparation, filming and editing of the short documentary film. The documentary film for the exam must have a finalized image and sound.							
11. Exam implementation and assessment criteria	Active creative participation in all phases of work on a documentary film project. The exam is considered passed and a grade is recorded if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following shares: Oral exam: 10% Final paper – documentary film – 70% Activities: 20%							
12. Assessment criteria -	Points	Grade						

explanation	15 - 20	2
	20 - 30	3
	30 - 40	4
	40 - 50	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Film and television direction and production		Year	1	Semester	2
Course Name	Feature film script		Code	10232	ECTS	6
Lecturers	Lect. Daniel Kušan, Prof. (Art) Zrinko Ogresta					
Teaching Method and Hours	Lectures	10	Exercises	30	Total	40
Course Description						
1. Course objectives	The aim of the course is to train students to write screenplays for short and feature films					
2. Expected learning outcomes	After successfully completing the course material, students will be able to: 1. Analyze the scriptwriting requirements and specific features of the feature film form. 2. Write a film synopsis/scene sequence/treatment. 3. Write alternative versions of a film synopsis/scene sequence/treatment/screenplay. 4. Independently write a short feature film script.					
3. Content	Introduction to the curriculum, methods of evaluating student work. Analysis of short feature film scripts. Synopsis of a script based on a literary work. Writing a synopsis and treatment of a short feature film. Writing a script for a short feature film. Writing a synopsis and treatment of a feature film.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises. Creating a synopsis and treatment of a short feature film. Completed short feature film script.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Project	3
7. Required literature	1. Kallay, J. (2015). "Write a Screenplay: The Foundations of Screenwriting Theory and Practice." Zagreb, Croatian Film Association. 2. Field, Syd: "Screenplay: The Foundations of Screenwriting"					
8. Additional literature	1. Magazines - "Sight and Sound", "Croatian Film Chronicle" 2. King, Stephen: "On Writing: A Memoir of the Craft" 3. McKee, R. "Story: Style, Structure, Substance, and the Principles of Screenwriting"					
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.					
10. Exam access requirements	The requirements for taking the oral exam are: - Regular attendance of at least 70%. - Completed and properly formatted script for a short feature film with revisions made based on consultations with the subject teacher. For the purpose of taking the exam, a student can make up for absences by creating and submitting an additional assignment. The additional assignment is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject teacher 10 days before the exam date or as agreed with the subject teacher. The student should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are met and assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Oral exam: 60% Papers: 20% Activities: 20%					
12. Assessment criteria -	The exam evaluates a written exercise - a script for a short feature film.					

explanation	The oral exam is an evaluation (projection and analysis/defense) of the written exercises.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film and television direction and production		Year	1	Semester	2		
Course Name	Scenography and costume design		Code	10231	ECTS	4		
Lecturers	Asst. Prof. (Art) Željka Burić							
Teaching Method and Hours	Lectures	20	Exercises	10	Total	30		
Course Description								
1. Course objectives	To enable students to acquire knowledge about all elements and the role of scenography and costume design in the creation of a comprehensively thought-out artistic project, specifically a film or TV work. To ensure understanding of the contribution of the author's creative team to the complete work. To enable understanding of the creative process by analyzing all steps and elements of creating a work. To create a basis for acquiring communication, organizational, elaboration and visual creative skills. To enable students to independently use professional literature and master the art of analyzing works from the domain of visual culture, from Croatian and world production. To master the art of presenting and arguing the visual requirements and needs of one's own work.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Analyze a literary template (film or TV script) according to the presentation, organizational, technological and production needs of the future Audio-visual work - Categorize production elements according to the classic rules of the film profession - Develop a predefined concept of an AV project with the aim of synergy within the author's team - Design a way to transfer information from written form to visual film form - Design a visual film template (moodboard) - Analyze the role and position of set and costume designers in the production of film and TV works and the importance of teamwork - Assess the importance of elements of all types of visual arts (scenes, costumes, makeup) in contributing to a work of art - Synergistically connect various visual arts into a unique artistic style (expression) - Interpret modern technological solutions in set design and costume design in all types of media - Analyze the artistic and technical achievements of other people's artistic works							
3. Content	Introduction to the analysis of literary templates, knowledge of the ethical, moral and emotional goals of each new project, and high cultural and visual standards. Research on the structure of the visual approach to the topic. Creation of a script breakdown as a common platform for communication of the entire author team. Analysis and training in understanding the created accompanying visual tools; storyboards and visual representations of the general atmosphere of the work (storyboards and moodboards). Structuring the team required for the realization of an individual project and specifying the necessary technical resources. The process of pre-production, preparation, filming and the author's participation in the post-production process. Analysis of the design of the film space, creation of conceptual sketches, understanding of the created execution plans. Use of basic tools in creation; color, texture, light, natural environment. Distinguishing between real (historical period in which the film takes place) and film time. Creating the visual language of one's own work within the chosen film genre and choosing a general visual style (realism, poetic realism, symbolism, etc.) Creating characters and film scenes with directorial and set design props. Understanding the concept of <i>continuity</i> and its importance in the process of filming a film. Cooperation between all sectors in the process of realizing a film or TV work. Development of set design and costume design considering the explosive progress of techniques and technologies that create virtual reality, and which are used in film production.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, analysis and presentation of scenarios through independent research and with the help of a mentor, writing a seminar paper, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Seminar	1	Research	1
7. Required literature	- Lazić, R. (2009). Treatise on scenography and costume design. Belgrade: Radoslav Lazić. - Tanhofer, N. (2008). On color in film and related media: supplemented and edited by Silvestar Kolbas. Zagreb: Novi Liber.							
8. Additional literature	- Gabelica, D. (2005). Scenography in a Sketch: from Lisinski to the End of the 20th Century. Zagreb: Croatian State Archives - Gillian McIver (2016); Art History for Filmmakers, Bloomsbury, London, UK - Umberto Eco (2004); History of Beauty, Hena com, Zagreb - Vera Horvat Pintarić (2012); Criticisms and Essays, Artis Historia, Zagreb							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							

10. Exam access requirements	The requirements for taking the written exam are regular attendance at classes and a positively graded research assignment, i.e. a seminar paper. In order to take the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: • Oral exam: 50% • Research: 40% • Activities: 10%
12. Assessment criteria - explanation	In the process of acquiring the status of having passed the exam, grades from the Research Paper (seminar paper) and the oral exam, which is a presentation of the seminar paper with 4-5 questions from the theoretical part, are taken into account
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Film and television direction and production		Year	2	Semester	3
Course Name	Digital production and post-production		Code	10295	ECTS	2
Lecturers	Asst. Prof. (Art) Dino Krpan					
Teaching Method and Hours	Lectures	12	Exercises	8	Total	20
Course Description						
1. Course objectives	Visual effects have become an almost unavoidable part of film and television production, so the aim of the course is to familiarize students with the concept of visual effects, the way, place and time of their use. Students are introduced to the principles of 3D image generation and reproduction of people and objects through the study of examples of visual effects in television series and feature films.					
2. Expected learning outcomes	• Understanding the basic theoretical principles in the field of visual effects • Acquiring professional terminology • Getting to know the tools for performing visual effects and their areas of application • Understanding and adopting the principles of 3D image generation • Getting to know tools for 3D image generation • Evaluation and application of visual effects in digital production and post-production of television series, feature and documentary films.					
3. Content	What are visual effects and when do we use them, what is a digital image record - formats, standards, compression, terminology and tools for layering (compositing), terminology and programs for 3D image generation, 3D image generation: model making, texturing, lighting, rendering, animation, procedural animation and simulations, photogrammetry, new technologies (AR, VR).					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attendance of lectures and exercises, and written and/or oral exams. Preparation of an assignment (seminar paper) in agreement with the lecturer and expert associate.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1		
7. Required literature	Teaching materials in class					
8. Additional literature	1. Dinur, E. (2017). <i>The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers</i>. Focal Press. 2. Okun, J. A. and Zwerman, S. (2010). <i>The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures</i>. Focal press. 3. Hanke, J. and Yamazaki, J. (2009). <i>Greenscreen Made Easy: Keying and Compositing Techniques for Indie Filmmakers</i>. Michael Wiese Productions. 4. Sawicki, M. (2007). <i>Filming the Fantastic: A Guide to Visual Effects Cinematography</i>,. Focal press. 5. Wright, S. (2007). <i>Compositing Visual Effects: Essentials for the Aspiring Artist</i>. Focal press.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes. In order to take the written exam, a student can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if the student's obligations towards the course have been fulfilled and the written and/or oral exam has been passed. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, the result is recorded as 0 points. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: Written/oral exam: 80% Activity/exercise: 20%					
12. Assessment criteria - explanation	The first part of the exam is written and is a prerequisite for taking the oral exam. The prerequisite for taking the exam is that the student has fulfilled his/her obligations, i.e., received positive grades in activities/exercises and seminar work. The written exam consists of tasks that test the student's theoretical knowledge and actual understanding of the concepts. A positive grade on the written exam requires at least 50% of points. During the academic year, the student has the opportunity to take the written exam a limited number of times - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the final grade, he/she may take the oral exam.					

	2. Activity is assessed by taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Film and television direction and production		Year	2	Semester	3
Course Name	Behavior and acting in front of the camera		Code	10292	ECTS	2
Lecturers	Assoc. Prof. (Art) Goran Grgić					
Teaching Method and Hours	Lectures	10	Excercises	10	Total	20
Course Description						
1. Course objectives	The goals of the course are to get to know the basics of acting schools, to recognize acting styles and the possibilities of their interpretation in front of the camera in accordance with the basic directing process. Students will get to know the process and nature of casting and shaping the role.					
2. Expected learning outcomes	After successfully completing the course material, students will be able to: 1. analyze models of working with actors with regard to the phases of filmmaking (rehearsals, preparations, and filming) 2. achieve successful communication with actors 3. collaborate creatively in character development 4. give clear and precise instructions to actors 5. conduct high-quality casting					
3. Content	Genre and style guidelines. Communication between director and actor. Introduction to the text. Recognizing and defining the character. Casting. Acting rehearsals. Adapting the interpretation to: plan, angle, optics, frame composition, camera movement. Ensuring character continuity in a discontinuous filming process. Face, voice, body, movement as an expressive means in the frame. Actors' creativity in the filmmaking process and various television formats. Insight into post-production and dubbing.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises. Implementation of the process from casting to editing					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Continuous assessment	1
7. Required literature	- Rumboldt, Z. (2014). Acting in front of the camera: a handbook for students of acting and film and TV directing. Zagreb: Kad tad Association - Strasberg, L. (2004.) A dream of passion, FDU Belgrade					
8. Additional literature	1. Caine, M. (2000). 'Acting in film' Applause Books; Revised edition 2. Stanislavski (1989). SYSTEM, MY LIFE IN ART, ETHICS. Zagreb 3. Šovagović, F. (1979). Actor's Notes, Zagreb					
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.					
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, established at the University level for specialist graduate professional studies, and completed exercises. The dates of the final exam are published on the student portal. A student whose regular attendance in classes is less than the established minimum cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Oral exam: 50% Exercises: 25% Activity: 25%					
12. Assessment criteria - explanation	The exam consists of an oral exam, while exercises and activities are graded throughout the semester according to criteria that will be clearly explained to students in class					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University			
Program	Film and television direction and production		Year	2	Semester	3		
Course Name	Feature film production		Code	10294	ECTS	6		
Lecturers	Asst. Prof. Ivan Maloča							
Teaching Method and Hours	Lectures	16	Excercises	14	Total	30		
Course Description								
1. Course objectives	Acquiring knowledge about (co)production of a feature film, i.e. the entire process of creating a feature film. Explain in detail and extensively the terms, how to create an operational plan and production development of a short and feature film, an operational plan related to a feature film and the production of a feature film, explain the process phases in the production of a feature film. Apply an interdisciplinary approach to the production of a feature film. Through practical exercises, students will learn about the production of a feature film, which includes both short and feature films. They will also gain deeper knowledge about the production of a feature film, the production plan, monitor the realization of the film, creatively collaborate with the director and other members of the team, taking into account the operational and financial plan, and how to ultimately realize and offer the film to the market.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain (co)production of short and feature films and their terms. 2. Create and understand a detailed production development of a short and feature film. 3. Create a production flow diagram, from idea to finished product. 4. Create a master operational plan by production stages. 5. Select technical and other resources for production. 6. Organize the film crew by sectors and all sectors in a feature film. 7. Create and explain all documentation necessary for film production (permits, contracts, statements, etc.) 8. Create a financial plan (budget) for a feature film - co-production of 3 countries. 9. Create a financing plan and cash flow for a feature film - co-production of 3 countries. 10. Presenting short and feature-length feature films as projects.							
3. Content	Terms in (co)production of feature films. Extensive history of feature film production. The role of the producer in the production of short and feature films. Production specifics of feature films and short feature films. Production of feature films by production stages and differences in the production of short and feature films. Defining and developing a project from an idea or template to the final script and product - feature film. Organizing preparations. Selecting department heads and assembling film departments and film crews. Determining and touring locations and adopting facilities. Technical touring and final defining locations. Selecting filming techniques, cameras, lighting, sound equipment, stage techniques and other things. Contracting with suppliers. Adopting costumes, masks, props, special effects, etc. Clarifying the filming process and ensuring logistics for all sectors according to the operational and financial plan. Clarification of the post-production phase - image editing, sound editing, music composition, image processing and sound processing and shaping, sound mixing and final production. Creation of a co-production budget and financing plan.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, taking exams. Exercise in the preparation of project/tender documentation and/or pilots.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3.5	Seminar	1	Continuous assessment	0.5
7. Required literature	1. Stradling, L. (2010). Production management for TV and film. London: A&C Black Publishers Limited.							
8. Additional literature	1 Durie, J. et. al. (2000). Marketing and Selling Your Film around the World. Los Angeles: Silman-James Press. 2. Kerrigan, F. (2010). Film Marketing. Oxford: Bulterworth-Heinemann.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes. In order to take the written exam, a student can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr></table>						Criterion	Weight share
Criterion	Weight share							

	Written exam	60%
	Activities	20'
	Seminar	20%
	Table	

12. Assessment criteria - explanation

The exam is taken in writing. The passing grade criterion is 60% of the exam being answered correctly.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Film and television direction and production		Year	2	Semester	3		
Course Name	Feature film direction		Code	10291	ECTS	6		
Lecturers	Prof. (Art) Zrinko Ogresta							
Teaching Method and Hours	Lectures	10	Excercises	30	Total	40		
Course Description								
1. Course objectives	The aim of this course is to provide a more detailed and deeper insight into the director's film and television practice so that students can deepen their basic knowledge of feature film directing and get the opportunity to develop their audio-visual abilities in an even more creative way.							
2. Expected learning outcomes	After successfully completing the course, the student will be able to: 1. articulately and argumentatively describe and defend your film project 2. to direct short and medium-sized films 3. to prepare for directing complex feature forms especially intended for television broadcasting 4. to develop theoretical and practical knowledge to continue their professional training in film writing							
3. Content	A large part of this course will be practice and practical problems and solutions that a film director encounters in his work. Practical film exercises will be more complex in concept. The student will be tasked with creating a script, synopsis, and director's concept for a short film. He will have to prepare, shoot, and edit a short film.							
4. Admission requirements	No special conditions							
5. Student obligations	Attendance of lectures and exercises, and written and/or oral exam. Preparation of assignment (seminar paper)							
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Continuous assessment	1	Exercises	3
7. Required literature	1. Arnheim, R. (1962). Film as Art. Belgrade. Narodna knjiga 2. Peterlić, A. (2001). Fundamentals of Film Theory. Zagreb: Hrvatska sveučilišna naklada							
8. Additional literature	1. Bazin, A. (2009). What is Cinema?. Montreal: caboose 2. Martin, M. (1966). Film language. Belgrade: Film Institute 3. Wajda, A. (1989). Double Vision. H. Holt 4. Mamet, D. (1991). On directing film. Penguin 5. Tirard, L. (2011). Film lessons, Zagreb: MeandarMedia 6. Šovagović, F. (1977). Actor's notes. 'Prolog' magazine 7. autobiographies and interviews in which film directors describe their directorial practices 8. Reisz, K. and Millar, G. Film editing 9. Chion, M. (1989). Writing a screenplay. Belgrade: Film Institute 10. Bordwell, D. (2005). On the History of Film Style. Zagreb: Croatian Film Association							
9. Quality monitoring	Anonymous student survey, direct conversation with students.							
10. Exam access requirements	The requirements for taking the oral exam are: completed film exercises. The oral exam is an evaluation (screening and analysis) of the assigned practical exercises.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following shares: Directed exercises: 80% Oral exam (evaluation of practical work): 20%							
12. Assessment criteria - explanation	In the oral exam, practical papers are presented and evaluated, and theoretical knowledge is checked. The marks from the practical tasks are added to the final grade.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.							

General information						VERN' University				
Program	Film and television direction and production		Year	2	Semester	3				
Course Name	Television format direction		Code	10293	ECTS	6				
Lecturers	Asst. Prof. (Art) Miljenko Bukovčan									
Teaching Method and Hours	Lectures	10	Excercises	30	Total	40				
Course Description										
1. Course objectives	To introduce students to the types of television genres. To build on the knowledge of the basics of television directing that they have acquired in the course Television Directing. To introduce them to the differences between film and television directing. To teach them how to set up a scene and mise-en-scène, how to frame, how to set up lighting, how to work with actors or television hosts., how to lead a crew. To teach them how to set up a television format and how to later lead it in the industrial production method that is present on television. To teach them how to synthesize and apply all the knowledge acquired from the first three years of study.									
2. Expected learning outcomes	After successfully completing the course, students will be able to 1. assess the possibilities of entering television directing and how to further improve their skills 2. set up and direct studio shows and live broadcasts 3. identify the organizational and production structure of television 4. direct television reports and series that are close to journalism 5. lead the subsequent implementation of the show format they set up									
3. Content	What is directing and what are the differences between directing in theater, film, and television. The difference between TV directing and TV production Preparing for the production of television shows Working with actors and hosts. Working and collaborating with journalists Television as a genre medium Directing television shows: 1. Interviews and talk shows in the studio 2. mosaic shows 3. informative shows 4. Live broadcasts: a) political events b) cultural events c) sporting events 5. Studio recording and live broadcast of musical events 6. Quiz 7. Reality 8. Television reports 9. Historical documentary series The classes are held in the VERN television studio. Directing students produce television shows: studio talk shows, quizzes, music shows. The organization of work in the studio and individual shows is carried out by students of the Production department. As part of the graduation exam, a live broadcast of a panel discussion from the VERN television studio should be done. For complex programs such as show programs or live broadcasts, field classes should be organized at HRT, Nova TV or RTL, which produce these types of television shows.									
4. Admission requirements	No special conditions									
5. Student obligations	Class attendance and seminar papers. Work and exercises in the television studio									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	1	Oral exam	1	Project	1
7. Required literature	Desmond Davis: Grammar of Television Production, Zagreb 1975 Zvonko Letica: Television Journalism, Zagreb 2003. Hrvoje Turković: The Nature of Television, Zagreb 2008.									
8. Additional literature	Sanja Kovačević: Quality TV Series; Zagreb, 2017.									
9. Quality monitoring	Monitoring and evaluation of teaching. Course evaluation									
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes of at least 70%. Active work in all segments of study work. Seminar paper. The student can make up for absences by writing and submitting an additional seminar paper.									

	If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the result is recorded as 0 points.	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively.	
	Criteria	Weighting
	Written exam	80%
	Activities	20%
12. Assessment criteria - explanation	1. The student submits a recorded and edited exercise of one of the television formats and a conceptual elaboration of that format. The exam consists of an essay that tests the synthesis of acquired knowledge. 2. The activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University	
Program	Film and television direction and production		Year	2	Semester	3	
Course Name	Digital audiovisual platforms		Code	10957	ECTS	4	
Lecturers	Asst. Prof. (Art) Dino Krpan						
Teaching Method and Hours	Lectures	12	Excercises	8	Total	20	
Course Description							
1. Course objectives	Acquaint students with new digital platforms from the audiovisual sphere, clarify the principles and methods of working on new platforms, and teach them a quality and responsible approach to the realization of projects for new platforms.						
2. Expected learning outcomes	Upon successful completion of the course, students will acquire the following knowledge:						
	1. Understanding the issues and use of contemporary digital audiovisual platforms 2. Content forms suitable for digital platforms, and their integration and coordination 3. Methods and approaches to creating content for digital audiovisual platforms						
3. Content	1. The meaning of the term "Platform" and its meaning in the context of digital technologies and practices with an emphasis on audio-visual media 2. Content - a complementary part of the platform - An insight into the spectrum of audiovisual content suitable for digital platforms 3. Infrastructure - Conditionality and modalities of digital audio-visual platforms with hardware and software - an overview of the most widespread digital platforms for the transmission of content - a review of the fragmentation and specialization of different platforms 4. Interactivity vs. One-way communication - forms of using content (content) on various platforms, and their integration and coordination - analysis of examples from practice 5. Creating methods and work processes on new platforms - production pipeline 6. Creative processes of communication and storytelling within digital platforms 7. Ethics of using new platforms - a critical review of the development and future of new platforms 8. Implementation of innovative digital AV projects using available technologies - group work - performance stereoscopic and 360 VR video, and its reproduction and distribution						
4. Admission requirements	There are no special requirements for enrolling in the course						
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of a seminar paper (1st midterm), preparation and presentation of a cross-platform project (2nd midterm), taking a midterm and oral exam						
6. Monitoring student progress and associated ECTS credits	Classes	1	Activities	0.5	Oral exam	1	
	Activities	0.5			Seminar	0.5	
7. Required literature	• Script prepared for the course "Digital Audiovisual Platforms"						
8. Additional literature							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.						
10. Exam access requirements	The condition for access to the oral part of the exam is that the student has attended classes regularly for at least 70% and successfully passed and received a positive grade from both preliminary exams. In the event that the student has not met the requirement of 70% regular attendance, absences from classes can be made up by completing additional course-related work, determined and assigned by the lecturer. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.						
11. Exam implementation and assessment criteria	The exam is considered passed if all parts of the exam are positively assessed - the written part (first and second preliminary exam) and the oral part of the exam.						
	Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares:						
	Criteria	Weight share					
	Practical work	40%					
	Seminar work	20%					
Oral exam	40%						
12. Assessment criteria - explanation	The exam consists of three parts: theoretical - implies a seminar paper based on the analysis of practical examples, practical - implies practical work, i.e. the implementation of a project set in exercises, based on the application of knowledge acquired in lectures and a successfully written seminar paper; and an oral exam, which the student is entitled						

	to take only if he or she has received a positive grade from both previous criteria. The criterion for a passing grade is 60% of the oral exam answered correctly.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film and television direction and production		Year	2	Semester	3		
Course Name	Film internship		Code	10505	ECTS	4		
Lecturers	Asst. Prof. (Art) Edib Ahmetašević							
Teaching Method and Hours	Lectures	5	Excercises	15	Total	20		
Course Description								
1. Course objectives	The aim of the course is to integrate knowledge from different disciplines related to audiovisual activity from the aspect of film recording and production through the camera.							
2. Expected learning outcomes	After successfully completing the course, students will be able to:							
	• Based on the script, choose the ideal format for filming an AV work. • Determine the technical characteristics and settings through a detailed analysis of the project. • Determine the technical equipment by assessing the visual and aesthetic reach of the film work. • According to the performance requirements of the AV work and the aesthetic approach, choose the ideal team for its realization. • Determine the principles of film filming, its planning and final execution. • Master the skills of using various technical devices to achieve the desired film expression. • Establish the differences and similarities between filming a documentary and a feature film from a visual aspect. • Plan the shot (entry and exit) through the camera setup and mise-en-scène. • Adopt and establish the basic principles of the work of DIT (digital imaging technicians). • Evaluate the terminology of image post-production from the aspect of color correction / Color Grading. • Sound design and sound post-production - in relation to recording / camera and the final product. • Evaluation of the film image from the aspect of creating a DCP for cinema screening.							
3. Content	Discussion and analysis of examples from audiovisual works from the aspect of filmmaking and camera. Understanding possible problems and pitfalls when realizing a film production from the perspective of the image sector (camera, set, lighting), and exchanging experiences on how to solve them. Analysis of scripts for future student films and preparation of their implementation. Examples and exercises in lighting and mise-en-scène settings. Online conversation with film professionals in the field of digital image processing.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attend lectures, watch assigned feature films and documentaries, write seminars, do exercises, take exams							
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Continuous assessment	0.5	Project	1.5
7. Required literature	Teaching materials are provided by the lecturer							
8. Additional literature								
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	Regular attendance at classes, positively graded seminar paper, list of selected works from the history of film art watched with an understanding of their significance.							
11. Exam implementation and assessment criteria	The exam is considered passed if all parts of the exam are positively assessed - the written part and the oral part of the exam.							
	Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weighting						
	Project	40%						
	Oral exam	30%						
Activities	30%							
Table>								
12. Assessment criteria - explanation	The oral exam involves practical work and tests the overall knowledge acquired in lectures. The prerequisite for taking the oral exam is positive grades from the activities and a written and positively graded seminar paper.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.							

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film and television direction and production		Year	2	Semester	3		
Course Name	Director's practicum		Code	10956	ECTS	4		
Lecturers	Prof. (Art) Zrinko Ogresta							
Teaching Method and Hours	Lectures	10	Excercises	6	Fieldwork	4	Total	20
Course Description								
1. Course objectives	To enable students to acquire serious directing knowledge and skills, basic stage and frame organization, confident work and communication with actors, and sharpen criteria in editing and dramaturgical analysis of the content they will direct.							
2. Expected learning outcomes	After successfully completing the course, the student will be able to:							
	1. Competently use the so-called director's tools							
	2. Recognize the director's principles that are most effective for various, mainly narrative and documentary, units that will be directed							
3. Content	3. Relevantly analyze director's procedures in audio-visual works							
	Thorough analysis and presentation of various directing procedures, tools and principles in narrative audio-visual units, but also in documentary ones. Directorial analysis of students' previous audio-visual works and concrete preparation and verification of directing procedures and tools for their upcoming audio-visual work. The above also assumes verification of directing tools and principles at specific future locations for filming the student films in question.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5				
7. Required literature								
8. Additional literature	1. How to Make a Good Film / Jean-Luc Godard ; translated by Igor Grbić							
	Godard, Jean-Luc ,/Labin : ' Mathias Flacius ', 2008.							
	2. A Film Called Desire / Andrzej Wajda; translated from Polish by Petar Vujičić							
9. Quality monitoring	Wajda, Andrzej /Belgrade : Narodna knjiga , 1988.							
	1. Kulešov, Lev Vladimirovič /Zagreb : Zora , 1950							
10. Exam access requirements	Observations and evaluations of teaching. Course evaluation. Student survey.							
11. Exam implementation and assessment criteria	The condition for taking the exam is regular attendance and activity in class. Students should take into account the deadline for registering for the exam.							
12. Assessment criteria - explanation	Criteria	Weighted share						
	Written exam	100 %						
13. Communication methods	The exam grade will be the result of work during the semester, student attendance and activity in class, and completion of assignments.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system.							
	The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.							
	During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.							

Program	Film and television direction and production	Year	2	Semester	3
Course Name	Three (played) scenes	Code	10296	ECTS	4
Lecturers	Lect. Kristijan Milić				
Teaching Method and Hours	Exercises	20	Total	20	

Course Description

1. Course objectives	The goal of the course is to raise awareness, practice, and strengthen the basics of directing					
2. Expected learning outcomes	After completing the course, students will: 1. direct various scenes in a feature film 2. develop possibilities for creating film time 3. create film space					
3. Content	Chase; Dialogue – two people; Dialogue – three people					
4. Admission requirements	No special conditions					
5. Student obligations	Class attendance.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Continuous assessment	1	Project	2
7. Required literature	1. Daniel, A. (1998). Grammar of film language. Belgrade: Student Cultural Center					
8. Additional literature						
9. Quality monitoring	Monitoring and evaluation of teaching. Course evaluation					
10. Exam access requirements	The requirement for admission to the oral part of the exam is that the student attends classes regularly at least 70% and successfully passes and receives a positive grade from both preliminary exams. In the event that the student does not meet the requirement of 70% regular attendance, absences from classes can be made up by completing additional course-related work, determined and assigned by the lecturer. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	Exam (project): 100%					
12. Assessment criteria - explanation	The exam is considered passed if all three exercises are evaluated positively					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University			
Program	Film and television direction and production		Year	2	Semester	4		
Course Name	Film adaptations		Code	10395	ECTS	4		
Lecturers	Prof. (Art) Ozana Ramljak							
Teaching Method and Hours	Lectures	10	Excercises	10	Total	20		
Course Description								
1. Course objectives	The aim of the course is to explore the relationship between literature and film by focusing on film adaptations of various literary genres such as the novel, short story and drama. It is particularly important to familiarize students with contemporary theories of film adaptation and to develop the skills necessary to recognize potential film elements in literary, dramatic and non-fiction works, as well as to adapt and expand the selected narrative material to the requirements of another medium, and to enable students to independently adapt literary models.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. analyze basic concepts crucial for understanding the relationship between literature and film 2. set parameters that determine intermedial transfer 3. evaluate aspects of the selected text in order to determine its dramatic/filmic potential 4. connect all elements and steps of the adaptation process 5. independently adapt a literary template							
3. Content	The structure of a prose literary work and the principles of adapting a literary template for another medium. Different issues of adaptation (remediation, transformation, reworking, translation, transmutation, intertextuality, metamorphosis...). Key concepts of storytelling theory/narratology (Story and narration; Space; Time; Duration; Point of view and focalization; Narrative instances; Narrator). The process and techniques of adaptation. Comparative analysis of literary and film templates.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, completion of practical work, independent and group viewing of films, reading of original literary templates for individual films, adaptation of a literary work of choice, written and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Oral exam	0.5	Continuous assessment	0.5
7. Required literature	• Biti, V. (1997). Dictionary of Contemporary Literary Theory. Zagreb: MH (selected parts) • Gilić, N. (2007). Introduction to the Theory of Film Story, Zagreb: Školska knjiga, pp. 35-147 • Seger, L. (2011). The Art of Adaptation: Turning Fact and Fiction into Film. New York: Henry Holy and Company Inc.. (selected chapters)							
8. Additional literature	.1. Uvanović, Ž. (2008). Literature and Film, Matica hrvatska Ogranak Osijek, pp. 279-405. 2. Snyder H., M. (2011). Analyzing Literature-to-Film Adaptations. NY & London: Continuum. 3. Books in Motion - Adaptation, Intertextuality, Authorship (2005), ed. Mireia Aragay, Amsterdam-NY: Rodopi.							
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.							
10. Exam access requirements	The condition for taking the final exam is to achieve the minimum attendance in classes determined at the level of the Polytechnic for Specialist Graduate Professional Studies. The condition for taking the oral exam is to submit an adaptation of the selected literary template. The dates of the final exam are published on the student portal.							
11. Exam implementation and assessment criteria	The final exam is taken in oral and written form. Written exam - adaptation - 60% Oral exam - 20% Attendance and activity in class - 20%							
12. Assessment criteria - explanation	The exam is considered passed when all assessment criteria are assessed with a positive grade. Any additional clarifications are possible during consultations.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.							

General information					VERN' University	
Program	Film and television direction and production		Year	2	Semester	4
Course Name	Feature and documentary film production		Code	10393	ECTS	6
Lecturers	Asst. Prof. Ivan Maloča					
Teaching Method and Hours	Lectures	10	Excercises	30	Total	40
Course Description						
1. Course objectives	Acquiring knowledge about (co)production of feature and documentary films. Explain in detail and extensively the financial elements related to feature and documentary films and co-production of feature and documentary films, thoroughly process and analyze the process phases in the production of both types of films, along with budgets and co-production shares. Apply an interdisciplinary and thorough approach to (co)production of feature and/or documentary films. Through practice, students will thoroughly learn about the production of feature and documentary films, which includes preparation, shooting and post-production of short, medium-length and feature-length documentary and feature films. They will also gain deeper knowledge about the (co)production of feature and documentary films, from the producer's point of view, and will become familiar in detail with the role and tasks of the producer in financing and producing feature and documentary films, and with the entire process of creating a feature and documentary film, which includes all functions in an independent project.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Thoroughly analyze the production of feature and documentary films. 2. Organize all process phases in the production of a feature and/or documentary film with an emphasis on the role and tasks of the producer in production. 3. Present a feature and/or documentary film as a project, which includes presenting its artistic and market aspects and potential. 4. Analyze the production specifics of a feature film and/or documentary film. 5. Create a thorough production elaboration of a feature and/or documentary film - one's own project. 6. Create a detailed production flow diagram for all phases, including the public release of the finished product (film). 7. Create a detailed operational and financial project plan for the production phases of an independent project, and budgeting methods. 8. Select the necessary technical resources and human resources for the production of an independent project film. 9. Organize the film crew, all sectors and functions/professions participating in the independent project film.					
3. Content	All terms related to (co)production of feature and documentary films. The role and all tasks of the producer in the production of feature and documentary films, both short and feature films - independent projects. Detailed production specifics of short and feature films and/or documentary films - independent projects. Production of feature and/or documentary films by production stages and differences in the production of short feature films and feature films and/or short documentary films and feature films - independent projects. Defining and developing a project from an idea or template to the final script and product - feature film. Defining the roles of the producer, his tasks and activities. Reading and analyzing scripts - independent projects. Financing, sponsoring, budgeting film co-productions. Creating a detailed operational plan for the project by production stages and thorough production development of a feature and/or documentary film - independent projects. Creating a detailed operational plan for filming. Organizing preparations. Selection of department heads and composition of the film crew. Technical tour and final definition of locations. Selection of filming techniques, cameras, lighting, sound equipment, stage techniques and other resources and comparison of budgets. Contracting with suppliers, performers, authors, employees. Adoption of costumes, masks, props, special effects, etc., and rehearsal of the same. Clarification of the filming process and provision of logistics to all sectors according to the main operational and financial plan. Clarification of the post-production phase - image editing, sound editing, music composition, image processing and sound processing and shaping, sound mixing and final production, according to the production phases. Input and output research. Marketing of the feature film, distribution, placement, sales, public screening of documentary and/or feature films (film exploitation). Presentation and presentation of the finished project.					
4. Admission requirements	Requirement: Passed courses in Production and Financing of AV Works and Production of Feature Film					
5. Student obligations	Attendance of lectures and exercises, taking a written exam. Exercise in the preparation of project/tender documentation and/or pilot.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Continuous assessment	1	Project	4
7. Required literature	1. Lecture and exercise notes					
8. Additional literature	1. Maureen, A.R. (2010). Producer to producer. Michael Wiese Productions. CA: Studio City. 2. Durie, J. et al. Al. (2000). Marketing and Selling Your Film around the World. Los Angeles: Silman-James Press. 3. Kerrigan, F. (2010). Film Marketing, Oxford: Bulterworth-Heinemann. 4. Additional pages from the Internet.					

9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.
10. Exam access requirements	The condition for taking the final exam is to have achieved the minimum attendance in classes set at the University level for specialist graduate professional studies. A student whose regular attendance in classes is less than the established minimum attendance cannot make up for absences and cannot take the exam without re-enrolling and taking the course. Every student has the right to take the exam. The exam is an evaluation and production analysis of the project. If the teacher has reasonable doubts that the result in the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, a score of 0 points is recorded.
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Exam and evaluation and production analysis of the project: 100%
12. Assessment criteria - explanation	The exam evaluates the project Project - 100%
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Film and television direction and production		Year	2	Semester	4
Course Name	Feature and documentary film director		Code	10392	ECTS	6
Lecturers	Lect. Daniel Kušan, Prof. (Art) Zrinko Ogresta					
Teaching Method and Hours	Lectures	10	Excercises	30	Total	40
Course Description						
1. Course objectives	The aim of this course is to provide a more detailed and deeper insight into the director's film practice, focusing on two dominant film types - fiction and documentary. With this subject, students would deepen their knowledge of film direction and get the opportunity to develop their audio-visual abilities in an even more creative way.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe and defend their film project in an articulate and argumentative manner 2. select collaborators (co-authors of the work) on the project 3. select actors and other collaborators on the project 4. independently direct the film					
3. Content	A major part of this course will be practice and practical problems and solutions that a film director encounters in his work. Practical film exercises will be more complexly conceived. The student will have the task of preparing the director's concept according to the script, shooting and editing the film until the so-called final copies.					
4. Admission requirements	Requirement: Passed the courses Documentary Film Directing and Feature Film Directing					
5. Student obligations	Class attendance.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Continuous assessment	1	Project	4
7. Required literature	1. Lecture and exercise notes					
8. Additional literature	• Autobiographies and interviews in which film directors describe their directorial practices • Bordwell, D. (2005). On the history of film style. Zagreb: Croatian Film Association. • Barnouw, E. (1994). Documentary. A History of Non-Fiction Film. Oxford University Press (chapters on documentary film). • Tirard, L. (2011). Film lessons. Zagreb: MeandarMedia.					
9. Quality monitoring	Anonymous student survey, direct conversation with students.					
10. Exam access requirements	The condition for taking the final exam is to achieve the minimum attendance rate set at the University level for specialist graduate professional studies. A student whose regular attendance rate is lower than the established minimum attendance rate cannot make up for absences and cannot take the exam without re-enrolling and taking the course. Every student has the right to take the exam.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following shares: Exams - evaluation of practical work: 100%					
12. Assessment criteria - explanation	Points		Rating			
	11 - 20		2			
	20 - 30		3			
	30 - 40		4			
	40 - 50		5			
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University					
Program	Film and television direction and production		Year	2	Semester	4				
Course Name	Stage and costumes step by step		Code	10731	ECTS	4				
Lecturers	Asst. Prof. (Art) Željka Burić									
Teaching Method and Hours	Lectures	8	Exercises	12	Total	20				
Course Description										
1. Course objectives	After 30 hours of theoretical teaching on the basics of set and costume design and the role of these creative activities in the creation of a complete audiovisual work, the course "Stage and Costumes Step by Step" continues the process of creative education of students, training them to make competent decisions in the design and execution of a film before its shooting. The course explores the scenographic design of space and the costume design of characters as a synergistic set of the visual code of a feature film. This research takes place in the field of artistic practice and, as a result, brings students direct experience in the visual design of a film on the <i>template of their own student short feature film - the student's graduation thesis</i> .									
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Plan the time and space framework for the production of an Audio Visual work - Establish the level of production of AV works in accordance with the defined financial framework - Identify authors-collaborators of set and costume designers in the production of their own film and TV work - Design a visual representation of their own AV work / moodboard/ storyboard - Construct technical elements, construction of a cost estimate and the structure of the necessary team for the realization of their own project. - Organize mechanisms and processes for the realization of set and costume design works - Review existing locations for the production and procurement of necessary visual structural elements									
3. Content	Training in the creation of accompanying visual tools; storyboards and visual representations of the general atmosphere of the work (storyboards and moodboards). Structuring the team required for the realization of a particular project and specifying the necessary technical resources. The process of pre-preparation and preparation for filming one's own feature film. Analysis of the design of the film space, making conceptual sketches, understanding the created execution plans. Use of basic tools in creation; color, texture, light, natural environment. Creating the visual language of one's own work within the selected film genre and choosing a general visual style (realism, poetic realism, symbolism, etc.) Creating characters and film scenes with directorial and set design props. Understanding the concept of <i>continuity</i> and its importance in the process of filming a film.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures and exercises, analysis and presentation of scenarios through independent research and with the help of a mentor, preparation of assigned exercises.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	0.5	Portfolio	1	Research	1	Presentation	0.5
7. Required literature	- Lazić, R. (2009). <i>Treatise on scenography and costume design</i>. Belgrade: Radoslav Lazić. - Tanhofer, N. (2008). <i>On color in film and related media: supplemented and edited by Silvestar Kolbas</i>. Zagreb: Novi Liber.									
8. Additional literature	1. Gillian McIver (2016); <i>Art History for Filmmakers</i> , Bloomsbury, London, UK 2. Terry Ackland-Snow (2017) <i>The Art of Illusion</i> , The Crowood Press Ltd 3. Yuval Noah Harari (2021), <i>Sapiens The Birth of Humanity Comics</i> / School Book Zagreb									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The requirements for taking the written exam are regular attendance at classes and a positively graded research assignment and completed exercises.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: oral exam: 20% portfolio: 20% Research assignment: 30% Presentation 20%									

	Activity: 10%
12. Assessment criteria - explanation	The exam is considered passed if all assigned topics - exercises are submitted and explained during the oral part of the exam
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Film and television direction and production		Year	2	Semester	4		
Course Name	Types of film exposure		Code	10592	ECTS	4		
Lecturers	Asst. Prof. Emil Barić							
Teaching Method and Hours	Lectures	18	Seminars and workshops	2	Total	20		
Course Description								
1. Course objectives	The fundamental goal of the lecture is to develop an understanding of how, in addition to the narrative organization of the entire film exposition, there are other types of exposition in film (descriptive, conceptual, poetic, enumerative), each of which is initially developed in one of the basic genres of film (narrative in feature films, descriptive in news and documentaries, conceptual in educational and scientific films, poetic in experimental films, and enumerative in promotional and experimental films), but with great possibilities for their combination. The lectures, along with the analysis of film templates, would provide insight into the principles of organization of each type of exposition and the forms of their combination, and along the way, insights into the foundations of differences between film genres.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Acquire the ability to distinguish between types of film exposition, their connection to film genres, and acquire the ability to identify a particular type of exposition - Understand the principles of structuring film units - both from the creative and reception sides - Understand the ways in which different types of exposition can be combined in the same film and what orientations can exist there - Have a guide on how to approach film analysis from the perspective of the general principles of their expositional organization, the importance of the combination of scene and stylistic indicators for recognizing a particular type of exposition - Gain insight into some examples of relevant theoretical and interpretative literature							
3. Content	Lecture content: 1. The concept of film exposition and distinguishing its types (2 hours); 2. Narrative exposition (2 hours); 3. Descriptive exposition (2 hours); 4. Conceptual exposition (2 hours); 5. Enumerative exposition – film lists; 6. Poetic exposition (2 hours); 7. Poetization and linking of exposition types (2 hours); 8. Exposition types and film genres (2 hours); 9. Life foundations of exposition types Seminar work: Student referencing of the assigned theoretical text and discussion (2 hours)							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance at classes, writing a written seminar paper, taking exams							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	1	Seminar	1	Exercises	0.5
7. Required literature	Turković, Hrvoje. 2021. "Introduction: Outlines of the Typology of Exposition", in: H. Turković. 2021. <i>Types of Film Exposition. Contributions to the Theory of Exposition</i> . Zagreb: Croatian Film Association Chatman, Seymour, 1996, 'What is Description in Film', <i>Hrvatski filmski ljetopis</i> , no. 5/1996, Zagreb: Film Library 16 <i>Film Encyclopedia</i> 1-2 (entries: 'Editing'; 'Narration'; 'Description'; 'Parallel editing'; 'Story'; 'Scene'; 'Point of view'), Zagreb: JLZ 'Miroslav Krleža'. Gilić, Nikica, 2003, 'Introduction to film story analysis', <i>Zapis</i> , special issue, summer 2003, Zagreb: Croatian Film Association Messaris, Paul, 2001, 'Conceptual editing', translated by Hrvoje Turković, in <i>Croatian film annals</i> , no. 25/2001							
8. Additional literature	Note: some of the additional literature relevant to each lecture will be given with the lecture Gilić, Nikica. 2007. <i>Film types and genres</i> . Zagreb: AGM Peterlić, Ante, 2000, <i>Fundamentals of film theory</i> (chapter: 'Film work'), Zagreb: Croatian University Press Turković, Hrvoje, 2005. <i>Film: entertainment, genre, style</i> . Zagreb: Croatian Film Association Turković, Hvoje. 2010. <i>A draft of film geneology</i> . Zagreb: Matica hrvatska Turković, Hrvoje. 2021. <i>Types of film exposition. Contributions to the theory of exposition</i> . Zagreb: Croatian Film Association							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the exam is regular attendance at classes of at least 70%, a written seminar paper (according to the assigned topic) submitted either during the lecture or at least one week before the exam date.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following shares: Oral exam: 70% Seminar paper: 20%							

	Activity in lectures: 10%
12. Assessment criteria - explanation	During the exam, the seminar work is discussed, the knowledge of another selected text from the literature is checked, and the student's ability to apply the conceptual categories explained in the lectures on a given or presented film example is checked. The criterion for evaluating the oral exam is the student's ability to handle all these elements of the exam process
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film and television direction and production	Year	2	Semester	4
Course Name	Professional practice	Code	10396	ECTS	6
Lecturers					
Teaching Method and Hours	Total				160

Course Description

1. Course objectives	The main goal of student internship is to test and apply certain acquired knowledge in performing tasks in the sectors of directing and producing audiovisual works, such as, for example, directing and producing knowledge and skills that ensure quality work in both directing and producing, the ability to create independently in an area that unites the creation of diverse audiovisual content and creative expression / directing in film and television media, as well as on new platforms, and on the other hand, the knowledge and skills of ensuring financial and material conditions and funds necessary for the realization and exploitation of audiovisual works. The goals of internship are also aimed at concretizing the preparation of the final thesis for the study and guidance in further education.
2. Expected learning outcomes	1. Apply acquired specialized knowledge in solving specific work tasks in a real work environment in which the internship is carried out. 2. Solve more complex business processes independently or in a team. 3. Demonstrate an understanding of social responsibility, sustainability and ethical action within the work process. 4. Choose a method of communication appropriate to the business environment and situation. 5. Apply new technologies and creative solutions in business. 6. Demonstrate the ability to adapt to work in an international environment. 7. Prepare a Report on the completed specialist internship.
3. Content	A) INTERNSHIP REPORT (written by unemployed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution) 2. Description of the company/institution 3. Description of the tasks the student performed during the internship 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could have from the thesis 7. Conclusion B) WORK REPORT (written by employed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution/department) 2. Description of the company/institution/department 3. Description of the job/jobs that the student does 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could gain from the graduate thesis 7. Conclusion The recommended scope of the report is about 5 pages, with technical formatting according to the instructions for writing seminar papers published on student portals.
4. Admission requirements	Correctly completed and signed consent from the organization to accept the student for student internship
5. Student obligations	Attending internships, performing assignments and work at internships, writing internship reports, appropriate behavior in the organization.
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held student internship. Evaluation of mentors in the organization.
10. Exam access requirements	Delivered documents Consent of the organization, Certificate of completed student internship and Report.

11. Exam implementation and assessment criteria	There is no numerical grade, only a passing grade of 'DONE'.
12. Assessment criteria - explanation	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information										VERN' University							
Program	Film, television and multimedia design				Year	1		Semester	1								
Course Name	Film and television dramaturgy				Code	6990		ECTS	5								
Lecturers	Assoc. Prof. (Art) Vinko Brešan, Assoc. Prof. (Art) Neven Hitrec																
Teaching Method and Hours	Lectures	22		Seminars and workshops	4		Excercises	30		Midterms	4						
	Total	60															
Course Description																	
1. Course objectives	Understanding the dramaturgy of a screenplay, building a film story using one's own experience in the screenplay, getting to know the methodology of film script development, writing a screenplay based on autobiographical motifs, writing a screenplay from a character's perspective, writing a screenplay from the initial situation.																
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Format a screenplay 2. Write a synopsis, 3. Summarize a film story 4. Analyze story problems 5. Write film dialogue 6. Develop a film idea and characters 7. Apply the skills listed to screenwriting.																
3. Content	Getting to know the curriculum, the method of evaluating student work Basic concepts of the screenplay (motive, theme, fable, plot, synopsis, treatment, sequence) Exercise: Autobiography (scene from the student's life) Scenario analysis Film idea (developing the film idea and characters) Exercise - From character to story Exercise – From the situation to the story Exercise – 2nd version of the scenario.																
4. Admission requirements	Entrance exam																
5. Student obligations	Attendance at classes, completion of exercises																
6. Monitoring student progress and associated ECTS credits	Classes	1.5		Written exam	1.5		Activities	0.5		Oral exam	1.5	Activities	0.5				
7. Required literature	• Hunter, L. (1998). Scenario 434. Zagreb: Center for Dramatic Art, Antibarbarus. • Egri, L. (2007). The Art of Dramatic Writing. BN Publishing. • Gilić, N. (2007). Introduction to the Theory of Film Story. Zagreb: Školska knjiga. • Three scenarios of your own choice • Two given scenarios																
8. Additional literature	/																
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																
10. Exam access requirements	1. A minimum of 70% attendance. 2. Submitted scripts For the purpose of taking the exam, a student can make up for absences by creating and submitting an additional script. The additional script is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer 10 days before the exam date or as agreed with the subject lecturer. The student should take into account the deadline for registering for the exam, i.e. submit the additional script on time. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight proportion</td></tr><tr><td>Written exam - 1st colloquium</td><td>20%</td></tr><tr><td>Written exam - 2nd colloquium</td><td>20%</td></tr></table>											Criteria	Weight proportion	Written exam - 1st colloquium	20%	Written exam - 2nd colloquium	20%
Criteria	Weight proportion																
Written exam - 1st colloquium	20%																
Written exam - 2nd colloquium	20%																

	Oral exam	50 %
	Activities	10 %

12. Assessment criteria - explanation If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the result is 0 points.

13. Communication methods Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University												
Program	Film, television and multimedia design			Year	1	Semester	1											
Course Name	Filming			Code	9703	ECTS	5											
Lecturers	Lect. Radoslav Pažameta																	
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4										
	Total	60																
Course Description																		
1. Course objectives	The aim of the course is to introduce students to the methodology and technology of filmmaking, and to train them in the use of modern digital film technology. In addition to the technical part, special attention will be paid to the aesthetics of the film image.																	
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the concept of film shooting and determine the difference from television shooting 2. Segment a given scene into frames, taking into account the continuity of light and shooting directions. 3. Independently prepare a digital film camera for shooting. 4. Identify the tasks of the cameraman, or director of photography. 5. Distinguish the tasks of individual members of the film camera crew and personally try their hand at working in individual positions. 6. Function in a team as part of a project that is realized in a cinematic manner. 7. Apply the basic skills necessary to work as independent cameramen as part of digital film shooting. 8. Develop and interpret a personal sensibility for the artistic achievements of film photography.																	
3. Content	What is filmmaking? Specifics of filmmaking. Image composition and line of sight. Differences between film and television filming. Digital film camera. Digital recording formats. Rec 709, S-Log, Raw. Determining exposure, reading histograms, sensor sensitivity, light color temperature. Adjusting basic camera parameters before shooting. Prime lenses and zoom lenses. Creative use of lenses with respect to focal length and depth of field. Stretching and compressing film time. Use of lighting and light shaping. Visual continuity. Color correction.																	
4. Admission requirements	No special conditions.																	
5. Student obligations	Attendance of classes, completion of mandatory exercises																	
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	0.5	Oral exam	2	Project	1	Activities	0.5								
7. Required literature	1.Tom Schroeppel, Chuck Delaney (2015). The Bare Bones Camera Course for Film and Video 3rd ed., Allworth Press. 2.Tanhofer, Nikola (1981). Film photography. Zagreb: Filmoteka 16.																	
8. Additional literature	1. David Stump (2014), Digital Cinematography: Fundamentals, Tools, Techniques, and Workflow, Focal Press. 2. Enes Midžić (2005) Govor oko kamera, Croatian Film Association. 3. Blair Brown (2014) The Filmmaker's Guide to Digital Imaging, Focal Press. 4. Benjamin Bergery (2002) Reflections: Twenty-One Cinematographers At Work, ASC Press.																	
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																	
10. Exam access requirements	1. Attendance at least 70% 2. Completion of a project paper. For the purpose of taking the exam, a student may make up for absences by preparing and submitting an additional entrance paper in agreement with the lecturer. A student whose attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>25%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>25%</td></tr><tr><td>Exercises</td><td>30%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Exercises	30%	Activities	20%
Criteria	Weight share																	
Written exam - 1st preliminary exam	25%																	
Written exam - 2nd preliminary exam	25%																	
Exercises	30%																	
Activities	20%																	

12. Assessment criteria - explanation	The oral exam has the largest share in creating a student's final grade, which tests the overall knowledge acquired in lectures and during exercises. The oral exam accounts for 50%. Performing assigned exercises accounts for 40%, and class activity accounts for 10%. The oral exam can be taken in two parts. The first part is after 7 weeks of classes, and the second after the end of classes. The condition for taking the full exam is positive grades from the activities and completed assigned exercises. A student has the opportunity to take the oral exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and University regulations. If the student is not satisfied with the final grade, he or she can retake some of the elements that make up the final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film, television and multimedia design		Year	1	Semester	1		
Course Name	Photo		Code	9702	ECTS	5		
Lecturers	Lect. Radoslav Pažameta							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Fieldwork	4
	Total	60						
Course Description								
1. Course objectives	Introduction to the basic postulates of the photographic image, with equal attention paid to technique and aesthetics. Introduction to the role of photography as an independent creative activity, but also as teamwork. Mastering basic knowledge of the photographic image, so that later during their studies and in practice, students can competently collaborate and independently take photographs, with the awareness that the photographic image is the basis of every video or film work, and therefore we point out the similarities and differences of both media. In addition to the theory and practice of shooting (photographing), artistic achievements in photography are also pointed out through a thorough analysis of works.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Apply knowledge of the technical, artistic, documentary and directing role of image formation in photography. 2. Use basic skills in photography and later in filmmaking. 3. Interpret personal sensibility for artistic expression in images. 4. Interpret knowledge of visual principles and the basics of shooting techniques and technology. 5. Explain the basic practical values of lenses, exposure, image composition, use of light and color. 6. Understand image formation as an important factor in the creation of a photographic work.							
3. Content	Introduction to the course. Differences and similarities: Photography and film shooting Technique and aesthetics in shooting Photographic means of expression Frame and format selection Lens and lens settings Photographic image composition Exposure and sensor sensitivity Lighting, principles, lighting fixtures, studio shooting Black and white and color in photography Technical and aesthetic parameters: Color shooting Portraits and other basic photographic motifs (landscape, architecture, street photography, nude, still life, advertising and others) Famous photographic authors (in Croatia and the world) Photo editing Digital photo editing tools. Photographic images on other platforms Selected photographs (discussion, analysis), the future of photography, final lecture							
4. Admission requirements	No special conditions.							
5. Student obligations	The course is taught through lectures and photography exercises. Students are required to take several photographic motifs (exercises) and original photographs, as stipulated in the course curriculum, and to attend classes regularly.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	1	Seminar	1	Portfolio	1.5
7. Required literature	1. Fizi, M. (1977) Photography, Zagreb, Graphic Institute. 2. Mikić, Kuhar, M. (20015). Photography. Zagreb: Telecentar. 3. Tanhofer, N. (2000). On Color. Zagreb: Novi Liber.							
8. Additional literature	1. Ang, T. (2003). Digital Photography. Zagreb: Znanje. 2. Barthes, R. (2003) The Light Chamber, Zagreb, Antibarbarus. 3. Sontag, S. (1982) Essays on Photography, Belgrade, SIC. 4. Internet films about photographers and photography.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	1. Attendance at least 70% 2. Taking the required photographs For the purpose of taking the exam, a student may make up for absences by preparing and submitting an additional entrance paper in agreement with the lecturer. A student whose attendance at classes is less than 40% cannot make up							

	for absences and cannot take the exam without re-enrolling and taking the course.
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares Exam, 1st midterm, 2nd midterm: 20%, 20% Exercise analysis: 50% Activities: 10%
12. Assessment criteria - explanation	The final exam grade is formed by the oral exam and exercises. Preference is given to practical work. If a student is satisfied with the quality of a large number of exercises, he/she will have to repeat those exercises that are not satisfactory.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film, television and multimedia design		Year	1	Semester	1
Course Name	Media literacy and culture		Code	9701	ECTS	5
Lecturers	Prof. (Art) Ozana Ramljak					
Teaching Method and Hours	Lectures	40	Seminars and workshops	4	Excercises	12
	Total	60			Midterms	4

Course Description

1. Course objectives	Gaining insight into the development of mass media and communication processes. Considering all complementary components of mass media and the development of activities closely related to mass media (advertising, political propaganda, marketing, publishing, journalism, public relations, etc.). To introduce students to the basic concepts, principles and criteria of media literacy within the framework of culture in general, and media culture in particular. To create the conditions for students to be able to communicate correctly with the media, understand their functioning and the impact they have on the audience, and increase control over these processes at a more advanced level of media literacy.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic concepts related to mass communication and mass media and distinguish between the characteristics of print, electronic and digital media with regard to content, form, source of message, purpose or goal, and issues of authorship. 2. Distinguish and interpret basic concepts from the field of media literacy and culture. 3. Critically evaluate and analyze media content. 4. Critically analyze the context of media and creative industries. 5. Identify and analyze the basic types of influence and effects of mass media at the individual and societal levels. 6. Demonstrate a higher level of media literacy in their professional media practice.					
3. Content	The way mass media function, how they are structured, what their possible effects are, and how individual media audiences are created and how they function. Approach to media literacy: what is media literacy, typology of media literacy. Media culture and media audience. Media industry and its audience, emergence and development of media. Children as a special type of media consumers. Media influences: types and effects. Content in mass media: media and reality, news, entertainment, sports, violence in the media. Advertising and the media. Privacy in the media and its protection: forms of privacy violations. Improving media literacy.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1
7. Required literature	1. Potter, W. James: Media Literacy, Clio, Belgrade, 2012. 2. Vujević, Miroslav: Political and Media Culture in Croatia, Školska knjiga, Zagreb, 2001. 3. Media Literacy in Croatia: Research within the project "Media Literacy for the 21st Century, IPA-Human Resources Development, Zagreb, 2013. 4. Zgrabljić Rotar, Nada (Ed.) Article in the book "Media Literacy and Civil Society" - MEDIA - Media Literacy, Media Content and Media Influences, Sarajevo, MediaCentar, 2005.					
8. Additional literature	1.AEM-Recommendations for the protection of children and the safe use of electronic media 2.Obradović, Đorđe: Media and bullies, article 3.Balle, Francis: Le mandarin et le marchand - Power of the media: the mandarin and the merchant, Clio, Belgrade, 1997. 4.Vuković Peović, Katarina: Media and media culture-ideology after decentralization, online edition, 2014. 5. Brautović, Mato: Privacy protection, article 6. Splichal, Slavko: Mass media between the public and the public sphere, article					
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.					
10. Exam access requirements	The requirement for taking the exam is regular attendance of at least 70%. For the purpose of taking the exam, a student can make up for absences by preparing and submitting an additional seminar paper and submitting the remaining exercises that were assigned during the semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Written exam - 1st preliminary exam	40%
Written exam - 2nd preliminary exam	40%
Activities	20%

12. Assessment criteria - explanation

The final exam grade is formed by written exams and class activity.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information

Program	Film, television and multimedia design		Year	1	Semester	1		
Course Name	Film theory		Code	6989	ECTS	5		
Lecturers	Asst. Prof. Petra Belc Krnjaić, Asst. Prof. Bruno Kragić							
Teaching Method and Hours	Lectures	34	Seminars and workshops	4	Excercises	18	Midterms	4
	Total	60						

Course Description

1. Course objectives	Understanding the basic concepts of film theory, acquiring basic knowledge of film theories, training in understanding the relationship between film theory and the pragmatic problems of film viewing, film appreciation and film evaluation.									
2. Expected learning outcomes	After successfully completing the course material, students will be able to: 1. Describe the basic concepts of theory as a discipline in the study of film. 2. Interpret the definition of media phenomena and independently observe their similarities, differences and mutual influences. 3. Interpret independent analyses of factors of similarity and factors of difference in the film medium. 4. Explain the forms of film recording as filmological (theoretical) categories and independently analyze their basic functions (informational, rhetorical and structural). 5. Interpret independent analyses of the frame as one of the basic forms of film recording, i.e. as a permanent form of film recording and its subtypes (with regard to length and with regard to the observer). 6. Define frame analysis as one of the basic forms of film recording. 7. Independently analyze the visual and sound forms of film recording in the film medium.									
3. Content	Introduction to the theoretical study of film. Methodology of film study. Definition of film as a medium and as art. Reception as a criterion for studying film (spectator). Film aesthetics. Film and related media. General properties of film recording. Similarity factors: Everything we hear and see in a film that is similar to what we see and hear in the real world (non-film reality). Difference factors: Everything we hear and see in a film that is different from what we see and hear in the real world (non-film reality). Forms of film recording: a combination of similarities and differences. Catalogue of forms of film recording. Filmic means of expression outside this catalogue (acting, costumes, tricks, set design). Permanent forms of film recording. Shot: definition of shot. Framing and frame. Shots: Distance of the filmed object from the camera. Types of shots. Informational, rhetorical and structural features of shots. Camera angles. Camera movements and states: Static and dynamic camera. Drives and panoramas. Lenses. Other image forms of film recording (color and monochrome). Mise-en-scène. Editing: definition and types of editing links. Functions and ideologies of editing. Film and storytelling. Film and cinematographic fact. Sound on film. Noises, music, dialogue. Documentary film: definition and methods. Types of documentary film. Experimental film: definition and methods. Types of experimental film. Feature film: definition. Acting on film. Genres of feature film. Classical film theories Newer and contemporary film theories.									
4. Admission requirements	No special conditions.									
5. Student obligations	Attendance at lectures and seminars, assigned film titles watched.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Continuous assessment	1	Activities	0.5
7. Required literature	1. Ante, Peterlić, Osnove tiorie filma, Zagreb, 2001.									
8. Additional literature	1. Gilić, Nikica, Film Types and Genres, Zagreb, 2005. 2. Stam, Robert, Film Theory: Introduction, Zagreb, 2019. 3. Selected Articles from the Film Encyclopedia, Zagreb, 1986-1990. 4. Other literature in agreement with the teacher.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	1. A minimum of 70% attendance. For the purpose of taking the exam, a student may make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. A student whose attendance is less than 40% cannot make up for									

	absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>20 %</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Activities	20 %
Criteria	Weight share								
Written exam - 1st preliminary exam	40%								
Written exam - 2nd preliminary exam	40%								
Activities	20 %								
12. Assessment criteria - explanation	The exam can be taken in two parts in the form of two written tests, each of which covers a part of the material. If the student does not take the first test, he/she will take the integral exam. Activity in class is assessed taking into account the student's participation in discussions and continuous checks.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Film, television and multimedia design			Year	1	Semester	1			
Course Name	Design theory and practice			Code	6994	ECTS	5			
Lecturers	Lect. Miranda Herceg, Asst. Prof. (Art) Branimir Lazanja									
Teaching Method and Hours	Lectures	24	Excercises	28	Midterms	4	Fieldwork	4		
	Total	60								
Course Description										
1. Course objectives	The aim of the course is to acquaint students with the theoretical and practical basics of design and guide them to an analytical view of design issues and an understanding of design as a specific medium of creative expression. Also, enable the acquisition of fundamental competencies in the field of design for the practical execution of simpler tasks and successful communication with other professions in the creative process.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the concepts and historical facts of design. 2. Define the role of the designer in the communication process. 3. Apply basic theoretical and practical knowledge in the field of design when working with other creative professions. 4. Use typographic terminology and elements of typographic design in solving a design task. 5. Explain the concepts of graphic standards, visual identity and graphic standards books. 6. Distinguish between the specifics of printed and electronic media. 7. Distinguish between vector and raster graphics. 8. Use basic software tools for working with vector and raster graphics.									
3. Content	Definition and areas of design. Social, cultural and production context of design. History of design in Croatia. Basic concepts of graphic design and visual communications. Visual identity, graphic standards. Poster. Typography, typographic terminology, typographic design. Layout, text structure, architecture and hierarchy of information. Print and electronic media. Design and advertising. Design and film. Vector and raster graphics and associated program tools and commands.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance at lectures and exercises. Practical work. Written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Project	1.5	Activities	0.5
7. Required literature	• De Noblet, J. (1999). DESIGN: movement and compass. Zagreb: Golden marketing. • Vukić, F. (1997). Century of Croatian design. Zagreb: Meandar. + one title from supplementary literature in agreement with the teacher									
8. Additional literature	1. Vukić, F. (2012). Theory and History of Design, Critical Anthology. Zagreb: Golden Marketing – Technical Book. 2. Raizman, D. (2010). History of Modern Design. London, Laurence King Publishing Ltd. 3. Noordzij, G. (2012). Move: Theory of Writing. Split: Academy of Arts in Split. 4. Bringhurst, R. (2012). The Elements of Typographic Style. Vancouver: Hartley & Marks. 5. Spiekermann, E., Ginger, E. M. (2003). Stop Stealing Sheep & Find Out How Type Works. Adobe Press. 6. Papanek, V. (1973). Design for the Real World, Marko Marulić Publishing House, Split. 7. Margolin, V., Vukić, F. (2009). Croatian Design Institute, UPI-2M, Zagreb. 8. Itten, J. The Art of Color, manual 9. Hustwit, Gary, Helvetica film 10. Graphis, Novum, Eye, Print and other professional magazines. Internet sources.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the exam: A minimum of 70% attendance. For the purpose of taking the exam, students can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned if attendance is between 40 and 70%, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A completed project (practical work) as agreed with the subject lecturer.									
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									

and assessment criteria	Criteria	Weight share
	Written exam - 1st preliminary exam	20%
	Written exam - 2nd preliminary exam	15%
	Project	35%
	Activities	30%
12. Assessment criteria - explanation	The written exam consists of tasks that test the student's theoretical knowledge. The grade from the written exam is positive if the student scored at least 50% of the points in the test. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. Creative and technical elements are evaluated in the practical work.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Film, television and multimedia design		Year	1	Semester	2		
Course Name	Design and media		Code	7000	ECTS	5		
Lecturers	Asst. Prof. (Art) Branimir Lazanja							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Fieldwork	4
	Total	60						
Course Description								
1. Course objectives	Identify the role of design within a film (television) work from the creation of frames and sets (production design), film equipment (credit) to promotion (internet and ambient advertising). Through practical exercises, connect the entirety of design within a film (television) work and define the profession of a production designer (art director).							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Explain and identify the role of art direction and design in the context of film and television production. - Critically analyze the production design of film (television) through its authenticity, using design and visual communication, recognizing different styles, approaches and their communication goals. - Critically evaluate own and others' solutions, using relevant terminology and criteria from the field of design and art direction. - Create the general appearance of the film (atmosphere) with the help of analysis, references, color, scenography, costumes, props and graphic design through exercises in independent and team work. - Design concrete solutions for the film credits with the help of design tools. - Argue the role of film as an advertising medium (tool) in spreading ideas or products, but also film as a product being advertised. - Design concrete solutions for film promotion (television) content through exercises in individual and team work.							
3. Content	Historical, social and communication foundations of visual culture and film (television) media. Analysis of individual works throughout history: communication, production and creative-form perspective. Practical work on creating emotional states and thought processes through the use of basic design elements: color, form, symbols, typography, composition, perceptual principles.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Creation of practical works (assignments), project implementation, written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Project	0.5	Practical work	2
7. Required literature	Lasanje, B. (2023). Design and media (teaching material - script).							
8. Additional literature	1. Peterlić, A. (2008). History of Film: Early and Classical Period. Zagreb: Croatian Film Association 2. Brahna Y, Birne B (2011.) Creative Motion Graphic Titling for Film, Video, and the Web. Oxford: Focal Press. Elsevier.Inc							
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.							
10. Exam access requirements	The requirement for taking the exam is to complete all practical work and assigned projects that were completed during the semester. Practical work is designed as individual or team exercises during the semester: production design, credits, <i>moodboard</i> . Projects are independent photographic works on assigned topics: typography, principles of perceptual organization, anomaly, visual pollution.							
11. Exam implementation and assessment criteria	Positive grades from the above projects and the knowledge test participate in the calculation of the final grade with the following shares:							
	Criteria						Weight fraction	
	Written exam - 1st colloquium						20%	
	Written exam - 2nd colloquium						20%	
	Practical work						20%	
Project						40%		

12. Assessment criteria - explanation	To access the final written exam, it is necessary to satisfy all assigned projects and practical works that were announced during the semester. 1 – The student did not complete the assigned tasks during the semester. 2 – The student recognizes the basics of the course, but poorly reproduces them in the exercises. 3 – The student recognizes the basics of the course and solidly reproduces them in the exercises. 4 – The student solidly understands the course content, logically connects them and applies them in the exercises. 5 – The student skillfully interprets and applies knowledge in the exercises and demonstrates originality. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and the regulations of the University. If the student is not satisfied with the final grade, he/she can retake some of the elements that make up the final grade. Activity in classes is assessed taking into account discipline and regularity in fulfilling obligations.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film, television and multimedia design		Year	1	Semester	2		
Course Name	History of film		Code	6995	ECTS	5		
Lecturers	Asst. Prof. Petra Belc Krnjaić, Asst. Prof. Bruno Kragić							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						

Course Description

1. Course objectives	To introduce students to an overview of the history of film from its establishment as an art form in the early 20th century to the 1970s. To enable students to master the fundamental determinants of the aesthetic history of film, i.e. to understand the stylistic characteristics of individual film stylistic formations and individual classic works. To introduce students to the technological, social and economic factors of the historical development of film. To develop awareness of the historical context of pragmatic problems of film viewing and evaluation.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. explain the basic determinants of film history as a discipline in film studies 2. describe the influence of technological, social and economic factors on the development of film 3. define and describe the most important film stylistic formations 4. describe the poetic characteristics of the work of the most important film authors 5. examine an individual film within a particular stylistic formation and epoch 6. better understand contemporary trends in film art with basic knowledge of the most important phenomena in film history.					
3. Content	Lectures: 1. Introduction to the history of film; 2. Film attractions and the constitution of narrative film; 3. Silent film burlesque (slapstick); 4. Avant-garde in silent film; 5. Mature silent film; 6. The emergence of sound film; the constitution of the rhetoric and stylistics of sound film; 7. The main film genres of classical sound film; 8. Types of film stars in classical film; 9. Classical film in the light of auteur poetics; 10. Stylistic variants of classical sound film; 11. French poetic realism; 12. Italian film neorealism; 13. Auteur poetics of classical art film; 14. French New Wave; 15. Film modernism.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises according to the regulations and internal acts of the Polytechnic VERN'.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.0	Oral exam	1.5
7. Required literature	• Peterlić, Ante (2008) History of Film: Early and Classical Period. Zagreb: Croatian Film Association.					
8. Additional literature	1. Peterlić, Ante (1982). Essays on nine authors. Zagreb: Center for Cultural Activity. 2. Peterlić, Ante (2002). Studies on nine films. Zagreb: Croatian Film Association. 3. Peterlić, Ante (2010). Film Reader. Zagreb: Croatian Film Association. 4. Peterlić, Ante (ed.). Film Encyclopedia I-II (1986-1990). Zagreb: JLZ Miroslav Krleža. 5. Kragić, Bruno/Gilić, Nikica (eds.) Film Lexicon (2003). Zagreb: Lexicographic Institute Miroslav Krleža.					
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.					
10. Exam access requirements	The condition for taking the exam is regular attendance at classes of at least 70%. For the purpose of taking the exam or preliminary exam, a student can make up for absences by preparing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted electronically during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				
	Written exam - 1st preliminary exam	40%				
	Written exam - 2nd preliminary exam	40%				

	Activities	20%
12. Assessment criteria - explanation	The exam can be taken in two parts: the first part in the form of the 1st preliminary exam is written and is written in the middle of the semester. The requirement for admission is a minimum of 70% regular attendance in classes, and it includes the material covered so far. If the student successfully passes the 1st preliminary exam, in the 1st and 2nd terms he/she takes only the 2nd preliminary exam, which is oral and includes the 2nd part of the material. If the student fails the 1st preliminary exam, he/she takes an integral exam consisting of a written and oral part. Activity is assessed taking into account the student's participation in discussions and regularity in attending classes.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information					VERN' University			
Program	Film, television and multimedia design			Year	1	Semester	2	
Course Name	Psychology of media and communication			Code	9700	ECTS	5	
Lecturers	Asst. Prof. Maja Kolega							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	To enable students to acquire basic knowledge in the field of media psychology, necessary for understanding and critically examining media influences on perception and behavior. To ensure the acquisition and practice of communication skills, with an emphasis on presentation skills. To instruct and train students in the independent use of professional literature.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Apply basic media research methodology • Interpret the results of contemporary psychological media research • Recognize the influence of media on basic psychological processes and behavior • Interpret the influence of media on attitudes, stereotypes and prejudices • Critically analyze representativeness in the media • Identify characteristics of personality, identity and identity creation in virtual space • Analyze media and ethics • Critically examine the advantages and disadvantages of communication via new media (Internet, social networks, etc.)							
3. Content	Introduction to media psychology: interpreting the results of psychological research. Characteristics of perception, Effects of media on emotional and cognitive functioning. Media and self-image. Media and violent behavior. The influence of the media on encouraging prosocial behavior. Attitudes and persuasion. Advertising and the role of psychology in marketing. Representation of different social groups (men, women, minority groups, people with developmental disabilities, etc.). Theories of personality. Construction of identity. Media and ethics, the importance of ethical standards in media content. Communication through new media, Internet and social networks.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, presentation in front of the camera, completion of an independent research assignment, passing a preliminary/written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	1	Continuous assessment	1
7. Required literature	• Miljković Krečar I., Kolega M. (2011). Basics of Business Psychology and Communication. Zagreb: VERN' d.o.o. • Lecture Notes							
8. Additional literature	1. Dill, K.E. (2013) The Oxford Handbook of Media Psychology, Oxford Library of Psychology 2. Carr, N. (2011) PLITKO What the Internet does to our brain, Jesenski and Turk, Zagreb 3. Giles, D.C. (2003). Media psychology. Mahwah, NJ: Lawrence Erlbaum Associates 4. Indick W. (2004) Psychology for Screenwriters, Michale Wiese Production 5. Stewart C., Kowaltze A. (2008) Media: New Ways and Meanings, Jacaranda plus 6. Wedding D., Niemiec R.M. (2014) Movies & Mental Illness, Hogrefe 7. Young S.D. (2012) Psychology at the movies, Wiley-Blackwell							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The requirements for taking the written exam are a minimum of 70% attendance, a positively graded research assignment, and a seminar presentation in front of a group. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the written exam or preliminary exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose attendance is less than 35% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Research</td><td>20%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>Table></td><td></td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Research	20%	Activities	20%	Table>	
Criteria	Weight share												
Written exam - 1st preliminary exam	30%												
Written exam - 2nd preliminary exam	30%												
Research	20%												
Activities	20%												
Table>													
12. Assessment criteria - explanation	The exam is taken in writing and can be taken in two parts. The first part is written in the middle of the semester, after the first 7 weeks of classes. The requirement for admission is a minimum of 50% regular attendance, and it covers the material covered up to that point. If a student successfully passes the first preliminary exam, in the 1st and 2nd terms, they only take the second preliminary exam, which covers the second part of the material. In the 3rd and 4th terms, the first preliminary exam is no longer recognized, but students take the exam from both parts of the material. The exam consists of 10-12 essay-type questions that require understanding of the theory and its application to some specific situations. The passing grade is 60% of the exam answered correctly. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the result is 0 points.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

Program	Film, television and multimedia design		Year	1	Semester	2
Course Name	Short film script		Code	6996	ECTS	5
Lecturers	Assoc. Prof. (Art) Neven Hitrec					
Teaching Method and Hours	Lectures	10	Seminars and workshops	4	Excercises	42
	Total	60			Midterms	4

Course Description

1. Course objectives	Writing a synopsis based on a literary model. Independently writing a script for a short feature film intended for production in the conditions of a student film.					
2. Expected learning outcomes	After successfully completing the course material, students will be able to: 1. Analyze the scriptwriting requirements and specificities of the short film form. 2. Choose a short film theme. 3. Write plot variations. 4. Develop the film idea and characters within teams. 5. Script doctor other student scripts. 6. Apply acquired skills to screenwriting (focalization, character-situation, situation-character).					
3. Content	Introduction to the curriculum, the method of evaluating student work. Analysis of short feature film scripts. Synopsis of a script based on a literary work. Writing an idea for a short feature film. Writing a treatment for a short feature film. Writing a scene sequence for a short feature film. Writing a script for a short feature film.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises. Analysis of a screenplay based on a literary work, Synopsis of a screenplay based on a literary work, Screenplay of a short feature film.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Project	2
7. Required literature	1. 5 given short film scripts 2. Kallay, J. (2015). Write a screenplay: basics of screenwriting theory and practice. Zagreb: Croatian Film Association.					
8. Additional literature	1. Magazines - The Film Comment, Sight and Sound, Croatian Film Yearbook 2. Gilić, N. (2007). Introduction to the theory of film story. Zagreb: Školska knjiga. 3. Giannetti, L. (2013). Understanding movies. Pearsons.					
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.					
10. Exam access requirements	The requirement for taking the exam is a minimum of 70% attendance. The exception is the 1st part of the exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria		Weight share			
	Written exam - 1st preliminary exam		40%			
	Written exam - 2nd preliminary exam		40%			
	Activities		20%			
12. Assessment criteria - explanation	The exam will assess the exercise - a script for a short feature film.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

Program	Film, television and multimedia design		Year	1	Semester	2		
Course Name	Television in theory and practice		Code	9104	ECTS	5		
Lecturers	Asst. Prof. (Art) Miljenko Bukovčan							
Teaching Method and Hours	Lectures	30	Excercises	18	Midterms	4	Fieldwork	8
	Total	60						

Course Description

1. Course objectives	Acquiring insight into basic knowledge about the specifics of television expression within audiovisual media. Getting to know the history of television and predictions for the future of television media. Getting to know the organization and system of television (visit to HRT, attending a live broadcast) and the basics of television expression.												
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Understand the structure of television professions and identify specific television professions (production manager, picture mixer, director's assistant, director's secretary...) 2. Explain the basic terms and concepts of the television medium 3. Understand the dynamics of the development of the television medium 4. Describe and explain the basics of television expression 5. Distinguish television from film or theater expression 6. Show the possibilities of interference between television and new media.												
3. Content	History of television. Defining the term television. The concept of electronic image - technique and physical properties. Types of television. Social conditioning of television. The concept of the screen as the basic temporal-spatial expression of electronic image. Television journalism. Semiotics of television image. Myths of television. Differences and similarities of other audiovisual media. The future of television media. Analysis of specific television forms (news programs, live broadcasts, entertainment programs, contact programs).												
4. Admission requirements	There are no special requirements for enrolling in the course.												
5. Student obligations	Attendance of lectures and preparation of seminar paper. Participation in field teaching.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	1.5							
7. Required literature	• J. Fiske, J. Hartley: Reading Television, Zagreb, 1992. • Hrvoje Turković: The Nature of Television, Zagreb, 2008.												
8. Additional literature	• Fred Inglis: Media Theory, Zagreb, 1997. • Paul Levinson: Digital McLuhan, Zagreb. 2001.												
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.												
10. Exam access requirements	The requirement for taking the exam is regular attendance of at least 70%. For the purpose of taking the exam, a student can make up for absences by writing and submitting an additional seminar paper. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>20%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>60%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>					Criteria	Weight share	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	60%	Activities	20%
Criteria	Weight share												
Written exam - 1st preliminary exam	20%												
Written exam - 2nd preliminary exam	60%												
Activities	20%												
12. Assessment criteria - explanation	1. The first preliminary exam tests knowledge in the classic way through a written exam. The second preliminary exam involves writing an essay that tests the synthesis of acquired knowledge. 2. Activity is assessed by taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes class attendance.												

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film, television and multimedia design			Year	1	Semester	2	
Course Name	Television recording			Code	6997	ECTS	5	
Lecturers	Lect. Radoslav Pažameta							
Teaching Method and Hours	Lectures	20	Seminars and workshops	4	Excercises	24	Midterms	4
	Fieldwork	8	Total	60				
Course Description								
1. Course objectives	The goal of the course is to introduce students to the basic characteristics and creative possibilities of digital technology, and to train them to independently use digital cameras in modern television and film production.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: Explain the concept of digital recording and determine the difference between analog recording Interpret the differences between television and film recording Independently perform the basic preparatory steps necessary for recording Function in a team as part of a studio recording with multiple cameras connected in a system Apply the learned skills in various forms of television recording Apply the basic skills necessary for working as independent cameramen as part of a film digital recording.							
3. Content	What is electronic (digital) recording. Differences between electronic and analog recording. Digital recording formats. Rec 709, S-Log, Raw. Determining exposure, reading the histogram, sensor sensitivity, light color temperature. Adjusting basic camera parameters before recording. Prime lenses and zoom lenses. Creative use of lenses with regard to focal length and depth of field. Working in a television studio. The role of the cameraman in a system with multiple cameras connected via a video mixer. Shaping light in a television studio. Green screen and virtual studio. Types of television camera jobs. Film digital recording. Creative use of the camera (lenses, camera movements, recording angles). Color correction.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance at classes, completion of mandatory exercises.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	1	Project	1.5
7. Required literature	1. Tom Schroepel, Chuck Delaney (2015). The Bare Bones Camera Course for Film and Video 3rd ed. Allworth Press. (selected chapters) 2. Enes Midžić, (2009), Living Photos and Moving Images, School Book. (selected chapters) 3. Nikola Tanhofer, (1981), Film Photography. (selected chapters)							
8. Additional literature	1. 2. David Stump (2014), Digital Cinematography: Fundamentals, Tools, Techniques, and Workflow, Focal Press. 3. Enes Midžić (2005) Talking Around the Camera, Croatian Film Association. 4. Blair Brown (2014) The Filmmaker's Guide to Digital Imaging, Focal Press. 5. Benjamin Bergery (2002) Reflections: Twenty-One Cinematographers At Work, ASC Press.							
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.							
10. Exam access requirements	The requirement for taking the exam is to attend classes regularly at least 70% and to complete a project work. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	Criteria		Weighted share					
	Written exam - 1st colloquium		25%					
	Written exam - 2nd colloquium		25%					
	Exercises		20%					
	Activities		20%					
	Attendance		10%					

12. Assessment criteria - explanation	The largest share in creating a student's final grade is the exam, which tests the overall knowledge acquired in lectures and during exercises. The exam accounts for 50%. Performing assigned exercises accounts for 20%, class activity also accounts for 20%, and class attendance accounts for 10% of the final grade. The exam can be taken in two parts. The first part is after 7 weeks of classes, and the second after the end of classes. The condition for taking the full exam is positive grades from activities and completed assigned exercises. A student has the opportunity to take the exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and University regulations. If the student is not satisfied with the final grade, he or she can retake some of the elements that make up the final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film, television and multimedia design		Year	2	Semester	3
Course Name	Literature, media and transmedia storytelling		Code	10677	ECTS	5
Lecturers	Prof. (Art) Ozana Ramljak					
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Exercises	24
	Consultations	4	Total	60	Midterms	4

Course Description

1. Course objectives	The aim of the course is to provide students with a basic insight into the classification of literature, and to introduce them to the basic concepts and methods of analyzing the structure of a literary work, as well as the principles and basic distinguishing issues of adapting a literary model for another medium, with a focus on film. Going through the basic theoretical concepts of narrative and narratology, an attempt will be made to develop the ability to analyze narrative in literature and film and to independently adapt a literary text to a chosen medium.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. interpret key concepts for understanding literature and its relationship with other media, especially film 2. explain the basic assumptions that determine intermedial transfer 3. analyze and evaluate working media material 4. independently adapt a literary template.					
3. Content	Classification of literature. Overview of literary genres, types and genres. Structure of a prose literary work and principles of adapting a literary model for another medium. Different issues of adaptation (remediation, transformation, reworking, translation, transmutation, intertextuality, metamorphosis, etc.). Basic concepts of storytelling theory/narratology (Story and narration; Space; Time; Duration; Point of view and focalization; Narrative instances; Narrator). Forms of writing in individual media. Process and techniques of adaptation and analysis of adapted text in individual media. Analysis of film in comparison with literary model.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of practical work, group project assignment, individual project assignment, oral and written exam, individual and group viewing of films, reading of original literary templates for individual films.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	0.5
					Project	1
7. Required literature	1. Gilić, Nikica (2007), Introduction to the Theory of Film Story, Školska knjiga, Zagreb, pp. 35-147. 2. Biti, Vladimir (1997), Glossary of Contemporary Literary Theory, MH, Zagreb (selected terms) 3. Uvanović, Željko (2008), Literature and Film, Matica hrvatska Ogranak Osijek, pp. 279-405. 4. Lecture notes 5. Selected film titles 6. Selected literary titles.					
8. Additional literature	1. Hutcheon, Linda (2006), A Theory of Adaptation, Routledge, NY&London (selected chapters) 2. Snyder H., Mary (2011), Analyzing Literature-to-Film Adaptations, Continuum, NY & London 3. Between Text and Image (2008), ed. D. Chiaro, Ch. Heiss, Ch. Bucaria, J. Benjamins Pub.Comp., Amsterdam/Philadelphia 4. Books in Motion - Adaptation, Intertextuality, Authorship (2005), ed. Mireia Aragay, Rodopi, Amsterdam-NY 5. The Literature/Film Reader (2007), ed. J. M. Welsh, P. Lev, The Scarecrow Press, INC., Maryland-Toronto-Plymouth					
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.					
10. Exam access requirements	The requirements for taking the exam are: - regular attendance at classes of at least 70%. - completed and graded project assignment. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer five days before the exam date or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. The condition for taking the first partial exam is 50% attendance. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	The final exam is taken in oral and written form. Interview 1 - 25% Interview 2 - 25% Project - 30% Active participation in class - 20%					

12. Assessment criteria - explanation	The written exam also consists of tasks that test the student's theoretical knowledge and actual understanding of concepts and procedures. The tasks are designed to test understanding of the material, not just mastery of techniques and the ability to complete an independent task. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. All other clarifications are possible during consultations.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film, television and multimedia design			Year	2	Semester	3	
Course Name	Marketing in creative industries			Code	10678	ECTS	5	
Lecturers	Asst. Prof. Ivan Maloča, Lect. Maja Vukić							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	To enable understanding of the basic concepts, relationships and consequences of marketing as a concept. To introduce students to the most important marketing tools and marketing strategies. To point out the importance of understanding and applying all elements of the marketing mix. To encourage students to apply the acquired theoretical marketing knowledge in practice through a business case for developing a marketing plan for an AV project. To know the basics of the EU MEDIA fund.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain basic marketing concepts • Understand the role and importance of marketing in creative industries • Apply basic marketing strategies of segmentation and positioning • Use basic marketing tools with an emphasis on finance and MEDIA. • Distinguish the specificities of marketing in creative industries • Present the basic elements of the marketing plan development process • Create a promotional mix strategy for AV works • Create basic documentation for the MEDIA fund • Design a basic marketing campaign • Festival strategy and promotion							
3. Content	Basic concepts in marketing and creative industries. Marketing concept. Marketing mix with emphasis on financing. Factors of the marketing environment. Development of marketing in the age of the internet. The role of marketing in society, and social responsibility and marketing ethics. Understanding the global market, the end-consumer market and the business-consumer market of AV works. The role and importance of marketing research. Understanding and applying basic segmentation and positioning strategies. Understanding the specifics of marketing in creative industries with emphasis on film, advertising, campaigns, etc. People, processes, environment, time. Planning and development: competitive strategies, products, brand creation strategies, new product development, pricing, promotion, integrated marketing communication strategies, advertising, sales promotion, public relations, personal selling, direct marketing, distribution.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of papers, passing a preliminary exam and possibly a written exam in case of unsuccessful passing the preliminary exam. Project implementation.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	1	Continuous assessment	0.5
7. Required literature	1. Kotler, P. et al. (2006), Fundamentals of Marketing. Zagreb: Mate. 2. Dragojević, S. and Dragičević Šešić, M. (2008), Art management in turbulent times, Zagreb: Naklada Jesenski i Turk.							
8. Additional literature	1. Kotler, P., and Keller, K.L. (2008) Marketing Management. (12th edition). Zagreb: Mate. 2. Belak, B. (2008) Who the hell comes up with these commercials?!?. Zagreb: Rebel – reklame i izdavaštvo. 3. Gates, R. (1999) Production Management For Film And Video (3rd edition). Focal Press, USA.							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	According to the University's normative acts, class attendance is mandatory. Regular class attendance significantly facilitates mastering the Marketing in Creative Industries course program. Irregular class attendance may be an obstacle to taking the exam in the course, or a reason for re-enrolling in the course in the next academic year. A student whose regular class attendance is less than 40% cannot take the exam in that academic year, and is instructed to take it again in the next academic year. The condition for taking the written exam is regular class attendance of at least 70%. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with at least 50% regularity. For the purpose of taking the written exam, a student can make up for absences (if their regular class attendance is at least 40%) by preparing and submitting an entrance paper assigned by the subject teacher. The entrance paper is submitted and explained during the regular consultation period of the subject teacher. At the same time, the student should take care of the deadline for applying for the exam, i.e. submit the entrance exam in a timely							

	manner so as not to miss the exam deadline.	
11. Exam implementation and assessment criteria	Criteria	Percentage
	Written exam - 1st colloquium	30%
	Written exam - 2nd colloquium	30%
	Activities	20%
	Seminar	20%
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes. On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam in all subsequent deadlines.	
	Score range	Grade
	60 - 70	2
	71 - 80	3
	81 - 90	4
	91-100	5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system.	
	The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information										VERN' University			
Program	Film, television and multimedia design				Year	2		Semester	3				
Course Name	Assembly and assembly procedures				Code	9115		ECTS	5				
Lecturers	Asst. Prof. (Art) Višnja Skorin												
Teaching Method and Hours	Lectures	12		Exercises	40		Midterms	4		Fieldwork	4		
	Total	60											
Course Description													
1. Course objectives	To acquaint students with the theoretical basics of assembly; train them to perceive and apply editing procedures through the evaluation of various film and TV formats. Train for practical work on digital editing programs (PremierPro) through practical exercises editing short formats.												
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Define basic terms from the theory of editing and editing procedures 2. Independently use basic editing tools of nonlinear editing programs 3. Apply codecs for inputting and printing video material 4. Independently edit a musical number, paying attention to the rhythm 5. Independently edit a short feature film using multiple sound channels 6. Create moving titles 7. Identify and analyze errors in technical, aesthetic and dramaturgical terms.												
3. Content	Introduction to editing theory. Continuous and discontinuous editing. Analysis of film clips. Formats and codecs. Understanding In and Out points. Editing a short form to music. Editing the director's exercise Waiting (editing manipulation of film time and emotions). Motivating the cut. Using tools for fine-tuning cuts. Using titlers. Working with multiple audio channels. Editing a film chase scene. Adding noise and sound effects.												
4. Admission requirements	No conditions. It is recommended that students pass the exams in Film Theory, Film and Television Dramaturgy and Short Film Screenplay before the start of the course.												
5. Student obligations	Students are required to attend lectures and exercises, take written exams or tests, write assignments, and participate in the preparation of exercises for the Film Directing course. Graded (credited) practical work, as well as other obligations, are a requirement for receiving a final grade.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5		Written exam	1		Activities	0.5		Oral exam	2	Activities	0.5
7. Required literature	1. Ante Peterlić, Fundamentals of Film Theory: 4th edition, Croatian University Press, 2001 (pp. 121-157, 209-220) 2. Višnja Skorin, Digital Video (Recording and Editing), Algebra 2009. 3. Višnja Skorin, Scripts												
8. Additional literature	1. Hrvoje Turković, Film Theory, Publisher: MeandarMedia 2012.(pp. 80 - 190) 2. Ken Dancyger, The technique of Film & Video Editing, Fifth edition												
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.												
10. Exam access requirements	The oral exam is an evaluation (projection and analysis) of practical exercises. The requirements for taking the oral exam are: passing the written exam, completing all assigned editing exercises. Editing exercises must be seen at least once in the rough cut phase in order to be able to take the exam with them. The requirements for taking the written exam are regular attendance at classes of at least 70%. The exception is the 1st part of the written exam (1st preliminary exam), which is written halfway through the semester and can be taken with a minimum regularity of 50%. For the purpose of taking the written exam, a student with an attendance rate between 40% and 70% can make up for absences by creating and submitting an additional assignment in agreement with the lecturer. The additional assignment is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit their papers on time. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the student's obligations towards the course have been fulfilled and the written and/or oral exam has been passed. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares:												

	Criteria	Weight share
	Written exam - 1st preliminary exam	15%
	Written exam - 2nd preliminary exam	15%
	Oral exam	60%
	Activities	10%

12. Assessment criteria - explanation	To receive the final grade, the student must collect at least 61 points out of a maximum of 100 points.	
	The student can pass the written part of the exam through two colloquiums or through an integral written exam at the end of the semester. The written exam consists of watching a short film/video example, and solving tasks that check the student's theoretical knowledge and understanding of concepts and procedures. The grade from the written exam is positive if the student scored at least 8 points out of a maximum of 15 or 16 points out of a maximum of 30 in the complete exam. If the student gets a negative grade on the written exam, he can take it again at a scheduled time to be determined by the lecturer, before the oral exam. Colloquia are written during the lecture.	
	To take the oral exam, it is necessary to have passed the written part of the exam and completed the assigned exercises. The oral exam evaluates the editing of all exercises as well as the verbal defense of the applied editing procedures. The final grade is the sum of the written exam, oral exam, and activity points. The activity includes points earned for completed assignments, knowledge competitions (quizzes), writing film analyses, reports, activity in lectures and exercises, and work discipline.	
	Grading:	
	Exercises: 60 points	
	Activity: 10 points	
	Written exam: 30 points	
	Total: 100 points	
	Points	Grade
	61 - 70	2
13. Communication methods	71 - 80	3
	81 - 90	4
	91 - 100	5
	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Film, television and multimedia design			Year	2	Semester	3	
Course Name	Sound shaping			Code	9117	ECTS	5	
Lecturers	Lect. Luka Grubišić-Čabo							
Teaching Method and Hours	Lectures	20	Excercises	28	Midterms	4	Fieldwork	8
	Total	60						
Course Description								
1. Course objectives	The aim of the course is, through a combination of practical work and theoretical lectures, to train the student for: - Independent work on sound (recording, editing and sound mixing) on simple projects. - Understanding sound as a medium and its relationship to other media. - Developing the ability to critically analyze the analysis of sound in different media, from the artistic and technical side.							
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Know how to record human speech and other sounds on simple audiovisual projects 2. Know how to edit recorded speech and sounds appropriately for the content, form and medium 3. Know how to search various sound libraries and archives and find and select the necessary sounds and music 4. Know how to create a basic sound mix and deliver it in a technically correct format 5. Predict technical, financial and human resources for work on more complex forms 6. Know how to use professional sound technology 7. Know the basics of sound physics and the function of sound in film and documentary forms							
3. Content	Collecting data on prior knowledge, analyzing students' previous work, informing about the course goal, working methods, obligations, and literature. Physical foundations of sound and hearing. Exercise in listening to sound in different environments and analysis. Overview of the use of sound in different media and arts. Historical overview of sound recording and sound in film and TV. Knowledge of professional sound techniques for recording, editing, and mixing sound. Basic sound recording exercise. Basic sound editing and mixing exercise. The art of sound shaping: theory, history, analysis of examples. Main exercise I - Sound shaping exercise. Main exercise II - Sound shaping and mixing exercise on a film example. Advanced sound recording workshop for film and TV. Budgeting and sound production for feature films and TV							
4. Admission requirements	Basic knowledge of Adobe Premiere.							
5. Student obligations	According to the regulations and internal acts of the Polytechnic VERN'							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Seminar	0.5	Practical work	2
7. Required literature	1. Holman, T., Sound for film and television – 3rd Edition, Focal Press 2010. (selected chapters) 2. Yewdall, D. L., Practical Art of Motion Picture Sound - 4th Edition, Oxford, 2012. 3. Huber, D. M. – Runstein, R.E., Modern Recording Techniques- 7th Edition, Oxford, 2010. (selected chapters) 4. Lukic, K., Tonska tehnika, Zagreb, 1986. 5. Ivo Blaha / Basics of Dramaturgy of Sound for film and TV / FDU Belgrade / 1993							
8. Additional literature	1. Walter Murch / In the Blink of an Eye (2nd) / 2001 / Silman Jamess Press / 1995, 2001 2. Ante Peterlić / Osnove Teorije filma (Basics of Film Theories) / Croatian University Press / 2001 3. Bruce Bartlett / Stereo Microphone Techniques 4. Musicophilia - Tales of Music and the Brain - Oliver Sacks 5. Radio Drama - Theory and Practice / Tim Crook / Routhledge / 1999 6. R. Murray Schaffer / The Soundscape / Destiny Books / 1977 7. Deena Kaye, James Lebrecht / Sound and Music for the Theater / Focal / 2000 8. Noise - Music / Paul Hegarty / The Continuum International Publishing Group Inc / 2007 9. Brian Eno / Obligue strategies							
9. Quality monitoring	Surveys and discussion with students according to thematic blocks. Evaluation of the course: Student survey.							
10. Exam access requirements	The student is obliged to participate in at least 70% of the total number of teaching hours provided for in the study program and to prepare and submit a seminar paper before taking the exam. A student who has not fulfilled the obligation from the previous paragraph, but has participated in 40% or more of the classes, is obliged to make up for the lack of teaching hours in the manner provided for in the teaching plan, which is to prepare and submit an additional seminar paper. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge test, but is obliged to re-enroll and take the course in the following academic year. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time.							
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively.							

and assessment criteria	Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:	
	Criteria	Weight share
	Written exam	30%
	Practical task - basics of sound recording and processing	10%
	Practical task - editing and mixing sound for film	10%
	Seminar	15%
	Exercise - sound recording and shaping	30%
	Activities	5 %
12. Assessment criteria - explanation	Points	Grade
	50-64 %	2
	65-79 %	3
	80-89 %	4
	90-100 %	5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Film, television and multimedia design			Year	2	Semester	3	
Course Name	Basics of directing			Code	9415	ECTS	5	
Lecturers	Assoc. Prof. (Art) Neven Hitrec							
Teaching Method and Hours	Lectures	16	Exercises	28	Midterms	4	Fieldwork	12
	Total	60						

Course Description

1. Course objectives	Practical and theoretical insight into the basics of film directing. Through practical exercises, make the student aware of the difference between film reality and reality. Through film practice and lectures, teach him how to use the spatial-temporal specifics of film narration, the basics of the director's craft, the use of film expressive means, while constantly strengthening the student's critical and analytical creative approach to reality. Insight into the basics of film narration, the basic use of film expressive means, the basic rules of the director's craft.									
2. Expected learning outcomes	After the course, students will be able to: 1. write and analyze film directorial concepts 2. practically apply film means of expression 3. describe the basic rules of the craft of film directing 4. create a storyboard based on a given script 5. direct simpler audio-visual forms									
3. Content	Introduction to the curriculum and the method of evaluating student work, introductory description of the profession of film director Basic concepts of film directing /idea, director's concept, storyboard/ Framing, lenses, angles Mise-en-scène and shooting plan Creation and analysis of director's concepts Filming short film exercises Analysis of recorded exercises in various phases Working on the storyboard of a short feature film exercise									
4. Admission requirements	No special requirements for enrollment									
5. Student obligations	Attendance at classes, completion of exercises,									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	0.5	Oral exam	0.5	Exercises	2.5	Activities	0.5
7. Required literature	1. Ante Peterlić, Fundamentals of Film Theory, 'Filmoteka 16', Zagreb 1982. 2. L. Tirard: Film Lessons, MeandarMedia, Zagreb, 2011. 3. One director's biography of your choice									
8. Additional literature	1. D. Bordwell: On the history of film style, 'Croatian Film Association', Zagreb, 2005. 2. B. Nichols: Introduction to documentary film, 'Croatian Film Association', Zagreb, 2020. 3. Francois Truffaut: "HITCHCOCK" 4. Peter Bogdanovich: "WHO THE DEVIL MADE IT" 5. Fabijan Šovagović: "AN ACTOR IS AN ACTOR" 6. Zoran Tadić: "A HUNDRED YEARS OF FILM AND FOOTBALL" 7. Ante Peterlić: "FILM READER" 8. Luis Bunuel: "MY LAST Sigh" 9. Jean Renoir: "MY LIFE AND MY FILMS"									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	At least 70% class attendance Written synopsis, director's concept, and a rough script or storyboard of the assigned film exercises. Fully finalized visual and audio assigned film exercises with finished graphics, title, and closing credits. A student whose class attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The oral exam is an evaluation of the final film exercises. For the purpose of taking the exam, a student can make up for absences by creating and submitting an additional assignment. The additional assignment is assigned towards the end of the semester, and is submitted and explained during the regular consultation period of the subject lecturer 10 days before the exam deadline or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time.									
11. Exam implementation	The exam is considered passed and a grade is entered if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following shares:									

and assessment criteria	Criteria	Weight share
	Oral exam	15%
	Film exercises	70%
	Activities	15%

12. Assessment criteria - explanation	If the student gets a negative grade on the oral exam, he can take it again at a scheduled time to be determined by the lecturer.	
	Creative student work is evaluated in all stages of making film exercises, as well as general activity.	
	Points	Grade
	15 - 20	2
	20 - 30	3
	30 - 40	4
	40 - 50	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film, television and multimedia design			Year	2	Semester	3	
Course Name	Television directing			Code	9418	ECTS	5	
Lecturers	Asst. Prof. (Art) Miljenko Bukovčan							
Teaching Method and Hours	Lectures	30	Excercises	22	Midterms	4	Fieldwork	4
	Total	60						
Course Description								
1. Course objectives	Introduction to the basics of television directing and the differences between film and television directing. Acquiring knowledge about how to set up a scene and mise-en-scène, how to frame, how to set up lighting, how to work with actors or television hosts, how to lead a crew. Introduction to types of television genres. Introduction to writing a script for a simpler television feature or broadcast and how to direct it. Introduction to script management and the roles of a television secretary and assistant.							
2. Expected learning outcomes	After successfully completing the course, students will be able to:							
	1. Adapt to the issues of directing and further professional development							
2. Expected learning outcomes	2. Distinguish between methods of directing studio shows and live broadcasts							
	3. Explain the organizational and production structure of television							
2. Expected learning outcomes	4. Distinguish between the specifics of the professions of secretary and assistant director							
	5. Distinguish between production and directing							
2. Expected learning outcomes	6. Prepare for new professions that are currently not included in occupational classifications, e.g. production manager-mixer.							
3. Content	What is directing and what are the differences between directing in theater, film, and television. The difference between TV directing and TV production. Preparing for the production of television shows. Framing and frame parameters. The stage as the basic structural unit in television. Working with actors and presenters. Working and collaborating with journalists. Types of live broadcasts. Television as a genre medium. Directing television shows. Nonlinear editing systems. Postproduction.							
4. Admission requirements	It is recommended that students pass the theory and practice exam in Television before the start of the course.							
5. Student obligations	Class attendance and seminar papers. Work and exercises in the television studio							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1		
7. Required literature	1. Desmond Davis: Grammar of Television Production, Zagreb 1975. 2. Zvonko Letica: Television Journalism, Zagreb 2003.							
8. Additional literature	1. Hrvoje Turković: The Nature of Television, Zagreb, 2008.							
9. Quality monitoring	Monitoring and evaluation of teaching. Course evaluation							
10. Exam access requirements	The requirement for taking the written exam is to attend classes regularly at least 70% and submit a seminar paper. The exception is the 1st part of the written exam (1st preliminary exam), which is written halfway through the semester and can be taken with a minimum of 50% attendance. A student with an attendance rate between 40 and 70% can make up for absences by writing and submitting an additional seminar paper after prior agreement with the lecturer. A student whose regular attendance rate is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively.							
	Criteria		Weighting					
	Written exam - 1st preliminary exam		20%					
	Written exam - 2nd preliminary exam		60%					
	Activities		20%					

12. Assessment criteria - explanation	1. At the first colloquium, the knowledge is tested in the classic way. The second colloquium is the writing of an essay in which the synthesis of acquired knowledge is checked. 2. The activity is evaluated taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film, television and multimedia design			Year	2	Semester	4	
Course Name	Film and TV production			Code	9704	ECTS	5	
Lecturers	Asst. Prof. Ivan Maloča							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Fieldwork	4	Total	60				
Course Description								
1. Course objectives	Acquiring knowledge about film and television (AV) production. Explain basic concepts about the audiovisual industry. Apply an interdisciplinary approach to leading and managing an AV project. Demonstrate the ability to recognize and distinguish a good project from a production standpoint. Through practical exercises, students will learn about audiovisual project management, how to create a master operational plan and basic production development of an AV work, and how to produce a student film.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basics of AV production and its main terms. 2. Present a project. 3. Explain the production specifics of film genres: feature films, documentaries, special-purpose films and other films. 4. Create a basic production development of an AV work. 5. Create a basic operational plan for the project by production phases. 6. Create filming dispositions. 7. Select basic technical resources for production. 8. Organize a basic film crew. 9. Produce a smaller AV project.							
3. Content	Basic concepts in AV production. History of AV production - basics. The role of the producer in AV production. Basics of intellectual property. Production specifics of film genres. Overview of the AV market. Production of a film or similar AV work by production stages. From the idea or according to the template to the final script, the project is defined. Creation of a basic operational shooting plan. Second phase - preparations. Selection of sector heads and composition of the film crew. Determination and tours of locations and adoption of facilities. Technical tour and final definition of locations. Selection of shooting techniques, cameras, lighting, sound equipment, stage techniques... and contracting with suppliers. Adoption of costumes, masks, props, special effects, etc. Third phase - shooting. Ensuring logistics for all sectors according to the operational and financial plan. Fourth phase - post-production. Image editing, sound editing, music composition, image processing and sound processing and shaping, sound mixing and final production. Production of a smaller AV project.							
4. Admission requirements	Passed short film script course.							
5. Student obligations	Attendance of lectures and exercises, the possibility of taking the exam through a written exam. Exercise of creating an operational plan and disposition and/or production of a short feature film - project.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Continuous assessment	0.5	Project	1.5
7. Required literature	• Mihlečić V.: CREATIVE PRODUCTION film, television, audiovisual and multimedia projects, Kult film d.o.o., Zagreb, 2008. • Lukić, D., Mihlečić, V., Ostojić, A., Primorac, Terešak, D.: Introduction to production I and II, Script of the Production Department of the Academy of Dramatic Arts, Kult film, Zagreb, 2004.							
8. Additional literature	1. Independent Feature Film Production Gregory Goodell, St. Martin'S Griffin, USA, 1998. 2. Production Management For Film And Video Richard Gates, Focal Press, USA, 1992. 3. Indicative resources from the Internet.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The condition for taking the exam is regular attendance of at least 70%. For the purpose of taking the written exam, a student with an attendance of between 40% and 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The student should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

	If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, a score of 0 points is recorded.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Project</td><td>30%</td></tr> </table>	Criteria	Weight share	Written exam	60%	Activities	10%	Project	30%
Criteria	Weight share								
Written exam	60%								
Activities	10%								
Project	30%								
12. Assessment criteria - explanation	The exam is taken in writing. The passing grade criterion is 60% of the exam being answered correctly.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Film, television and multimedia design			Year	2	Semester	4	
Course Name	Film editing			Code	9421	ECTS	5	
Lecturers	Asst. Prof. (Art) Višnja Skorin							
Teaching Method and Hours	Lectures	18	Excercises	34	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Developing an effective and creative approach to post-production of short feature films and film trailers with an emphasis on dramaturgical structure and dialogue editing. Independent work and work with a director will be practiced.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Monitor continuities during filming 2. Synchronize image and sound 3. Recognize the potential of the recorded image and select parts of the acting performances 4. Independently edit the image with dialogue in a short feature film 5. Prepare the image for sound design 6. Create promotional AV materials such as film trailers 7. Analyze the applied editing procedures and evaluate the results with colleagues in the field							
3. Content	Function and method of continuity management. Starting the image and sound according to the script. Selecting the best material in agreement with the director. Editing the image with a focus on dialogue. Editing the sound on multiple sound channels. Creating a film trailer. Evaluating the work with colleagues and the professor.							
4. Admission requirements	Courses covered: Assembly and assembly procedures.							
5. Student obligations	Students are required to attend Film Editing exercises and participate in the preparation of exercises for the Film Directing course. Graded practical work, as well as other obligations, are a requirement for receiving a final grade.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Continuous assessment	0.5	Project	3		
7. Required literature	1. Višnja Skorin, Digital video (recording and editing), published by Algebra 2009. 2. Višnja Skorin, scripts on Google Drive							
8. Additional literature	1. Hrvoje Turković, Film Theory, Publisher: MeandarMedia 2012.(pp. 80 - 190) Ken Dancyger, The technique of Film & Video Editing, Fifth edition							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The requirements for taking the oral exam are a completed director's film or dialogue exercise, and a completed film trailer. Regular attendance in class is at least 70%. In order to take the exam, the short film must be evaluated in class at least in the rough cut phase. The exam cannot be taken with a completed exercise if the assembly, rough cut, and fine cut evaluations have not been completed. A student whose regular attendance in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The oral exam is the sum of the evaluated exercises (dialogue and film trailer). The grade is entered if the student's obligations towards the course have been fulfilled and the oral exam has been passed, i.e. both exercises have been evaluated. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	Project	90%						
	Activities	10%						
12. Assessment criteria - explanation	To take the oral exam, you must have completed the assigned dialogue exercise (or edited a joint film) and edited a film trailer. The final grade is the sum of the oral exam and activity points. Activity includes points earned for work discipline and meeting deadlines, activity in class discussions, completing assignments, keeping scripts, working on editing in a TV company or private production, writing film analyses.							

Scoring:
Exercises: 90 points
Activity: 10 points
Total: 100 points

Points	Grade
61 - 70	2
71 - 80	3
81 - 90	4
91 - 100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information										VERN' University										
Program	Film, television and multimedia design				Year	2		Semester	4											
Course Name	Film direction				Code	9114		ECTS	5											
Lecturers	Prof. (Art) Zrinko Ogresta																			
Teaching Method and Hours	Lectures	22		Exercises	30		Midterms	4		Consultations	4									
	Total	60																		
Course Description																				
1. Course objectives	Practical work on the preparation, filming and post-production of a short feature film. Through work on the preparation, filming and post-production of a film exercise, students will learn about the specifics of film directing and working in a film crew, and find practical solutions to the creative tasks that are placed before the film director and film crew at each stage.																			
2. Expected learning outcomes	After the course, students will be able to: 1. Understand the technical and creative aspects of creating a short feature film 2. Analyze the communication and artistic context in creating a short feature film 3. Implement the directing, dramaturgical, production aspects, as well as the work of other film crafts, into concrete film practice through team work on the project. 4. Design a director's concept and understand its importance in the overall impression. 5. Practical application of film expressive means, framing and work on mise-en-scène in concrete spaces. 6. Create a stimulating atmosphere of creativity and collegiality within the film crew in all phases of work.																			
3. Content	Getting to know the curriculum and the method of evaluating student work. Additional work on the script, selection of actors. Tour of locations, framing and creation of the final shooting book and basic storyboard for more demanding scenes. Creation of an operational recording plan. Filming a short feature film exercise. Analysis of the filmed exercise in the editing and post-production phase (image and sound).																			
4. Admission requirements	Passed exam in the course 'Short Film Script'																			
5. Student obligations	Creative and active participation in all phases of work on a short feature film																			
6. Monitoring student progress and associated ECTS credits	Classes	1.5		Activities	1		Oral exam	1		Project	1.5		Activities	1						
7. Required literature	1. Ante Peterlić, Osnove teorije film, 'Filмотека 16', Zagreb 1982. 2.. One director's biography by choice																			
8. Additional literature	1. D.Bordwell: On the History of Film Style, 'Croatian Film Association', Zagreb, 2005.																			
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																			
10. Exam access requirements	A minimum of 70% attendance A fully completed film exercise with finished graphics, title and closing credits. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. An additional assignment is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer 10 days before the exam date or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time. Exam entry requirements: Creative and active participation in the entire filmmaking process: in the preparation, filming and editing of a short feature film that must have finalized images and sound, as well as graphics for the exam. A general activity grade is also added to the grade.																			
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td colspan="3">Weight share</td></tr><tr><td>Project Activities Oral exam</td><td>50%</td><td>35%</td><td>15%</td></tr></table>												Criteria	Weight share			Project Activities Oral exam	50%	35%	15%
Criteria	Weight share																			
Project Activities Oral exam	50%	35%	15%																	
12. Assessment criteria - explanation	The oral exam presents and evaluates students' final film projects, and tests their knowledge of the basics of film theory, as well as general culture. The activity assessment includes commitment and creativity in all stages of making a short feature film, as well as any active work on other film exercises by colleagues. Scoring: Work on a short feature film: 25 points Activity: 15 points Oral exam: 10 points Total: 50 points																			

Points	Grade
15 - 20	2
21 - 30	3
31 - 40	4
41 - 50	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
 The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
 During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film, television and multimedia design			Year	2	Semester	4	
Course Name	Language, speech, media			Code	9909	ECTS	5	
Lecturers	Prof. Lana Hudeček							
Teaching Method and Hours	Lectures	30	Excercises	26	Midterms	4	Total	60
Course Description								
1. Course objectives	Mastering the basic requirements of written and oral communication in the modern Croatian standard language. Distinguishing the characteristics of functional styles of the standard Croatian language with an emphasis on the language of the media. Mastering the skills of writing short texts: business letters, semi-public communication texts, essays, discussions, announcements, professional texts, reviews, reports, interviews, etc. Also developing basic oratory skills so that students become more capable of expressing their ideas, more convincing in influencing others and more successful in achieving their own goals and using the media space offered to them in various forms. In doing so, work will be done on developing clear, stimulating and creative thinking as the prerequisite for every strong oratory situation, raising awareness of the importance of active listening as an extremely important component of every speech, and reference will be made to the specificities of individual media about which, within which or because of which communication is carried out							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. recognize the basic characteristics of functional styles of the contemporary Croatian language 2. connect knowledge of functional styles with writing short public, semi-public professional and other texts 3. apply knowledge of spelling and grammar when writing various texts 4. independently prepare and interpret speeches 5. apply acquired oratory skills in various media-determined situations 6. participate in discussions that require a high degree of active listening, creative thinking, assessment of the oratorical situation and articulation of speech, awareness of media spaces as a platform and framework for shaping public speech 7. understand the concept of responsibility in public appearances.							
3. Content	The most common language errors in contemporary communication. Basic characteristics of functional styles of the contemporary Croatian language, Media language. Normative manuals of the contemporary Croatian language and their use. Writing short texts for public and semi-public communication. Mastering basic professional and academic literacy. Language exercises (spelling and grammar issues, writing short texts, etc.) Also types of speech, general oratorical skills, oratorical rules and instructions, speech preparation, speech exercises, dialogue, debate, speech in advertising, speech on radio and television, influencing, shaping, creating and manipulating public speech, public speech as a space of responsibility.							
4. Admission requirements	There are none.							
5. Student obligations	Attendance at classes, participation in exercises, preparation of seminar papers, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	1.5		
7. Required literature	1. Frančić, A., Hudeček, L., Mihaljević, M. (2005). Normativity and multifunctionality in the Croatian standard language. Zagreb: Croatian University Fee. 2. Jozić, Ž. et al. (2013). Croatian spelling. Zagreb: IHJJ 3. Gottesman, Deb, Mauro, Buzz, (2006). The art of public speaking. Zagreb: Jesenski and Turk.							
8. Additional literature	1. Anić, V. (2000). Dictionary of the Croatian Language. Zagreb: Novi Liber 2. Hudeček, L., Mihaljević, M. (2009). Media Language: Publicistic Functional Style. Zagreb: Croatian University Press 3. Hudeček, L.; Mihaljević, M. Babić. Croatian School Grammar. Zagreb: Institute of Croatian Language and Linguistics 4. Speak for All Occasions and Briefly About Speech. (2002). Zagreb: Business Journal. 5. Boban, V. (2003). The Beginning of Spoken Communication. Zagreb: Dan. 6. Bowmann, Daria Price.(2002). Presentations, Zagreb: Business Journal. 7. Pease, A. (2005). Body Language. Zagreb: AGM. 8. Oraić Tolić, D. (2011). Academic Writing. Zagreb: Ljevak Publishing House							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the exam: 1. A minimum of 70% attendance 2. All obligations fulfilled during the semester							

	For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer five days before the exam date or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. To take the first partial exam, an attendance of 50% is required. A student whose attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>50%</td></tr> <tr> <td>2nd midterm exam</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	50%	2nd midterm exam	30%	Activities	20%
Criteria	Weight share								
1st midterm exam	50%								
2nd midterm exam	30%								
Activities	20%								
12. Assessment criteria - explanation	The exam is taken at the end of the first and second teaching units as the first and second partial exam (intermediate exam). The written part also consists of tasks that test the student's theoretical knowledge and actual understanding of concepts and procedures. The tasks are designed to test both understanding of the material and not just mastery of techniques and the ability to complete an independent task. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, the result is recorded as 0 points. The activity is assessed according to the student's actual contribution to the class, completed exercises and attendance according to the following model: the student's contribution to the class, completed exercises with class attendance of up to 70% is assessed as good (3); up to 80% attendance is very good (4), and above 80% is excellent (5). The subject teacher may change this (deviate from the given parameters) at his/her own discretion, and in accordance with the assessment of the individual case, the student's commitment to the class, and the success in completing the assignments.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information							VERN' University											
Program	Film, television and multimedia design			Year	2	Semester	4											
Course Name	Designing multimedia content			Code	9120	ECTS	5											
Lecturers	Asst. Prof. (Art) Dino Krpan																	
Teaching Method and Hours	Lectures	30	Excercises	26	Midterms	4	Total	60										
Course Description																		
1. Course objectives	Introduction to the historical and technological development of multimedia; Acquisition of basic competencies in the field of multimedia design and introduction to the process of producing multimedia content																	
2. Expected learning outcomes	After completing and passing the exam in this course, students will be able to: 1. Explain concepts related to the analysis and synthesis of various contemporary multimedia expressions. 2. Distinguish and define media and multimedia through the prism of their communicative and social role. 3. Analyze and compare various multimedia expressions and multimedia in general. 4. Conceptualize, develop and design a multimedia presentation of selected content.																	
3. Content	• Basic concepts of communication through media • History and genesis of multimedia content, and their significance in the modern environment • Characteristics and application of digital code in the context of multimedia content • Structure and perception of multimedia content • Getting to know the tools necessary for the production and use of multimedia content - hardware and software • Analysis and performance of multimedia presentation																	
4. Admission requirements	Sufficient art or film experience, computer skills.																	
5. Student obligations	Attendance at lectures and exercises. Participation in classes. Final paper. Presentation of final paper. Oral exam.																	
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Continuous assessment	0.5	Exercises	1	Practical work	1								
7. Required literature	1. Script 2. Costello, V.: "Multimedia Foundations", 2nd Edition, Routledge Books, 2017 (selected chapters)																	
8. Additional literature	1. Arnheim, R.: „Visual Thinking“ University of California Press, 1997. 2. Damjanov J.: „Visual Language and Fine Arts“, ŠKOLSKA KNJIGA, Zagreb 1991. 3. Vaughan, T.: Multimedia: Making it work, 9th edition, Berkeley, CA, 2014. (selected chapters)																	
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																	
10. Exam access requirements	The requirement for taking the written exam is to have at least 70% attendance. The exception is the first part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. In the event that a student has not met the 70% attendance requirement, absences from classes can be made up by completing additional course-related work, determined and assigned by the lecturer. The final paper is assigned orally or via the portal, and is submitted in the form of a multimedia presentation. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																	
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>20%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>20%</td></tr><tr><td>Activities</td><td>20%</td></tr><tr><td>Final paper</td><td>40%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Activities	20%	Final paper	40%
Criteria	Weight share																	
Written exam - 1st preliminary exam	20%																	
Written exam - 2nd preliminary exam	20%																	
Activities	20%																	
Final paper	40%																	
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activities, and attendance at classes. During the exam period, students who have not passed the partial written exam take a written exam covering the entire material. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam																	

	periods. The final thesis is also submitted during the exam period, and in addition to it, the student takes an oral exam, in which he defends his work and confirms the knowledge acquired from the course.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Film, television and multimedia design			Year	2	Semester	4			
Course Name	Protection, archiving and restoration of AV materials			Code	9417	ECTS	5			
Lecturers	Lect. Carmen Lhotka									
Teaching Method and Hours	Lectures	26	Excercises	22	Midterms	4	Fieldwork	8		
	Total	60								
Course Description										
1. Course objectives	To provide students with a comprehensive insight into the technology of film materials, and to introduce them to aspects of the permanent preservation of national and foreign audiovisual heritage, regardless of the carrier/media on which it is stored. Special emphasis is placed on the digitization of AV materials, as a method of improving the accessibility of AV materials.									
2. Expected learning outcomes	After successful completion of the course, students will: • get to know and understand theory and practice • understand the principles of systematization, protection and preservation of AV materials • apply models of digitization of AV materials • apply knowledge of restoration of AV materials • be able to work independently on jobs that include preservation, processing, systematization, protection and restoration of audiovisual materials.									
3. Content	Overview of the development of the cinematographic medium and its permanent preservation. Basic characteristics of the film tape. Identification of film material. Basic aspects and conditions for the preservation, protection and restoration of audiovisual material. Criteria for the acquisition and permanent storage of film material. Technical processing of film material. Instructions for assessing the technical condition of film copies. Master processing of film material. Photochemical method of protection. Digitization and digital restoration of AV material. Protection of AV material on electronic media. Systematization, cataloguing and databases. Theoretical and practical issues of restoration and reconstruction of film material. Introduction to the laboratory restoration process (fieldwork). Exercises: processing (technical and master) of AV material. Basics of restoration using a digital process. Digital image processing. Code of ethics on the protection and restoration of film material.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures and exercises, and fieldwork, possibility of taking exams via a preliminary exam, and a written exam in case of unsuccessful passing via a preliminary exam. Creation of an assignment (exercise) in agreement with the lecturer.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Oral exam	1	Exercises	0.5	Fieldwork	0.5
7. Required literature	1. Kukuljica, Mato: Protection and restoration of film materials, Croatian State Archives – Croatian Film Archive, Zagreb, 2004. 341 pp.									
8. Additional literature	1. Natasha Fairbairn, Maria Assunta Pimpinelli, Thelma Ross: FIAF Manual for the Cataloguing of Moving Images, Croatian State Archives – Croatian Film Archive, Zagreb, 2017 2. Law on Archival Materials and Archives 3. Law on Audiovisual Activities 4. European Convention for the Protection of the Audiovisual Heritage 5. FIAF Manifesto (International Association of Film Archives) 6. ACE Agreement (European Association of Film Archives) – FIAPF (International Film Producers' Association) 7. FIAF Code of Ethics 8. Škrabalo, Ivo: 101 Years of Film in Croatia (1896 – 1997), Globus Publishing House, Zagreb 1998. 9. Kukuljica, Mato: Moral and Legal Aspects preservation, protection and restoration of film materials, Croatian Film Yearbook, HFS, issue 44, 2005, pp. 149-159.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance. The exception is the first part of the written exam (1st preliminary exam), which is written halfway through the semester, and which can be taken with a									

	minimum attendance of 50%. Making up for absences is not possible for the first preliminary exam, which is written halfway through the semester. For the purpose of taking the written exam at the end of the semester, a student who has an attendance of more than 40% and less than 70% can make up for absences by writing and submitting an additional seminar paper or by writing an additional exercise, in agreement with the lecturer. The seminar paper/exercise is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the student's obligations towards the course have been fulfilled and the written and/or oral exam has been passed. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Activities	20%
Criteria	Weight share								
Written exam - 1st preliminary exam	40%								
Written exam - 2nd preliminary exam	40%								
Activities	20%								
12. Assessment criteria - explanation	The first part of the exam is written and is a requirement for taking the oral exam. 1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activity/exercise and seminar paper. These two partial written exams, together with the oral exam, make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and real understanding of the concepts. To pass the written exam, at least 50% of the points must be achieved. During the academic year, a student has the opportunity to take the written exam a limited number of times - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the final grade, he/she may take the oral exam. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Film, television and multimedia design			Year	3	Semester	5	
Course Name	Copyright and legislation in creative industries			Code	9130	ECTS	5	
Lecturers	Sr. Lect. Dolores Radovčić, Neven Vučković							
Teaching Method and Hours	Lectures	40	Excercises	16	Midterms	4	Total	60
Course Description								
1. Course objectives	To acquaint students with the term and content of copyright. To train students to apply the acquired knowledge when concluding copyright contracts. Enable the use of acquired knowledge while protecting copyright. Acquaint students with the legislation in the audiovisual industry and train students for its application. Enable students to understand illegal behavior in the media and the consequences of such behavior, and train them to critically examine the relationship between existing media regulations and the state of media presentation in the Republic of Croatia and in the EU							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the concept of copyright and copyrighted works and types of copyrighted works 2. Interpret the content of copyright in creative industries 3. Interpret the methods of exercising and protecting copyright in creative industries 4. Interpret special provisions on audiovisual works 5. Apply basic legal rules when drafting copyright contracts and the legal framework of the audiovisual sector 6. Apply basic rules of legal regulation of the audiovisual sector in practice 7. Apply individual legal regulations and legal institutes in specific cases 8. Identify illegal actions in the media and the consequences of such actions 9. Critically examine the relationship between existing media regulations and the state of media presentation in the Republic of Croatia and the EU							
3. Content	In the context of creative industries, the following will be covered: The concept of copyright. History and sources of copyright. Authors, co-authors. The concept of a work of authorship and types of works of authorship. Content and duration of copyright: copyright property rights, moral rights, other rights of the author. Exercise of copyright, individually and collectively. Copyright protection. Special provisions on audiovisual works. Copyright in legal transactions: inheritance of copyright, transfer of copyright. Types of copyright contracts. Related rights. Structure and activities of the Croatian Audiovisual Centre. Implementation of the National Programme of Audiovisual Creativity. Support for audiovisual creativity in the Republic of Croatia. Media Act. Electronic Media Act. Ordinance on the Protection of Minors. Right to Access Information. Ethics and the Media. Regulator in the Republic of Croatia - Agency for Electronic Media							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, possibility of taking exams via preliminary exams and a written exam in case of unsuccessful passing via preliminary exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Activities	0.5	Activities	0.5
7. Required literature	1. Copyright and Related Rights Act, NN 167/03, 79/07, 80/11, 141/13, 127/14, 62/17 2. Audiovisual Activities Act NN 61/18, Ordinance on the Procedure, Criteria and Deadlines for the Implementation of the National Audiovisual Creativity Program NN 144/14 and its Amendments 3. Media Act 4. Electronic Media Act 4. HRT Act 6. Access to Information Act							
8. Additional literature	1. Henneberg, I. (2001). Copyright. Zagreb: Informator 2. Francois, W. E. (1994). Mass Media Law and Regulation, Prospect Heights III; Waveland Presses, 3. European convention on cross-border television							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance. The exception is the first part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the written exam, students can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the							

	seminar paper on time, but not before the last week of classes. Making up for absences is not possible for the first midterm exam, which is written halfway through the semester. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Activities	20%
Criteria	Weight share								
Written exam - 1st preliminary exam	40%								
Written exam - 2nd preliminary exam	40%								
Activities	20%								
12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activities and seminar paper. These two partial written exams together with the oral exam make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and practical understanding of concepts. To pass the written exam, at least 60% of the points must be achieved. During the academic year, a student has the opportunity to take the written exam a limited number of times - as stipulated in the calendar of teaching activities and University regulations. If a student is not satisfied with the final grade, he/she may retake some of the elements that make up the final grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University						
Program	Film, television and multimedia design			Year	3	Semester	5					
Course Name	Copywriting			Code	9127	ECTS	5					
Lecturers	Asst. Prof. (Art) Branimir Lazanja, Lect. Tomislav Štuka											
Teaching Method and Hours	Lectures	30	Seminars and workshops	4	Excercises	22	Midterms	4				
	Total	60										
Course Description												
1. Course objectives	Getting to know the historical, social and communicative foundations of advertising communication. Getting to know the basic concepts of advertising and the process of creating and designing advertisements from the perspective of a copywriter, that is, the perspective of a 'creative' in the advertising industry. Gaining insight into the basic stages and methodology of the so-called of the creative process of designing advertisements in the advertising industry through the simulation of work in a creative team and practical work on designing advertisements.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify the basic historical, social and communication foundations of advertising. 2. Explain basic advertising concepts from a copywriter's perspective. 3. Describe the position of a creative/creative team/department in the advertising industry and interactions with other participants in the process of creating marketing communication. 4. Describe characteristic advertising forms and communication channels with their specificities. 5. Analyze advertising works at an elementary communication level. 6. Interpret the basic phases of the creative process of designing advertisements and approaches to designing advertising communication. 7. Design and create basic advertising concepts at the pre-production level.											
3. Content	Historical, social and communicative foundations of advertising. Basic concepts of advertising: the position and perspective of a copywriter. Analysis of advertising works: communication, production and creative-form perspective. Designing advertising communication - how to make a 'good' advertisement? Advertising forms and communication channels: specifics of copywriting for certain media. Practical work on print ads, positioning slogans, TV and radio synopses at the pre-production level - simulation of work in a creative team. Designing a transmedia concept for an integral advertising campaign.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, completion of practical work, exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	0.5	Practical work	1				
7. Required literature	1. Belak, B. (2008). Who the hell comes up with these commercials? Zagreb: Rebel. (selected chapters)											
8. Additional literature	• Sullivan, L. (2008). Hey Whipple Squeeze This. A Guide to Creating Great Advertising. New Jersey: AdweekMedia/Wiley. • Aitchison, J. (2003). Cutting Edge Advertising II. Prentice Hall. • Belak, B. (2013). An idea in a labyrinth. Zagreb: Rebel. • Zeiser, A. (2015). Transmedia marketing. Routledge.											
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.											
10. Exam access requirements	The requirements for taking the oral exam are regular attendance of at least 70%, completed exercises, and timely submission of practical work (print ads, TV and radio spot synopses, etc.). The requirement for taking the first preliminary exam is regular attendance of at least 50%. For the purpose of taking the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. Students whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>30%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	30%
Criteria	Weight share											
Written exam - 1st preliminary exam	30%											

	Written exam - 2nd preliminary exam	20%
	Practical work	30%
	Activities	20%
	20%	

12. Assessment criteria - explanation	The exam (colloquium or comprehensive exam) consists of tasks in written form that check the student's theoretical knowledge and their actual understanding of concepts and procedures from the course topic. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If, in such a case, the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Film, television and multimedia design			Year	3	Semester	5	
Course Name	Financing in creative industries			Code	9705	ECTS	5	
Lecturers	Asst. Prof. Ivan Maloča, Lect. Maja Vukić							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Fieldwork	4	Total	60				
Course Description								
1. Course objectives	The fundamental goal of the course is to introduce students to specific forms and principles of financing in the creative industries and financial monitoring of audiovisual and/or media projects. Students will know what the basic creative industries are, develop a financing plan, a financial plan, and explain sources of financing.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Know the industries within the creative industry 2. Know the basics of the AV industry. 3. Know the basics of production that are key to financing. 4. Explain the basic principles of financing. 5. Explain the specific forms and legalities of financing audiovisual and/or media projects. 6. Know the sources and methods of financing and co-financing AV and/or media projects (HAVC, MEDIA, Eurimages). 7. Create a project financing plan. 8. Create a financial plan (budget) for projects. 9. Apply independent financial monitoring of income and expenses of AV and/or media projects.							
3. Content	Basics of creative industries. Basics of AV industry and production. Basics of financing and financing of AV projects. Financing of projects with market potential. Financing of non-commercial projects. Sources of financing. National sources, HAVC. Supranational funds. Creative Europe Fund - MEDIA sub-programme. Eurimages Fund. Other forms of financing: sponsorship, patronage, donations, distribution. Forms and legalities of financing audiovisual projects. Income and expenditure. Project budgeting plan. Financing plan. Projection of cash flow statement. Public and private co-financing. Banks and AV projects, bank loans. Crises and overcoming crises in financial operations.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, possibility of taking exams via preliminary exams and a written exam in case of unsuccessful passing via preliminary exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	1	Continuous assessment	0.5
7. Required literature	- Schuyler M. Moore (2011). The Biz: The Basic Business, Legal and Financial Aspects of the Film Industry. Silman-James Press. - Baumgarten, P.A., Farber, D.C. and M. Fleischer (2004). Producing, Financing and Distributing Film: A Comprehensive Legal and Business Guide. New York, NY: Limelight Editions.							
8. Additional literature	John W. Cones (1998). 43 Ways To Finance Your Feature Film: A Comprehensive Analysis Of Film Finance. Southern Illinois University Press.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance. The exception is the first part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the written exam, students can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Making up for absences is not possible for the first midterm exam, which is written halfway through the semester. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The status of a passed exam is recognized if all of the listed criteria are assessed positively. In the process of acquiring the status of a passed exam, grades with the following shares in the final grade are taken into account:							
	Criteria		Weight share					

	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	30%
	Activities	20%
	Seminar	20%

12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activities and seminar paper. These two partial written exams, together with the oral exam, make up the pre-term. In the following exam period, students who have not passed the partial written exam take a written exam covering the entire material. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam periods. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. To pass the written exam, it is necessary to achieve at least 60% of points. A student has the opportunity to take the written exam a limited number of times during the academic year - as provided for in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the final grade, he can retake some of the elements that make up the final grade. The activity is evaluated taking into account the student's participation in exercises and discussions, as well as regularity in the performance of obligations, which includes class attendance. Seminar work is done individually and according to Vern's rules. It is submitted in written form on the day of the presentation in front of the group at a time that is determined for each student during the semester. The oral presentation should be accompanied by a power point presentation.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film, television and multimedia design		Year	3	Semester	5
Course Name	Innovative TV formats		Code	9125	ECTS	5
Lecturers	Lect. Dubravko Merlić					
Teaching Method and Hours	Lectures	20	Exercises	24	Midterms	4
	Consultations	4	Total	60	Fieldwork	8

Course Description

1. Course objectives	The goal of the course Innovative TV Forms - From Genre to Format is to enable students to acquire theoretical and practical knowledge about TV genres, innovative forms within genres and formats (concepts), about their emergence, production and final placement on the market. The goal is to enable students to go through all the producer - screenwriter - director stages with their own ideas on the long journey from the initial idea, through the elaboration and development of the idea into a synopsis and script, through pre-production, to production, and, if possible, to the filming and editing of their own "pilot".					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. explain the purpose of innovative TV forms and the importance of genres in format production; 2. classify TV genres; 3. identify the method of generating creative ideas; 4. recognize the innovative potential of different ideas; 5. choose an idea in accordance with the genre and the needs of TV companies; 6. develop the selected idea into a synopsis/script; 7. assemble a creative team with which the idea will be shaped into a successful TV product; 8. participate in developing their own innovative idea for a TV format, in all production, scriptwriting and directing aspects					
3. Content	THEORETICAL PART: 1. Why innovative TV forms and the importance of TV genres in format production? Classification of TV genres/ The importance of the triangle TV client - TV viewers - Producers/ 2. How and where to get an idea? / How to recognize an idea for an innovative TV project?/ Does this idea fit into a TV genre or mix TV genres?/ Is the chosen concept of interest to viewers? Are TV companies interested as clients?/ Is the idea "long-lasting" and "substantive"?/ Does the idea have enough new mechanisms to be original?/ How to check your idea before investing energy and money in it?/ 3. Shaping an idea into a TV concept, announcing the idea in stages / What minutes to choose according to the given idea and considering the genre or genres in which the concept fits?/ What must an idea have in 48 minutes? / What must an idea have in 24 minutes? / Choosing a name / Writing the idea into a synopsis and script / Example of a script for the HTV competition / 4. Filming a "pilot" episode / filming a partial "pilot" to test the idea / Filming a complete "pilot" to sell the concept to television 5. Elements of creating a "bible" on the example of the "Pyramid" format/ 6. Placing a TV format on Croatian televisions / Preparing documentation required for television tenders / 7. Planning the production of the series / Cost estimate / People, equipment / Operational plan / Organization of work (on the example of "Pyramid") 8. Pre-production 9. Production 10. Post-production 11. Further exploitation of an innovative TV form on foreign markets - the example of "Pyramid" / Copyright / Sale of recorded shows / Sale of the concept (TV format) / Europe and the world as a market / Other channels and platforms for placing the show PRACTICAL PART: Analysis of student ideas for a TV show,/ format, refining the idea according to theoretically elaborated steps, - Possibly: pre-production, production and post-production of the student TV show					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, creative participation in the creation of one's own TV format, participation in all production phases of the joint "pilot", taking an oral exam					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Oral exam	1
	Seminar	0.5	Project	0.5		
7. Required literature	1. GLEN CREEBER - THE TELEVISION GENRE BOOK, Bloomsbury Publishing, 2015					
8. Additional literature	1. Helena Popović - Popular television genres as a reflection of contemporary society 2. Analysis of different TV formats: Late night show, Your face sounds familiar, Supertalent, Pyramid					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70%, and a positive assessment of the activity in the development of TV concepts. For the purpose of taking the oral exam, the student can make up for absences by preparing and submitting an entrance paper.					

	The entrance paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the criteria listed below are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight proportion</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>15 %</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>15%</td></tr> <tr> <td>Oral exam</td><td>30%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> <tr> <td>Project</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight proportion	Written exam - 1st colloquium	15 %	Written exam - 2nd colloquium	15%	Oral exam	30%	Seminar	20%	Project	20%
Criteria	Weight proportion												
Written exam - 1st colloquium	15 %												
Written exam - 2nd colloquium	15%												
Oral exam	30%												
Seminar	20%												
Project	20%												
12. Assessment criteria - explanation	The preliminary exams and oral exam assess acquired knowledge and creativity in its application. Passing the preliminary exams or the comprehensive exam is a prerequisite for taking the oral exam. The project assignment and seminar assess engagement and creativity.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

Program	Film, television and multimedia design		Year	3	Semester	5
Course Name	Computer animation		Code	9908	ECTS	5
Lecturers	Asst. Prof. (Art) Dino Krpan					
Teaching Method and Hours	Lectures	20	Seminars and workshops	4	Excercises	32
	Total	60			Midterms	4

Course Description

1. Course objectives	Introducing students to the history, techniques and principles of animation. Practical introduction of students to digital animation procedures and the basic execution process.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Describe the techniques and principles of animation 2. Autonomously create simple animation forms using graphic materials, images and videos (motion graphics) 3. Create film announcement and closing credits 4. Create short dedicated computer animations 5. Create advertising TV spots 6. Communicate with professional animators and other experts in the field of digital motion pictures (compositing, visual effects, 3D modeling...).											
3. Content	An overview of the development and history of animation. Animation techniques in the digital environment. Introduction to the glossary - film and video formats, chroma key, alpha channels, vector masking, motion tracking. frame rate, image compression, rgb colourspace. Animation pre-production - storyboard, layout, concept design... Animation production: - 12 principles of animation + exercises - Elements of animation - extremes, phases, keyframing + exercises. Post-production – compositing, color correction and sound + exercises. Introduction to digital 3D space.											
4. Admission requirements	There are no special requirements for enrolling in the course											
5. Student obligations	Attendance of lectures and exercises, completion of the final paper, and taking an oral exam											
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	1	Project	2.5						
7. Required literature	1. Compilation of teaching materials											
8. Additional literature	• Heather D. Freeman, The Moving Image Workshop: Introducing animation, motion graphics and visual effects in 45 practical projects (2017)											
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.											
10. Exam access requirements	The condition for access to the oral part of the exam is that the student has attended classes regularly for at least 70% and successfully passed the exam and received a positive grade in the final paper. In the event that the student has not met the requirement of 70% regular attendance, absences from classes can be compensated by completing additional course-related work, determined and assigned by the lecturer. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.											
11. Exam implementation and assessment criteria	The exam is considered passed if the final paper and the oral part of the exam are positively assessed. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Final paper</td><td>70%</td></tr><tr><td>Oral exam</td><td>30%</td></tr></table>						Criteria	Weight share	Final paper	70%	Oral exam	30%
Criteria	Weight share											
Final paper	70%											
Oral exam	30%											
12. Assessment criteria - explanation	The final paper is the creation of a short dedicated computer animation (30-45 s), and it is considered completed if the knowledge from the exercises is applied in the performance. The oral exam consists of five questions in the field of animation theory. The criterion for a passing grade is 60% of the oral exam answered correctly.											
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.											

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Film, television and multimedia design		Year	3	Semester	5
Course Name	Video game theory and practice		Code	9126	ECTS	5
Lecturers	Asst. Prof. Ilija Barišić					
Teaching Method and Hours	Lectures	38	Seminars and workshops	4	Excercises	14
	Total	60			Midterms	4
Course Description						
1. Course objectives	Introduction to the basic terms and concepts of video game theory. Developing an analytical apparatus that will enable students to further develop creative knowledge in this area, and also serve as a professional basis for mastering production tasks. Introduction to the cultural, educational and social function of video games in contemporary media culture. Gaining insight into the basic phases and methodology of video game development by simulating teamwork and practical video game design. Introduction to the possibilities of marketing and positioning video games on the market.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Break down the video game development process into basic parts (business, artistic, technical) 2. Describe typical video game forms and their communication focus 3. Explain the fundamental socio-historical context of video games in contemporary media culture 4. Explain the basic elements and procedures used in video game creation (time, space, environment, algorithm, characters, music) 5. Identify tools, skills, and methodology used in the video game industry 6. Explain and relate the basic elements of video games to other narrative types and genres, and explain the relationship between narrative and algorithm 7. Identify and apply specific forms and possibilities of project financing in the video game industry 8. Apply the acquired knowledge in independent work on designing video games and marketing them.					
3. Content	Game theories (philosophical, cultural, anthropological). Video games as an interactive medium. Key concepts of video game theory. Video game genres. Epistemological positions in the study of video games (ludology and narratology). Filmology and video games. Technological, content, structural and production characteristics of video games. Basics of video game design theory. Video games and the production process. Business planning. Project presentation (to a publisher or at a competition). Cultural studies of video games.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation of a seminar paper (expert analysis of a video game of your choice), preparation of a practical paper (development of a video game idea), oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	1	Seminar	1
					Practical work	1.5
7. Required literature	1. Barišić, Ilija (2021). Theory and practice of video games (script).					
8. Additional literature	1. Caillais, Roger, (Kajoa, Rože), 1965. (1958), Games and People, Belgrade: Nolit 2. Chandler, Heather Maxwell, 2014, The Game Production Handbook, 3rd Edition, Burlington, MA: Jones and Bartlett Learning 3. Huizinga, Johan, 1992, (1938), Homo ludens: On the Origin of Culture in Game, Zagreb: Naprijed 4. Jenkins, Henry, 2005, (2004), "Video Game Design as Narrative Architecture", Libra Libera, 17/2005, pp. 50-61, Zagreb: Autonomna tvornica kulture 5. King, Geoff and Tanya Krzywinska, eds., 2002, Screenplay: Cinema / Videogames / Interfaces, London: Wallflower Press 6. Newman, James, 2004, Videogames, London, New York: Routledge 7. Mäyrä, Frans, 2008, An Introduction to Game Studies, London: SAGE Publications Ltd 8. Solarski, Chris, 2017, Interactive Stories and Video Game Art: A Storytelling Framework for Game Design, Boca Raton, FL: CRC Press					
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.					
10. Exam access requirements	The requirements for taking the oral exam are regular attendance at least 70%, submitted seminar paper (analysis of a video game of the student's choice) and submitted practical work (development of an idea and business plan for a video game). The requirement for taking the 1st preliminary exam is submitting the seminar paper after 7 weeks of lectures and exercises and regular attendance at classes of at least 50%. If a student does not take the 1st preliminary exam or does not pass it after the first part of the lecture, he/she will take an oral exam covering the entire course in the Winter Term. For the purpose of taking the oral exam at the end of the semester, a student who has an attendance of more than 40% and less than 70% may make up for the absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time.					

	A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:														
	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>25%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>25%</td></tr><tr><td>Seminar</td><td>25%</td></tr><tr><td>Practical work</td><td>25%</td></tr><tr><td>25%</td><td></td></tr><tr><td></td><td></td></tr></table>	Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Seminar	25%	Practical work	25%	25%			
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	Seminar	25%													
	Practical work	25%													
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12. Assessment criteria - explanation	The oral exam consists of questions that test the student's theoretical knowledge. The oral exam grade is positive if the student answers the questions with a success rate of 50%. The seminar paper evaluates the correct application of basic concepts of video game theory on a specific example that the students will choose themselves. In the practical work, creative and technical elements are evaluated.														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.														

Program	Film, television and multimedia design				Year	3	Semester	6
Course Name	Animated film				Code	9916	ECTS	5
Lecturers	Asst. Prof. (Art) Dino Krpan							
Teaching Method and Hours	Lectures	20	Excercises	32	Fieldwork	8	Total	60

Course Description

1. Course objectives	Introducing students to the specificities of animated film production. Comparative analysis of animated film and other film genres. The presence of animated film in the contemporary media space. Introducing students to animation processes and techniques - from classical and stop-motion to 3D animation. Practical introduction of students to the process of making an animated film, with a focus on production																	
2. Expected learning outcomes	After successfully completing the course and practical exercises, students will be able to: 1. demonstrate knowledge of the structure of work on an animated film in the development, pre-production, production and post-production phases 2. apply animation principles in the chosen animation technique 3. participate in professional animated projects 4. organize an animation production team 5. autonomously conceive and produce a short animated film as a team.																	
3. Content	1. Specifics of creating an animated film - lectures and examples 2. Development and pre-production of an animated film (synopsis, script, storyboard, concept design, animatics and selection of animation techniques - lectures and exercises 3. Production of an animated film - animation - lectures and exercises 4. Post-production - compositing, color correction and sound - lectures and exercises 5. Overview of the production and distribution of an animated film - lecture																	
4. Admission requirements	Solid art or film experience, computer skills. Passed the course 'Computer Animation'																	
5. Student obligations	Attendance of lectures and exercises, and completion of a team final project																	
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	0.5	Continuous assessment	1	Project	2	Activities	0.5								
7. Required literature	Heather D. Freeman, The Moving Image Workshop: Introducing animation, motion graphics and visual effects in 45 practical projects (2017)																	
8. Additional literature	Richard Williams, „The animators survival kit“, Faber and Faber, 2012. Internet sources																	
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.																	
10. Exam access requirements	The condition for taking the exam is that the student has attended classes regularly for at least 70%, successfully completed the project preparation, and received a positive grade in the final paper. In the event that the student has not met the requirement of 70% regular attendance, absences from classes can be made up by completing additional coursework, determined and assigned by the lecturer. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																	
11. Exam implementation and assessment criteria	The exam is considered passed if all of the listed evaluation elements are positively assessed. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th>Criteria</th><th>Weight share</th></tr><tr><td>Project</td><td>40%</td></tr><tr><td>Final paper</td><td>50 %</td></tr><tr><td>Oral exam</td><td>10 %</td></tr></table>										Criteria	Weight share	Project	40%	Final paper	50 %	Oral exam	10 %
Criteria	Weight share																	
Project	40%																	
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12. Assessment criteria - explanation	Preparation of the project consists of designing the project, writing the script, creating the storyboard, and the director's explanation of the approach to the project of a short animated film (1-2 min.). The evaluation criterion is the ability to apply the knowledge from the exercises. The preparation of the project represents the preparation for the final work, and each student is obliged to carry out the preparation autonomously in order to acquire the right to create the final work. The final work is a group production of a short animated film (60–120 s) based on the best prepared project preparations, in groups of 3 to 4 students, each of whom has their own responsibilities. The final paper is considered completed if the knowledge from the exercises was applied in the performance. At the oral exam, the student participates in the presentation of the final paper, and explains his function and contribution to the project in the context of the realization of the film																	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.																	

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film, television and multimedia design	Year	3	Semester	6	
Course Name	Design in practice	Code	10240	ECTS	5	
Lecturers	Asst. Prof. (Art) Martina Granić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30

Course Description

1. Course objectives	The aim of the teaching process is to introduce students to the basics of visual perception, semiotics, aesthetics and critical design practices as disciplines that provide insight into the reflection of the quality of art and design. Students will gain insight into the importance of abstract and creative thinking and learn how to connect different visual content and messages into a whole. By gaining insight into the practices of critical design and an insight into the holistic approach to the design, technology, art and popular culture markets today, students will be able to more easily focus on areas and interests that match their own talents and desires in the labor market. Through the research of the aforementioned material, the focus is on creating personal curricula and designing and designing the characteristics of their own identity and personal affinities, as well as on researching, mapping and creating a plan focused on the future in order to be able to develop and position themselves in the labor market. The final work will be possible to create in physical, graphic, fine art, photographic, audio or film media.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the processes of creating visual images and the connection between information and capital transmission channels. 2. Connect different contents into a whole, read the symbolism of the world around them, create critical thinking and have a holistic approach to the design, technology, art and popular culture markets today. 3. Easier to focus on areas of work and broader interests that match their own talents and desires in the business market. 4. Recognize their own professional interest in creation and position themselves in the labor market.					
3. Content	Artistic elements as a basis for understanding visuality. Compositional principles and types of compositions. Correlations between visual perception and semantics, mythology, aesthetics and visual trends through examples from art history but also examples of current fashion and art trends, cultural portals, new aesthetics and phenomena, portals for design and art, documentation of visual and performing arts and personalized pages. Development and importance of abstract thinking as the foundation of design thinking. Critical design practices as a basis for a different approach to thinking about products and services and the environment. A holistic approach to thinking about design, technology, knowledge and art and design today.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking a preliminary exam and possibly a written and oral exam in case of unsuccessful passing of the preliminary exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	0.5	Project	3
7. Required literature	1. Script – prepared by Assistant Professor of Art Martina Granić					
8. Additional literature	1. Matt Malpass: Critical Design in Context - History, Theory, and Practice (Bloomsbury Academic, 2017) 2. Jadranka Damjanov: Visual Language and Visual Art (Školska knjiga, Zagreb, 1991) 3. Marijan Jakubin: Fundamentals of Visual Language and Visual Techniques (Institute for Pedagogical Research, Faculty of Philosophy, University of Zagreb, 1900)					
9. Quality monitoring	Observations and evaluations of teaching, course evaluation, student survey.					
10. Exam access requirements	The requirements for taking the exam are: 1. participation in classes – according to the regulations 2. positive grade from class activities – active monitoring of the proposed program Explanation of the requirements: The student is required to participate in at least 70% of the total number of classes provided for in the study program and achieve an overall positive grade from class activities. Class activities include homework and all other activities encouraged by the teacher during class. By fulfilling the class attendance requirements, the student is awarded an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% class attendance and/or a negative grade during class) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. A student who has attended less than 40% of the total number of classes during the					

	academic year cannot make up for the absences at all, but is required to re-enroll and take the course in the following academic year. Entry paper: If a student has not exercised the right to sign because he/she has attended classes between 40% and 70%, the teacher prescribes an entry paper with which the student compensates for the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request. The student is required to take into account the time required to prepare the entry paper and to contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to take the exam). The entry paper consists of one or more tasks, which compensate for the lack of class hours and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. The student is required to submit each of the assigned tasks in digital form (the deadline and propositions are prescribed by the teacher) and take the test during the teacher's consultations. Failure to meet the deadline will result in the assignment being canceled. Any form of plagiarism will result in the assignment being canceled and the case being reported to the ethics committee.
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: Criterion / Weighting Oral exam / 20% Project / 80% 0%-50% = 1 (insufficient) 50%-65% = 2 (sufficient) 65%-80% = 3 (good) 80%-90% = 4 (very good) 90%-100% = 5 (excellent)
12. Assessment criteria - explanation	At the end of the semester, the grade from this criterion is determined based on the total number of points achieved and the scale. For a positive grade, it is necessary to achieve at least 50% of the points on the exam. If the student is not satisfied with the grade of the submitted project, the student can take the exam again, but in that case the grade already obtained is no longer valid. The student has the right to review the written exam and the right to an additional oral examination.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Film, television and multimedia design		Year	3	Semester	6						
Course Name	The function of editing procedures in documentary and feature films		Code	9915	ECTS	5						
Lecturers	Asst. Prof. (Art) Slaven Zečević											
Teaching Method and Hours	Lectures	20	Excercises	20	Total	40						
Course Description												
1. Course objectives	By analyzing the relationship between the basic film genres, documentary and film, consider the function of editing procedures in realizing the performers' and viewers' assumptions about film genres. Independent work on editing archival and recorded working material will be practiced.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. 1. Prepare material to achieve a given function. 2. Consider the possibilities of editing procedures in transforming the given working material. 3. Independently edit exercises, with an emphasis on the relationship between image and sound. 4. Analyze with colleagues different individual approaches to shaping the same given material.											
3. Content	Entering materials into the computer. Selecting the best material that matches the function that is to be achieved by the assembly sequence. Exploring the possibilities that the given working material offers. Independent performance of the exercise. Analysis of the work with colleagues and the professor.											
4. Admission requirements	No special conditions.											
5. Student obligations	Students are required to attend the course and participate in the exercises. Graded (credited) practical work, as well as other obligations, are a requirement for receiving a final grade.											
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	2	Continuous assessment	1.5						
7. Required literature	N. Gilić: Film types and genres, AGM, Zagreb, 2007. or edition on BEK. - Croatian Film Yearbook, no. 25 / 2001., topic: 'Contemporary editing theory' R. Stam: Film theory: introduction, Disput, Zagreb, 2019.											
8. Additional literature	D.Bordwell: On the History of Film Style, 'Croatian Film Association', Zagreb, 2005.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	All assigned exercises have been completed, as well as exercises that are completed in collaboration with other courses. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the student's obligations towards the course have been fulfilled and the exam, which consists of an oral and demonstration part, has been passed. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Oral exam/exercise evaluation</td><td>90.00%</td></tr><tr><td>activity</td><td>10.00%</td></tr></table>						Criteria	Weight share	Oral exam/exercise evaluation	90.00%	activity	10.00%
Criteria	Weight share											
Oral exam/exercise evaluation	90.00%											
activity	10.00%											
12. Assessment criteria - explanation	To take the final exam, you must have completed the assigned exercises. The activity includes points earned for work and helping colleagues in editing reports for other subjects, collaboration with other faculties, editing work at a TV station or private production, writing film analyses, and activity in lectures and exercises. Scoring: Exercises: 90 points Activity: 10 points Total: 100 points <table><tr><td>Points</td><td>Grade</td></tr><tr><td>61 - 70</td><td>2</td></tr><tr><td>71 - 80</td><td>3</td></tr></table>						Points	Grade	61 - 70	2	71 - 80	3
Points	Grade											
61 - 70	2											
71 - 80	3											

	81 - 90	4
	91 - 100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
 The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
 During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film, television and multimedia design	Year	3	Semester	6
Course Name	Acting in front of the camera	Code	9912	ECTS	5
Lecturers	Lect. Ana Vilenica				
Teaching Method and Hours					
	Lectures	12	Excercises	18	Total

Course Description

1. Course objectives	The aim of the course is to convey knowledge about the historical overview of the development of acting approaches, to introduce acting means of expression, to raise awareness of communication methods when working with actors in order to achieve the director's vision, to raise awareness of effective and ineffective indications, and to introduce different acting approaches in creating roles and dramatic situations.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. recognize different acting techniques throughout history 2. understand the actor's approach to character development and dramatic situations 3. Adopt tools that will enable clear communication when working with actors 4. become aware of what drives the actor's internal mechanism, recognize useful actor's internal impulses, and adopt tools to direct them in order to create a role and dramatic situation 5. Acquire knowledge about actor's expressive means, different approaches to role creation, and acting techniques 6. Recognize the differences between effective and ineffective indications, become aware of the importance of the active verb, and recognize the actor's expectations in the work process 7. Recognize challenges and pitfalls that arise during casting, rehearsals, preparation (text analysis), and filming itself 8. Learn how to convey your vision to an actor, and consequently get the best out of the chosen actor.							
3. Content	Acting through history. Actor's education. Actor - director possible outcomes of collaboration. Actor - director, obstacles to successful collaboration (case-studies). Actor - director, understanding the relationship and expectations from the actor's position. Elements of communication. Result-oriented directing and general indications. Effectiveness of quick solutions. Effective indication: verbs, images, facts, events and tasks. Being in the moment. Listening. Actor's choices. Structure of acting. Actor's sources and training. Text analysis. Rehearsal. Casting.							
4. Admission requirements	None.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	0.5	Exercises	1
7. Required literature	• Konstantin Stanislavsky 'The Actor's Work on Himself' • Konstantin Stanislavsky 'The Actor's Work on the Role' • Laurent Tirard 'Film Lessons'							
8. Additional literature	• David Mamet 'True and False' • Harold Guskin 'How to stop acting' • Alison Hodge '20th actor training'							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the written exam is to have at least 60% attendance. For the purpose of taking the written exam, a student can make up for absences (if their attendance is at least 40%) by writing and submitting an entrance paper assigned by the subject teacher.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the following conditions are met: - The student has passed the written exam (in parts or in full) - The student has written a seminar paper - The student has passed 60% of the exercises in the regular curriculum.							
	Criteria	Percentage						
	Written exam	50 %						
	Seminar	20%						
	Exercises	30%						

12. Assessment
criteria -
explanation

To take the written exam, a minimum attendance of exercises (40%) and a written seminar paper are required. The written exam will consist of theoretical questions and practical tasks. The grade for the written exam is positive if the student has achieved at least 60 points in the test. Bonus points are added to the test points before being converted into the grade. The total points are converted into a grade as shown in the table.

During the course, the subject teacher grades students based on the following criteria:

Grading exercises in the planned curriculum.

Observation of the student's preparation for the course (independent determination of previous material)

Level of seminar work.

Point range	Grade
60 - 70	2
71 - 80	3
81 - 90	4
91-100	5

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University	
Program	Film, television and multimedia design		Year	3	Semester	6	
Course Name	Light shaping		Code	9917	ECTS	5	
Lecturers	Asst. Prof. (Art) Edib Ahmetašević						
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30	
Course Description							
1. Course objectives	The aim of the course is to introduce students to the basic concepts, technology and methods of light design.						
2. Expected learning outcomes	Upon successful completion of the course, students will be able to:						
	1. Recognize and describe the basic parameters in creating an atmosphere using lighting. 2. Interpret the specifics of certain types of lighting fixtures. 3. Analyze light elements and lighting settings in different film forms. 4. Model the human figure and space with light. 5. Maintain continuity of light within a film scene.						
3. Content	Distinguish between different approaches to lighting settings in feature films throughout history.						
4. Admission requirements	What is light? Characteristics of light. Control of light in the exterior - reflection, softening, blocking. Types of lighting fixtures - division by function and type (floodlights, lens lighting, halogen light, electric arc, HMI lighting, fluorescent lighting, LED lighting). Control of the light beam, basic light position and variations. Classic Hollywood - lighting the face. Flemish light, Existing light, light symbols. Mixed light. Stylized lighting. Classic lighting methods, low sensitivity, low noise level. Modern lighting methods, high camera sensitivity. Close-up lighting. High light scale. Low light scale. Night, day, dusk, dawn (exterior and interior). Maintaining continuity of light						
5. Student obligations	No special conditions.						
6. Monitoring student progress and associated ECTS credits	Attendance at classes, completion of mandatory exercises.						
7. Required literature	Classes	1.5	Continuous assessment	0.5	Project	3	
8. Additional literature	Boris Popović, (2018), Lighting Design for Television and Film, Croatian University Press, Academy of Dramatic Arts						
9. Quality monitoring	1. Harry Box , (2010), Set Lighting Technician's Handbook: Film Lighting Equipment, Practice, and Electrical Distribution , Routledge 2. Jesenković, Silvio (1998). 'Lighting Technology'. Zagreb: Croatian Film Association, Croatian Film Yearbook, vol. 4, no. 16. 3. Kolbas, Silvestar (1997). 'Good, bad, expensive...lighting'. Zagreb: Croatian Film Association, Croatian Film Yearbook, vol. 3, no. 12. 4. Kolbas, Silvestar (1998). 'The unlimited power of directed light'. Zagreb: Croatian Film Association, Croatian Film Yearbook, vol. 4, no. 16. 5. Kolbas, Silvestar (2001). 'Seven films by Ante Babaja - stylistic analyses of the film image'. Zagreb: Croatian Film Association, Croatian Film Yearbook, vol. 7., no. 27-28. 6. Kolbas, Silvestar (2003). 'Visual style in Ante Babaja's Lost Homeland'. Zagreb: Croatian Film Association, Croatian Film Yearbook, vol. 9., no. 34. 7. Lozina, Domagoj (2002). 'The cinematographer's starting point: light'. Zagreb: Croatian Film Association, Croatian Film Yearbook, vol. 8., no. 29. 8. Mikić, Krešimir (2015). 'Existing light in feature film'. Zagreb: Croatian Film Association, Croatian Film Yearbook, vol. 21., no. 84. 9. Millerson, Gerald (1991). Lighting for Television & Film - 3rd ed. Norfolk: Focal Press 10. Popović, Boris (1997). 'Film lighting between realism and stylization'. Zagreb: Croatian Film Association, Croatian Film Yearbook, Vol. 3, No. 12.						
10. Exam access requirements	Review and analysis of exercises at the beginning of each new teaching unit.						
11. Exam implementation and assessment criteria	All prescribed exercises accepted						
	Project	70%					
	Activities	15%					
	Exercises	15%					

12. Assessment criteria - explanation	The largest share in creating a student's final grade is carried by the completion of exercises, which test the overall knowledge acquired in lectures and during practical work in class. Completion of assigned exercises carries 70%, class activity carries 15%, and class attendance carries 15% of the final grade. During the academic year, a student has the opportunity to register for the exam a limited number of times - as provided for in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the final grade, he or she can retake some of the elements that make up the final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Film, television and multimedia design		Year	3	Semester	6
Course Name	Directorial and dramaturgical procedures in European short films		Code	10999	ECTS	5
Lecturers	Prof. (Art) Zrinko Ogresta					
Teaching Method and Hours	Lectures	32	Excercises	8	Total	40

Course Description

1. Course objectives	To provide students with a thorough introduction to directorial and dramaturgical procedures and characteristics in European short feature films from their beginnings to the present day.												
2. Expected learning outcomes	Upon successfully completing the course, the student will be able to: 1. Competently elaborate on and refer to European authorial tendencies in short feature films from their beginnings to the present day. 2. Be able to recognize the directorial and dramaturgical characteristics of European short films in all their phases and periods. 3. Relevantly use the acquired knowledge in critical analyses of short film content, as well as use the acquired knowledge in the creation of their own short film works.												
3. Content	A thorough analysis and presentation of various directorial and dramaturgical procedures, tools and principles in European short feature films from the 1950s to the present day. Analysis of more than 50 European short feature films throughout film history. Special focus on Croatian short feature films in all their periods and stylistic phases.												
4. Admission requirements	There are no special requirements for enrolling in the course.												
5. Student obligations	Attendance of lectures and exercises.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1							
7. Required literature													
8. Additional literature	There is no special literature for this course, however, by regularly attending classes, students will see and become familiar with the best European short feature films, which they cannot encounter anywhere else in such a complete and comprehensive manner.												
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.												
10. Exam access requirements	The condition for taking the exam is regular attendance and activity in class. Students should take into account the deadline for registering for the exam.												
11. Exam implementation and assessment criteria	<table><tr><th colspan="2">Evaluation criteria</th></tr><tr><td>Criteria</td><td>Weighted share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Continuous check</td><td>30 %</td></tr></table>					Evaluation criteria		Criteria	Weighted share	Written exam	70%	Continuous check	30 %
Evaluation criteria													
Criteria	Weighted share												
Written exam	70%												
Continuous check	30 %												
12. Assessment criteria - explanation	The grade on the exam will be the result of the work during the semester, the regularity and activity of the students in class, and the completion of a written exam assignment consisting of a thorough dramaturgical and directorial analysis for the exam of a given short feature film.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information

Program	Film, television and multimedia design			Year	3	Semester	6	
Course Name	Feature film scene direction			Code	10735	ECTS	5	
Lecturers	Assoc. Prof. (Art) Vinko Brešan, Prof. (Art) Zrinko Ogresta							
Teaching Method and Hours	Lectures	20	Excercises	36	Midterms	4	Total	60

Course Description

1. Course objectives	To introduce students to the elements of directing a feature film (scenography, costumes, camera positions, lighting, the problem of choosing and directing actors). To train students to work with actors on a feature film. To enable the use of the acquired knowledge when directing feature scenes.				
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Analyze a feature film scene 2. Define the emotions that should be highlighted in a feature film scene 3. Analyze the characters in a feature film scene 4. Analyze and select costumes for a given feature film scene 5. Analyze and select set design for a feature film scene 6. Select and guide actors when filming a feature film scene 7. Film a feature film scene 8. Edit a feature film scene.				
3. Content	Selecting a scene from a feature film based on the individual student's interest. Each student selects a scene from a feature film. Analysis of each scene. Creation of a script for each scene. Selection of actors for each scene. Selection of a film crew for each scene. During all exercises, students change roles while working on the scene. Analysis and selection of costumes, as well as set design for the scene. Rehearsals for each scene. Filming the scene. Editing the scene. Analysis of the filmed scene.				
4. Admission requirements	No special conditions.				
5. Student obligations	Attendance of lectures and exercises. Edited scene of a feature film realized by students.				
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Continuous assessment	0.5	Project3
7. Required literature	1. Ante Peterlić, Fundamentals of Film Theory, Croatian University Press, 2001. 2. Zvonimir Rumboldt, Acting in front of the camera: a manual for students of acting and film and TV directing, Kad tad Association, 2014.				
8. Additional literature	1. U. Gregor and E. Patalas, History of Film Art, Film Institute, Belgrade, 1977				
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.				
10. Exam access requirements	The requirement for taking the exam is to attend classes regularly at least 70%. In order to take the exam, the student can make up for absences by writing and submitting an additional seminar paper. The requirement for taking the exam is a completed (edited) scene from a feature film chosen by the student.				
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Attendance and activity: 10% Complete exam: 90%				
12. Assessment criteria - explanation	On the exam, the finished scene of a feature film is evaluated. The basic element of the grade on the exam is the emotional level that the student achieved with his scene. Other evaluation elements are the result of working with the actors, on stage, lighting and framing, and editing the scene.				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.				

General information						VERN' University		
Program	Film, television and multimedia design			Year	3	Semester	6	
Course Name	Introduction to independent production			Code	9914	ECTS	5	
Lecturers	Asst. Prof. Ivan Maloča							
Teaching Method and Hours	Lectures	20	Seminars and workshops	4	Excercises	22	Midterms	4
	Fieldwork	10	Total	60				
Course Description								
1. Course objectives	The aim of this course is to acquire knowledge about independent AV production and the main concepts in AV production, legislation, legal and business environment of producers of natural and/or legal persons, who will be able to apply for public calls. Prepare tender documentation and prepare accounting documentation that is submitted to the project client and/or the fund that co-finance the project. Monitor the production of the project in all sectors according to the operational and financial plan. Through practical exercises, students will prepare all documentation in accordance with public calls (tenders) of funds / publishers or create a smaller independent AV project.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the basics of independent AV production. 2. Explain the business and legal environment of producers - legal entities and/or individuals. 3. Show how the supply and demand market functions and which entities are present on the Croatian market. 4. Monitor the production of an independent project. 5. List the specifics of television production and explain: AMR, share, ratings, prime time. 6. Create basic tender documentation for a public call. 7. Create all documentation for the AV project approval according to the public call. 8. Produce a smaller AV project.							
3. Content	Basic concepts of independent production. Independent producer - a natural person and/or a legal entity. Business and legal environment. Market of supply, final supply, demand, demand and publisher. Competition, product life cycle and risk. Similarities and differences between film and television production. Budgeting of AV formats, financial and operational plans. Sale and placement of AV works in other or secondary markets. Public and commercial television - publishers (amr, share, rating...). Preparation of tender documentation for a public call. Legal obligations of own production, Croatian audiovisual works, European works, and works of independent producers. Contracting and agreements. Contracts on (co)production, procurement, purchase, pre-sale contracts and other contracts in independent production. Preparation and monitoring of complete tender and accounting documentation. Exercise: production of an AV project and/or preparation of supporting documentation for an AV project.							
4. Admission requirements	No conditions.							
5. Student obligations	Attendance of lectures and exercises, possibility of taking the exam via written exam. Exercise: creation - production of an AV project							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Project	2		
7. Required literature	• Mihlečić, V.: CREATIVE PRODUCTION film, television, audiovisual and multimedia projects. Kult film d.o.o., Zagreb, 2008. • Howard Blumental/Oliver Goodenough: THIS BUSINESS OF TELEVISION, BOOK NEWS, 2001. • Mintas, Lj. H.: "Legal Business Environment", Mate, Zagreb, 2010.							
8. Additional literature	1. ALL YOU NEED TO KNOW ABOUT THE MOVIE AND TV BUSINESS, Gail Resnik/Scott Trost, FIRESIDE, 1996 2. Indicative resources from the Internet.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the exam is to have attended classes regularly for at least 70%. In order to take the written exam, students can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	Criteria	Weight share						
	Written exam	60%						
	Activities	10%						

	Project	30%
12. Assessment criteria - explanation	The written exam consists of tasks that test the student's theoretical knowledge. The grade from the written exam is positive if the student scored at least 60% of the points in the test. In the practical work, the project, i.e. accompanying documentation, is evaluated.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Film, television and multimedia design			Year	3	Semester	6	
Course Name	Introduction to directing a documentary film			Code	9918	ECTS	5	
Lecturers	Assoc. Prof. (Art) Katarina Zrinka Matijević							
Teaching Method and Hours	Lectures	20	Excercises	32	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to introduce students to the world of documentary film. Students will be introduced to the critical analysis of documentary types, genres and subgenres through examples, and will deepen their knowledge and directing skills by focusing on the documentary form. Students will master the recognition and valorization of potentially good documentary topics from their environment and their shaping through all the preparatory stages of developing documentary projects: the idea stage, synopsis, scene sequence, and the stage of thinking and writing the documentary director's concept. So, in addition to theoretical knowledge, students will also gain practical knowledge both in writing documentary projects and in directing documentary form through the five-minute exercise "Autobiography: my, my, my".							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. recognize dox types and genres 2. create or recognize an idea for a documentary film from the environment 3. write a synopsis, treatment, script for a documentary film 4. conduct research for documentary films 5. create and write a director's concept and motivation for a documentary film 6. analyze and defend their documentary projects with arguments 7. analyze, with arguments and critically, other people's documentary projects 8. direct short documentary forms							
3. Content	Introduction to the curriculum, course objectives and the method of evaluating student work. Analysis of documentary films and instruction in writing a synopsis, storyboard and director's concept for a selected film. Coming up with or finding three ideas for a documentary film. Selecting and developing one idea into a synopsis for a documentary film. Creating a documentary exercise "Autobiography: mine, mine, mine."							
4. Admission requirements	No special conditions.							
5. Student obligations	Attendance of classes, completion of exercises.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	1.5	Seminar	2	Activities	1.5
7. Required literature	Ante Peterlić: <i>Fundamentals of film theory</i> , Filmoteka 16, Zagreb 1982. Hrvoje Turković: <i>Understanding film: views from film theory</i> , GZH, Zagreb, 1988. Bill Nichols: <i>Introduction to documentary film</i> , hfs & DHFR, 2020							
8. Additional literature	1. Patricia Aufderheide: <i>Documentary film – a very short introduction</i> , Oxford University press, 2007. 2. Eric Barnouw: <i>Documentary – a history of the non-fiction film</i> , Oxford University press, 1974.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							

10. Exam access requirements	Requirements for admission to the 1st preliminary exam: a) written material for the General dox – synopsis, motivation, detailed research report or a) written material for the AB dox – synopsis, treatment, concept Requirements for admission to the exam: 1. A minimum of 70% attendance at classes. 2. synopsis, motivation, concept, treatment, script and research report for the General dox 3. Finalized documentary exercise “Autobiography” The oral exam is an evaluation (screening and director's analysis/defense) of the General dox exercise and the exercise “Autobiography: mine, mine, mine”. A student whose attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. For the purpose of taking the exam, a student can make up for absences by preparing and submitting a written paper. The written paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer 10 days before the exam date or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the additional analysis on time.										
11. Exam implementation and assessment criteria	For the 1st preliminary exam, a grade is entered if all of the listed criteria are assessed positively. The grades from the listed knowledge tests participate in the calculation of the final grade with the following shares; For the 2nd preliminary exam, i.e. the exam, a grade is entered if all of the listed criteria are assessed positively. The grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="312 725 596 920"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Exercise</td><td>60%</td></tr> <tr> <td>Written exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Attendance</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Exercise	60%	Written exam	20%	Activities	10%	Attendance	10%
Criteria	Weight share										
Exercise	60%										
Written exam	20%										
Activities	10%										
Attendance	10%										
12. Assessment criteria - explanation	81% – 90% 4 91% - 100% 5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Film, television and multimedia design	Year	3	Semester	6
Course Name	Professional practice	Code	9135	ECTS	5
Lecturers					
Teaching Method and Hours	Total			120	

Course Description

1. Course objectives	The main goal of the professional practice is to test and apply certain acquired knowledge and skills in the design of diverse media content and creative expression in the sphere of audiovisual and multimedia activities with an emphasis on the field of film, television and multimedia, the application of basic procedures for the protection, archiving and restoration of AV content, the application of specific forms and possibilities for financing AV/or media projects and their application in creative industries, the application of basic concepts of copyright, intellectual property protection and media regulations in the context of creative industries. The goals of the practice are also aimed at concretizing the preparation of the final thesis and guidance in further education.
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.
3. Content	After completing the mandatory professional practice, the student is obliged to submit a written student report on the completed professional practice. The report consists of the following elements: 1. cover 2. content 3. work diaries 4. mentor's report 5. possible recommendations 6. conclusion The report should contain all the mentioned elements in the indicated order. During the professional practice, the student keeps a weekly work diary. The diary is written by week and describes all the work that the student performed that week during the practice. The diaries are signed by the mentor and the student in the place provided for signature. The mentor's report is attached to the report. The mentor evaluates the student's work and completes the mentor's report on the completed professional practice in which the student's work is briefly described.
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice.
5. Student obligations	Attending internships, performing assignments and work at internships, writing work logs and reports on internships, appropriate behavior in the organization.
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held professional practice. Mentor's report.
10. Exam access requirements	Submitted report on completed professional practice.
11. Exam implementation and assessment criteria	The deadline for submitting the report is seven days after the internship has been completed. There is no numerical grade, only a passing grade of 'COMPLETED'.
12. Assessment criteria - explanation	

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University										
Program	Internet of things			Year	1	Semester	1									
Course Name	English for the Internet of Things 1			Code	10287	ECTS	5									
Lecturers	Sr. Lect. Svea Kršul															
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4								
	Total	60														
Course Description																
1. Course objectives	To introduce students to the vocabulary, structures and functions of business English necessary for oral and written communication in English in a business environment, with an emphasis on professional IT terminology. To develop communication and language skills (understanding text, listening, writing and speaking) and the accuracy and precision of oral and written expression. To practice giving business presentations in English.															
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. extract detailed ideas from spoken or written text on a business topic. 2. express their opinion on a business topic. 3. compose a business email, business resume, and employment application. 4. apply professional business terminology in speech and writing. 5. give a business presentation in English.															
3. Content	The course trains vocabulary, structures, and functions in all four language skills necessary for business communication in the profession. Reading includes professional literature and articles (some texts will be intended for listening), writing documents from the employment process and e-mail, and speaking includes participating in discussions on business and professional topics and giving business presentations.															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Regular class attendance, preparation for classes, constructive and cooperative participation in classes, completion of assignments in and outside of classes, solving partial knowledge tests and/or written and oral exams.															
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Oral exam	1								
7. Required literature	- Articles from professional literature - Articles and videos from the media															
8. Additional literature	- Santiago Remacha Esteras, Elena Marco Fabré: Professional English in Use For Computers and the Internet, CUP, 2007 - Paul Emmerson: Email English, Macmillan, 2004 - Eric H. Glendinning, John McEwan: Oxford English for Information Technology, Second Edition, OUP, 2008 - Mark Powel: Presenting in English, LTP 2000 - Marion Grussendorf: English for Presentations, OUP, 2009															
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.															
10. Exam access requirements	Conditions for taking the written exam: The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who attended classes for less than 70% can make up for the absences by writing and submitting an entrance paper. The entrance paper is assigned after the end of classes at the student's request, and is submitted at least 5 working days before the 1st regular exam period. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Compensation for absences is not possible for the first mid-term exam or the second mid-term exam. A student who has attended less than 40% of the total number of classes during the semester cannot take the knowledge assessment process, but is required to re-enroll and take the course in the following academic year.															
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>35%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>35%</td></tr><tr><td>Oral exam</td><td>20%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%
Criteria	Weight share															
Written exam - 1st preliminary exam	35%															
Written exam - 2nd preliminary exam	35%															
Oral exam	20%															

	Activities	10%
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". At the first exam period, students who have not passed a single partial written exam take a written exam covering the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it is taken as a complete written exam in all subsequent terms. The written exam consists of tasks that check knowledge of vocabulary and structures, their active use and application. The grade from the written exam is positive if the student scored at least 60% of the points in the test. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded.	
	Points	Grade
	60-69%	2
	70-84%	3
	85 - 93%	4
	94-100%	5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Internet of things			Year	1	Semester	1	
Course Name	Mathematics 1			Code	10289	ECTS	5	
Lecturers	Lect. Stanka-Sunčana Brodić, Prof. Sonja Štimac							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to familiarize students with basic mathematical concepts that will make it easier for them to follow classes from other courses that require prior knowledge of mathematics.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to:							
	- calculate the domain of a real function of one variable, - calculate the derivative of a function of one variable, - apply the rules of differentiation to the problem of analyzing the flow of a function of one variable, - explain the concepts of indefinite and definite integrals, - calculate the indefinite integral using the appropriate integration technique, - perform basic computational operations on matrices, - solve a system of linear equations, - calculate the inverse matrix if it exists							
3. Content	Functions: definition of a function, elementary functions, exponential and logarithmic functions, limit value of a function. Series: definition of series, convergence of series. Derivation of functions: derivations of elementary functions, rules of derivation, derivation of compositions of functions. Application of derivatives: L'Hospital's rule and calculation of limes, asymptotes of functions, intervals of monotonicity, convexity and concavity, finding extrema of a function. Integrals: concept of indefinite integral, integrals of elementary functions, rules of integration. Integration methods: substitution method, partial integration. Definite integral: application of definite integral. Linear algebra: concept of matrix and vector, definition of matrix, types of matrices. Matrix rank. Solving systems of linear equations. Inverse matrix. Determinant of the matrix.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	1. Beroš I. (2012), Mathematics 1, Zagreb:VERN 2. Beroš I. (2012), Mathematics 2, Zagreb:VERN							
8. Additional literature	1. Petar Javor (2003), Mathematical Analysis 1, Zagreb: Element. 2. Andrea Aglić Aljinović, Neven Elezović, Darko Žubrinić (2014), Linear Algebra, Zagreb: Element.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	Requirements for taking the written exam: Students are required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended classes for less than 70% can exceptionally make up for the lack of teaching hours by writing and submitting a seminar paper. The seminar paper is assigned only after the end of classes, and is submitted no later than five days before the exam date. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		40%					
	Written exam - 2nd preliminary exam		40%					
	Oral exam		20%					

12. Assessment criteria - explanation	The written exam can be taken as one unit or through two colloquia. At the first exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it is taken as a complete written exam in all subsequent terms. The written exam consists of tasks that test the student's theoretical knowledge and his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, and not only the acquisition of calculation techniques. The oral part of the exam is accessed after the written part has been passed. If the student receives a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	1	Semester	1	
Course Name	Basics of electrical engineering			Code	10285	ECTS	5	
Lecturers	Asst. Prof. Petar Kolar, Prof. Ivo Uglešić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To enable understanding of basic concepts in electrical engineering of direct and alternating current. To introduce students to the possibilities of theoretical and practical use of acquired competences in the field of electrical engineering and physics.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to:							
	1. Explain basic electrical concepts and describe the basic elements of electrical circuits 2. Define the topology of electrical circuits and explain Kirchhoff's laws 3. Explain real sources of electrical energy and recognize electrical measuring instruments 4. Distinguish between voltage and current dividers and define a bridge circuit 5. Apply the contour current method and the node voltage method 6. Apply the superposition principle and distinguish between Thevenin's and Norton's theorems 7. Define alternating quantities and explain the power of alternating current 8. Distinguish between current and voltage relationships on basic passive components with sinusoidal excitations 9. Explain transient phenomena and classify frequency characteristics 10. Recognize three-phase systems and explain transformers							
3. Content	Electric charge. Electric current. Electric potential and voltage. Electric energy and power. Circuits. Active elements of circuits. Passive elements of circuits. Ohm's law. Joule's law. Circuit topology. Series and parallel connection. Kirchhoff's laws. Models of real sources. Measuring instruments. Voltage and current divider. Bridge connection. Contour current method. Node voltage method. Superposition principle. Thevenin's and Norton's theorem. Transient phenomena. Sinusoidally varying alternating quantities. Period and frequency. Instantaneous, mean and effective value of a sinusoidal quantity. Current and voltage ratios on basic passive components with sinusoidal excitation. Alternating current power. Active, reactive and apparent power. Power factor. Frequency characteristics. Three-phase systems. Transformers.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, possibility of taking an exam via a preliminary exam and a written exam in case of unsuccessful passing the preliminary exam, oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Oral exam	1
7. Required literature	1. B. Kuzmanović; Z. Baus: "Fundamentals of Electrical Engineering 1", Golden Marketing-Technical book, Zagreb, 2011. 2. Lecture materials							
8. Additional literature	2. V. Pinter: 'Elements of Electrical Engineering 1', Školska knjiga, Zagreb, 2001.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance. The exception is the first part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. In order to take the written exam, students can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the lecturer. Students should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Making up for absences is not possible for the first midterm exam, which is written halfway through the semester. Students whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st midterm exam		25%					
	Written exam - 2nd midterm exam		25%					
	Activities		10%					
Oral exam		40%						

12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activities and seminar paper. These two partial written exams together with the oral exam make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge, and their actual understanding of concepts and procedures. To pass the written exam, it is necessary to achieve at least 60% of points. During the academic year, a student has the opportunity to take a written exam a limited number of times - as stipulated in the calendar of teaching activities and University regulations. If a student is not satisfied with the final grade, he/she may retake some of the elements that make up the final grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations. 3. The oral part of the exam is taken before the course instructor. After the written exam, students will be informed via the portal about the date and schedule of the oral exams. The oral exam focuses on learning outcomes that were not met during the written tests and exams.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Internet of things		Year	1	Semester	1
Course Name	Business Croatian language		Code	10290	ECTS	5
Lecturers	Asst. Prof. Danijela Unić					
Teaching Method and Hours	Lectures	30	Seminars and workshops	2	Exercises	16
	Consultations	4	Tasks	4	Total	60
					Midterms	4

Course Description

1. Course objectives	The course aims to familiarize students with the characteristics of administrative-business style and its application in business communication, as well as mastering the spelling and grammatical norms of the standard Croatian language and the methods and procedures necessary for understanding terminological issues, especially those related to computer terminology.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish standard language from colloquial language and recognize the most common spelling, grammatical and grammatical errors 2. Apply language knowledge in written and oral presentations, etc. 3. Use various language guides-advisors and normative manuals of the Croatian standard language 4. Apply grammatical and grammatical language norms in business with the correct use of IT terminology 5. Use, evaluate, create computer terminology 6. Identify relevant information and electronic sources of information 7. Recognize the characteristics of administrative-business style 8. Connect knowledge of administrative-business style with writing employment letters: applications, resumes, business letters, etc.					
3. Content	The course content is based on the study of spelling and grammar issues, which includes: uppercase and lowercase letters, compound and compound writing, writing foreign words, č i ć, dž i đ, ije/je/e/i, abbreviations, diacritics and spelling signs; normative manuals and language advisors, the most common spelling errors, etc. Issues related to computer terminology are studied, especially the writing of foreign words and Anglicisms. In the part dealing with business Croatian language, the following are studied: characteristics of administrative-business style, parts of a business letter, forms of a business letter (regular block, modern combined and full American block), writing an application and CV, presentation (presentation of a product or service), creating a business offer, interview and advertisements. Part of the lecture relates to searching for relevant information and formatting a written work.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance at classes, preparation of seminar papers, taking written and oral exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5
	Exercises	0.5	Activities	0.5	Oral exam	1
					Seminar	0.5
7. Required literature	- Krampus, V., Zrinjan, S.(2013). <i>Business Croatian Language</i>. Zagreb: Vern - Jozić, Ž. et al. (2013). <i>Croatian Spelling</i>. Zagreb: Institute for Croatian Language and Linguistics [pravopis.hr]					
8. Additional literature	- Anić, V. (2000). <i>Dictionary of the Croatian Language</i>. Zagreb: Novi Liber - Boban, V. (2007). <i>The Beginning of Spoken Communication</i>. Zagreb: Jurčić Publishing House. - Mihaljević, M. (2003). <i>How to Say WWW in Croatian</i>. Zagreb: Croatian University Publishing House. - Ožanić, M. (2005). <i>Business Letters or How to Write an Effective Business Letter</i>. Zagreb: Technology Park. - Rouse, M. J., Rouse, S. (2005). <i>Business Communications: A Cultural and Strategic Approach</i>. Zagreb: - Škarić, I. (2000). <i>Fundamentals of Contemporary Speech</i>. Zagreb: Školska knjiga. - Težak, S., Babić, S. (2000). <i>Grammar of the Croatian language</i>. Zagreb: Školska knjiga. - Unić, D. Teaching materials in electronic form, Edunet system.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	A minimum of 70% attendance. In order to take the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester and is submitted and explained during the regular teacher consultation period 5 days before the exam date or as agreed with the subject teacher. A student whose attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					

	An oral presentation and submitted exercises and seminar paper must be delivered on time. An oral presentation (presentation – oral exam) is given during class in front of the entire student group.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>15%</td></tr> <tr> <td>Seminar</td><td>10%</td></tr> <tr> <td>Activities</td><td>5%</td></tr> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	15%	Seminar	10%	Activities	5%
Criterion	Weight share												
Written exam - 1st preliminary exam	35%												
Written exam - 2nd preliminary exam	35%												
Oral exam	15%												
Seminar	10%												
Activities	5%												
12. Assessment criteria - explanation	The written exam can be taken as one unit or through two preliminary exams. The written exam consists of tasks that test the student's theoretical knowledge and actual understanding of concepts. The tasks are designed to test understanding of the material. The oral exam is taken during class and consists of a short presentation, i.e. an oral presentation (5 to 10 minutes). In the presentation, the student presents a topic or current event of his or her own choice, applicable to the field of technology and the information industry. The oral presentation can relate to the topic and course of the written seminar paper. The seminar paper is submitted according to a pre-agreed topic according to the conventions of seminar paper design and the use of relevant information and literature. Activity is assessed according to the student's actual contribution to class according to the following: checking exercises, tasks, participation in the teaching process. Exercises are submitted during class, and to obtain a second signature by the end of class, the following are submitted: a job application, resume, business offer or business letter. Student activity is assessed through class work.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University							
Program	Internet of things			Year	1	Semester	1						
Course Name	Programming 1			Code	10288	ECTS	5						
Lecturers	Prof. Domagoj Jakobović, Lect. Siniša Jovčić												
Teaching Method and Hours	Lectures	24	Excercises	24	Midterms	4	Consultations	4					
	Project	4	Total	60									
Course Description													
1. Course objectives	The course introduces students to the basics of the procedural programming paradigm and the basics of working in a development programming environment. It studies basic programming elements that are common to all modern higher-level programming languages. It presents basic algorithmic solutions and data structures that can be applied in different environments. Students are also introduced to the basic elements of a graphical user interface.												
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the method of executing programs on a computer at a higher level 2. apply basic algorithmic elements in the procedural programming language Python 3. recognize the need for appropriate data structures in solving simpler programming tasks 4. explain basic data structures 5. use a development environment when designing simpler programs 6. connect existing program elements with the aim of creating new functionality												
3. Content	The concept of an algorithm. Compiling and executing programs on a computer. Data storage. Program examples. Communication with the user. Arithmetic and logical operators. Associating. Variable types. Branching instructions, testing conditions. Multiple branching instructions. One-dimensional arrays. Loops with a known and unknown number of repetitions. Multidimensional arrays. Multiple loops. Editing and searching algorithms. Functions, calling methods. Arguments and return values. Local and global variables. Strings. Working with files. Basic elements of the Windows operating system interface. Integration of the interface with Python programming elements.												
4. Admission requirements	There are no special requirements for enrolling in the course.												
5. Student obligations	Attendance of lectures and exercises, writing practical assignments, taking tests and/or exams.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	1	Project	0.5					
7. Required literature	1. 'Solving Problems with Python Programming', Leo Budin, Predrag Brođanac, Smiljana Perić, Zlatka Markučić.												
8. Additional literature	1. 'Learning Python', O'Reilly.												
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.												
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70% and submission and grading of 4 short knowledge tests. Only students who have regular attendance of more than 50% by the 7th week of classes and have submitted and graded at least 2 short knowledge tests are entitled to take the 1st preliminary exam. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who have not taken the preliminary exam or have not passed it take the exam. To pass each preliminary exam or exam, it is necessary to collect more than 50% of points. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has regular attendance of more than 40% and less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>30%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>40%</td></tr></table>							Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	40%
Criteria	Weight share												
Written exam - 1st preliminary exam	30%												
Written exam - 2nd preliminary exam	40%												

	Continuous tests	20%
	Project	10%

12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it is taken as a complete written exam in all subsequent terms. The grade from the written exam is positive if the student has achieved at least 50% points. Points obtained from other tests are added to the points from the written exam before being converted into the grade. The total points are converted into the grade in the manner shown in the table.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	1	Semester	1	
Course Name	The structure of the Internet of Things			Code	10286	ECTS	5	
Lecturers	Prof. Dubravko Babić, Asst. Prof. Davorin Valenčić							
Teaching Method and Hours	Lectures	30	Excercises	16	Midterms	4	Consultations	4
	Project	6	Total	60				
Course Description								
1. Course objectives	The course introduces students to the IoT (Internet of Things) paradigm, which involves a system of interconnected physical devices that, for example, have the ability to perceive their environment, collect and exchange data, make predictions, interact with humans, and act autonomously, creating a certain type of interface between the physical and digital worlds. Such devices use a system of electronics, sensors, actuators, computer programs, and network connectivity to achieve their intended functionality. The course provides an introduction to the field of the Internet of Things, identifies the roles, purposes, technologies used, and related concepts involved in IoT development and application, and presents students with the general structure and application of the Internet of Things.							
2. Expected learning outcomes	- After successfully completing the course, students will be able to: - explain the IoT paradigm, - describe the architecture and functioning of a generic IoT system, - explain the basic concepts, technologies and protocols applied in the Internet of Things, - recognize the opportunities and values of implementing IoT systems in different areas of application, - present and test a simple IoT system for a specific area of application, - explain the relevance of threats and security within the IoT domain.							
3. Content	Introduction and history of the development of the Internet of Things. Overview of ICT technologies that enable the Internet of Things. IoT architecture and design. IoT "things": sensors, actuators, smart objects (characteristics, mode of operation, power supply, ...). Connecting IoT smart objects. Criteria and characteristics of IoT connectivity. Overview of IoT access connection technologies (ZigBee, LoRaWAN, NB-IoT, ...). Application of the IP protocol and its optimization on the IoT network layer. Application layer IoT protocols (MQTT, CoAP). Data Analytics for IoT. Machine learning. Analytical tools and technologies for Big Data. An overview of possible security threats and applications within the IoT domain. Overview of the application of IoT technologies (production, healthcare, smart cities, transport, green computing, agriculture, security, ...							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance at classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1	Project	0.5
7. Required literature	- Lecture materials - IoT Fundamentals: Connecting Things, Cisco Academy CBT course (2019)							
8. Additional literature	- Hanes D., Salgueiro G., et al.: IoT Fundamentals: Networking Technologies_Protocols and Use Cases for the Internet of Things, Cisco Press; 1st ed. (2017) - Iqbal M., Hussain S., et al.: Enabling the Internet of Things: Fundamentals, Design and Applications (Wiley - IEEE) 1st ed. (2021) - Lea P.: IoT and Edge Computing for Architects: Implementing edge and IoT systems from sensors to clouds with communication systems, analytics, and security, 2nd ed. (2020) - IoT Fundamentals: Big Data & Analytics, IoT Security and Hackaton Playbook, Cisco Academy CBT courses (2019)							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	- A student can take the exam if their attendance rate is greater than 70%. Students who have lower attendance rates will meet the requirements for taking the exam by solving additional tasks. - You can take the 1st preliminary exam if you have achieved 50% attendance.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively (with a score greater than 50% for each criterion). Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criterion		Weight share					
	Written exam - 1st preliminary exam		25%					

	Written exam - 2nd preliminary exam	25%
	Oral exam	25%
	Project	25%
12. Assessment criteria - explanation	- The written exam can be taken as one unit or through two colloquia. The written exam consists of tasks that test the student's theoretical knowledge and understanding of the concepts. - The oral exam consists of questions that additionally check the understanding of the material, and the oral exam is taken after passing the written part of the exam. If the student receives a negative grade on the oral exam, he can retake it at the scheduled time, which cannot be before the next time for taking the written exam.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University				
Program	Internet of things			Year	1	Semester	2			
Course Name	Electronics and digital circuits			Code	10503	ECTS	5			
Lecturers	Asst. Prof. Petar Kolar									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To teach students basic knowledge of electronics and digital circuits. In the basic knowledge, describe the basic electronic circuits that we encounter in all modern devices: mobile, landline, automatic, auto industry, military industry, etc. In the part related to digital electronics, explain the basic logic circuits and show the coupling of digital circuits and programming so that students gain knowledge of the beginning of a modern processor and computer.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the principle of diode operation and select the correct type of diode for the desired application. 2. Use the correct electronic components to create DC power supplies. 3. Identify transistor components and describe their function in the observed circuit. 4. Distinguish between basic logic circuits and describe their applications. 5. Apply operational amplifiers in circuits. 6. Explain current-voltage behavior in circuits at high frequencies.									
3. Content	Diodes - theory and principle of operation, Types of diodes, AC voltage rectification using diodes, DC power supplies, Transistors and transistor switches, Basics of digital logic and basic logic circuits, Diode implementation of basic logic circuits, Transistor amplifiers - theory and principle of operation, Transistor amplifiers - basic connections, Operational amplifiers - principle of operation and basic, Active RLC filters, Basics of high-frequency electronics, Basics of antennas and wireless connections transmission.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Class attendance, seminar papers, written and oral exams									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	1.5	Oral exam	1	Activities	1.5
7. Required literature	1. Lecture materials 2. S. Paunović: 'Digital electronics', Volume 1, Školska knjiga, Zagreb, 2003. 3. T. Šurina; G. Klasche: 'Impulse phenomena and circuits', Školska knjiga, Zagreb, 1978. 4. G. Smiljanić: 'Basics of digital computers', Školska knjiga, Zagreb, 1980.									
8. Additional literature	1. P. Biljanović: 'Electronic Skolopovi', Školska knjiga Zagreb, 2000. 2. J. Millman: 'Integrated Electronics; McGraw-Hill, 1985.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	A student acquires the right to take the exam, i.e. "signature", if he/she was present for at least 50% for the first preliminary exam, or 70% for the second preliminary exam at the end of the class. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written immediately after the end of classes. These two partial written exams make up the summer pre-term. In the following exam term, i.e. the summer term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the failed part. If the written part of the exam is not passed in full, it will be taken as a complete written exam in all subsequent exam periods. According to the study rules, a student with a lower attendance rate (of 70%) may take the subsequent exam periods if he/she has made up for all the obligations prescribed by the syllabus and has thus gained the right to register for the exam. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an <u>entry paper</u> . The entry paper is assigned by the lecturer, and the student should take into account the deadline for registering for the exam, i.e. submit the entry paper on time. A full-time student whose attendance rate is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	Criteria		Weight share							
	Written exam - 1st colloquium		25%							
	Written exam - 2nd colloquium		25%							
	Activities		10%							

	Oral exam	40%

12. Assessment criteria - explanation	WRITTEN EXAM - is passed if the grade from the written exam is positive, i.e. if the student has achieved at least 50% of points.	
	ACTIVITY IN CLASS - is assessed taking into account the student's participation in exercises and discussions, and discipline and regularity in fulfilling obligations.	
	During classes, the student is obliged to complete and/or present a seminar paper in agreement with the lecturer.	
	ORAL EXAM - is taken before the course leader. After the written exam, students will be informed via the portal about the date and schedule of oral exams. The oral exam focuses on learning outcomes that were not met during the written tests and exams.	
	Points	Grade
	50 - 60	2
	61 - 75	3
	76 - 89	4
	90 - 100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system.	
	The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.	
	During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Internet of things			Year	1	Semester	2	
Course Name	English for the Internet of Things 2			Code	10504	ECTS	5	
Lecturers	Sr. Lect. Svea Kršul							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	22	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	Improve the vocabulary, structures and functions of business English necessary for oral and written communication in English in a business environment, with an emphasis on professional IT terminology. Develop communication and language skills (understanding text, listening, writing and speaking) and accuracy and precision of oral and written expression. Give business presentations in English.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to:							
	1. name the elements of the Internet of Things structure; 2. compose a report and proposal and a summary of a professional text 3. explain complex technical processes and protocols; 4. apply conditional sentences in negotiations and verb tenses in describing companies; 5. extract detailed ideas from a spoken or written text on a business topic and express their opinion; 6. give a business presentation on a professional topic.							
3. Content	The course trains vocabulary, structures, and functions in all four language skills necessary for business communication in the profession. Reading includes professional literature and articles (some texts will be intended for listening), writing reports and proposals, and speaking includes participating in discussions on business and professional topics and giving business presentations.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Regular class attendance, preparation for classes, constructive and cooperative participation in classes, completion of assignments in and outside of classes, solving partial knowledge tests and/or written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Oral exam	1
7. Required literature								
	1. Articles from professional literature 2. Articles and videos from the media							
8. Additional literature	- Santiago Remacha Esteras, Elena Marco Fabré: Professional English in Use For Computers and the Internet, CUP, 2007. - Paul Emmerson: Email English, Macmillan, 2004. - Eric H. Glendinning, John McEwan: Oxford English for Information Technology, Second Edition, OUP, 2008							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	Conditions for taking the written exam: A student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%.							
	A student who has attended classes for less than 70% can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned after the end of classes at the student's request, and is submitted at least 5 working days before the 1st regular exam period. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Making up for absences is not possible for the first midterm exam, which is written halfway through the semester, nor for the second midterm exam, which is written in advance. A student who has attended less than 40% of the total number of teaching hours during the semester cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criterion		Weight share					
	Written exam - 1st preliminary exam		35%					
	Written exam - 2nd preliminary exam		35%					
	Oral exam		20%					
Activities		10%						

12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". At the first exam period, students who have not passed a single partial written exam take a written exam covering the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it is taken as a complete written exam in all subsequent terms. The written exam consists of tasks that check knowledge of vocabulary and structures, their active use and application. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, the result is recorded as 0 points. The oral part of the exam consists of a presentation that takes place during the semester. The assessment criteria are preparation, structure, verbal and non-verbal communication. Failure to meet pre-agreed presentation deadlines may affect the grade. The grade from the activity includes preparation for classes and being informed about the material being worked on, active participation in the teaching process, whether it is discussions or creating tasks independently or in a group. The grade from the written exam is positive if the student scored at least 60% of the test. 60-69% 2 <table border="1"> <tr> <td>Points</td><td>Grade</td></tr> </table>	Points	Grade
Points	Grade		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.		

Program	Internet of things		Year	1	Semester	2
Course Name	Management for start-up companies 1		Code	10500	ECTS	5
Lecturers	Sr. Lect. Gordana Ćorić, Asst. Prof. Dijana Pletikosa					
Teaching Method and Hours	Lectures	24	Seminars and workshops	2	Exercises	26
	Fieldwork	4	Total	60	Midterms	4

Course Description

1. Course objectives	Start-ups start as small entrepreneurial ventures, but from the very beginning they have a clear tendency to grow and multiply (scalability). Given that start-up concepts differ from the way of working/doing business in large corporations, by attending this dynamic and interactive course, students will not only upgrade their existing knowledge, but also gain a completely new insight into the issues of starting an entrepreneurial venture. Management for Start-up Companies I is a course that will be useful to all those who in the foreseeable future - during or after completing their studies, or before or after gaining work experience in existing companies (including family businesses) - are thinking about starting their own entrepreneurial venture or expanding existing companies. Students will learn how to provide their entrepreneurial projects with continuous exposure to innovative action and reflections on adding new value, how to introduce innovations and add components of social innovation, which is increasingly becoming a requirement in modern entrepreneurship. The main objectives of this course are - to introduce students to the possibilities of designing and managing a start-up project, to acquire specific knowledge and skills in using entrepreneurial tools and techniques that will enable them to become an active participant in the labor market in Croatia and Europe, to test what they have learned when planning a start-up entrepreneurial venture, and to manage their business and/or entrepreneurial future.
2. Expected learning outcomes	After completing the course and completing the assignment, students will be able to: 1. Describe the business environment for the development of entrepreneurship in Croatia, and the conditions that encourage and support creativity, creative thinking and innovation 2. Recognize and identify key factors of the entrepreneurial process from idea to realization of an entrepreneurial venture 3. Create innovative solutions for new entrepreneurial projects or improvement of existing ones 4. Make a proposal for synergistic cross-sectoral cooperation, and analyze an example of a supporting support institution 5. Carry out ecosystem mapping for encouraging innovative start-up entrepreneurship and provide recommendations for its greater efficiency, and present examples of innovative start-ups 6. Research needs and develop innovative solutions for the selected problem, analyze factors for project realization, and define necessary resources 7. Develop a business model of a start-up entrepreneurial project using a business model canvas, identify its strengths and weaknesses, and build different scenarios of its modifications due to the effects of the ecosystem and internal factors
3. Content	MODULE 1: Business environment and entrepreneurship in Croatia - current state, potentials and limitations. MODULE 2: Entrepreneur and entrepreneurial process: from idea to realization (effective vs. causal approach). Entrepreneurial team, entrepreneurial opportunity and resources. Different motives and possibilities for starting a business venture - special forms of small and medium-sized entrepreneurship. MODULE 3: Creating new value in entrepreneurship. Entrepreneurial activity as a result of a perceived problem or need in the market. Creating innovative solutions for start-up projects or existing entrepreneurs by innovating products/services, business models or business processes. MODULE 4: Establishing synergistic cross-sector cooperation (<i>Triple Helix</i>) at the local/regional/national level. Institutional support for small and medium-sized entrepreneurship. Establishing a supportive infrastructure for building competitive advantages at the local/regional/national level. MODULE 5: <i>Start-up</i> entrepreneurship. Motives and methods of entry into start-up entrepreneurship. Mapping of sources, resources and encouragement of <i>start-up</i> entrepreneurship – an ecosystem for the development of <i>start-up</i> entrepreneurship. Innovations and entrepreneurship; Practice, sources, types and examples of innovative <i>start-ups</i>. Examples of innovations. Intellectual property, assessment of innovation capacity, technology transfer. Learning from mistakes. <i>Coopetition</i>. Initial definition of the concept and framework of a <i>start-up</i> entrepreneurial venture (<i>Technopreneurship</i>, <i>Momentum effect</i>.) MODULE 6: Business idea - from idea and innovation to a <i>start-up</i> project, entrepreneurial opportunity, needs research, teamwork, creation and testing of solution proposals, etc. Tools for developing a <i>start-up</i> entrepreneurial venture (<i>Business Model Canvas</i>, <i>Lean management</i>). MODULE 7: Business models. Innovation output, processes and innovation strategies (new product strategies, proactive new product development process, practices that shorten product development cycles and assess actual progress). Making recommendations for the development of an innovative venture and long-term improvement of innovation capacities at the company level. Development of appropriate business model(s), testing and verification, scenario sketching; Business incubators and accelerators.
4. Admission requirements	There are no prerequisites for taking this course
5. Student obligations	Attendance at classes, participation in fieldwork, conducting assigned research, participation in the preparation, development and presentation of projects (individually or in pairs).

6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Research	0.5	Project	2										
7. Required literature	Scribble with chapters from: 1. Brusić, A., Cvitanović, V., Gregov, Z., Kutnjak, V., Tomić, D. and Žanić, V. (2009). <i>Entrepreneurship 1</i> . Zagreb: Grupa VERN d.o.o. 2. Golob, B. (2009). <i>Innovation from idea to market. Handbook for creating new products, services and business models</i> . Rijeka: Dragon d.o.o./BICRO. 3. Osterwalder, A. and Pigneur, Y. (2014). <i>Creating business models</i> . Zagreb: Školska knjiga..																	
8. Additional literature	A script based on current world literature, manuals and articles, and the following titles: 1. Alpeza, M. and Singer, S. (eds.) (2022). Report on Small and Medium-Sized Enterprises in Croatia – 2021: Small and Medium-Sized Enterprises in Croatia in the context of the COVID-19 pandemic. Retrieved from https://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemie-COVID-19.pdf . Zagreb: CEPOR. 2. Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). <i>Report on small and medium-sized enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019</i> . Zagreb: CEPOR – Center for the Development of Small and Medium-sized Enterprises and Entrepreneurship Policy (retrieved from: www.cepor.hr/wp-content/uploads/2021/01/Izvjescje-2020-HR-web.pdf). 3. Apsolon (2022). <i>Digital Transformation in Croatia 2021</i> . (taken from: https://apsolon.com/publikacije/digitalna-transformacija-u-hrvatskoj-2021/) 4. Golob, B. (2012). <i>Business Model Innovation</i> . Rijeka: Science and Technology Park of the University of Rijeka/EEN. 5. Jorish, A. (2019). <i>Let There Be Innovation – How Israeli Ingenuity Fixes the World</i> . Zagreb: Profil. 6. Koontz Traverso, D. (2003). <i>Entrepreneurial Techniques</i> . Zagreb: M.E.P. Consult 7. Nikolić, G. and Zorić, D. (2014). <i>Development of start-up culture in Croatia in the function of economic development. Practical management (professional journal for management theory and practice 5.2, pp. 98-102)</i> . 8. <i>Entrepreneurial notebooks published by the Osijek Entrepreneurship Center, PODI, the Center for Civil Initiatives, etc.</i> 9. Ries, E. (2013). <i>Lean startup: how today's entrepreneurs use continuous innovation to create fully successful businesses</i> . Zagreb: Mate. 10. Sarasvathy, S. (2008). <i>Effectuation Elements of Entrepreneurial Expertise – New Horizons in Entrepreneurship</i> . Cheltenham: Edward Elgar Publishing Limited 11. Senor, D. (2014). <i>Start-up nation: the secret of the Israeli economic miracle</i> . Zagreb: Profile. 12. Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2023). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2022</i> . Zagreb: CEPOR. (retrieved from: https://www.cepor.hr/GEM%20zbornik%202022%2005%2007%202023.pdf) 13. Thiel, P. (2015). <i>Zero to one: observations on startup companies, or how to build the future</i> . Zagreb: Večernji list 14. Tupek, K.L. and Čorić, G. (2018). <i>The impact of business incubators on idea generation and the success of start-up projects in Croatia. Entrepreneurship Education - E4E, 8 (1), 125-152</i> . Retrieved from https://hrcak.srce.hr/202733																	
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																	
10. Exam access requirements	A minimum of 70% attendance is required, as well as positive participation in classes and assigned research, and continuous work on the project. Students with an attendance rate of more than 50% can take advantage of the opportunity to write a written exam halfway through the semester. To receive a second signature, a student must have completed all obligations and entered grades from the <i>start-up</i> project and activities. In order to take the exam, a student can make up for absences and insufficient activity by preparing and submitting an entrance (seminar) paper. The entrance paper is assigned at the end of the semester and is submitted <i>by e-mail</i> . The student should take into account the deadline for applying for the exam and submit the entrance paper on time. The deadline for sending papers required to receive a second signature is at least 5 working days before the exam date. A student whose regular attendance rate is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if all of the listed criteria are assessed positively. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond, a score of 0 points is recorded. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>30%</td></tr><tr><td>Research</td><td>10%</td></tr><tr><td>Activities</td><td>20%</td></tr><tr><td>Project</td><td>40%</td></tr></table>								Criteria	Weight share	Written exam	30%	Research	10%	Activities	20%	Project	40%
Criteria	Weight share																	
Written exam	30%																	
Research	10%																	
Activities	20%																	
Project	40%																	
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between multiple answers and essay questions. It is written in the term of the first colloquium. Assessment of class activities is carried out in each class, because the teaching is predominantly of the workshop type.																	

Individual activities, pair activities, and team/group activities are conducted. Evaluation of the *start-up* project – points are collected based on compliance with the given deadlines, quality, and feedback on the held presentation. Evaluation of research for the needs of projects and classes is carried out after receiving the initial instructions and instructions in the second part of the semester, and is carried out on the basis of compliance with deadlines, assessment of effort, quality of results, and comparison with the best papers/research in the group.

Points	Grade
60 - 69	2
70 – 79	3
80 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	1	Semester	2	
Course Name	Mathematics 2			Code	10499	ECTS	5	
Lecturers	Lect. Stanka-Sunčana Brodić, Prof. Sonja Štimac							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to introduce students to the basics of combinatorics, probability and statistics. The acquired knowledge will enable students to master the basic concepts of discrete probability theory, become familiar with the principles of building simple stochastic models, apply computers in statistical data processing, and facilitate critical interpretation of the obtained statistical values.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. count the elements of a set using basic counting rules 2. explain the concepts of permutation and combination of a set 3. explain the difference between discrete and continuous probability models, 4. apply the total probability formula, 5. calculate the distribution of a general random variable, 6. recognize parameters when applying parametric random variables, 7. create an objective function and a minimization region based on a real problem that can be reduced to a linear programming problem, 8. implement the simplex method for solving linear programming problems, interpret the results, 9. recognize the concept of a dual problem							
3. Content	Combinatorics: basic principles of counting, set permutations, set combinations. Inclusion-exclusion formula. Definition and basic properties of probability. Elementary probability. Conditional probability: dependent and independent events, total probability, Bayes' formula. Discrete random variable: distribution of general and parametric (binomial, Poisson, etc.) random variables, expectation and variance. Linear programming.. Linear programming model: standard, general and canonical form. Mathematical foundations of the model. Graphical solution of linear programming problems. Simplex method for solving models. Tabular model of problem solving: for maximum, for minimum. Dual of linear programming problems.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Oral exam	0.5		
7. Required literature	Matthew A. Carlton, Jay L. Devore (2014), Probability with Applications in Engineering, Science, and Technology, Springer.							
8. Additional literature	- Željko Pauše (1993), Introduction to Mathematical Statistics, Zagreb: Školska knjiga. - Neven Elezović (2014), Discrete Probability, 4th edition, Zagreb: Element. - Neven Elezović (2010), Random Variables, 3rd edition, Zagreb: Element.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	A student can take the exam if their attendance rate was greater than 70% and a second signature has been obtained. Students who have lower attendance rates, but not less than 40%, will meet the requirements for taking the exam by solving additional tasks. Students with lower attendance rates than 40%, in accordance with the rules, will be required to re-attend the course.							
11. Exam implementation and assessment criteria	Criterion		Weight share					
	Written exam - 1st preliminary exam		40%					
	Written exam - 2nd preliminary exam		40%					
	Oral exam		20%					
12. Assessment criteria - explanation	The written exam can be taken as a whole or in two midterms. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the summer exam period, students who have not passed any midterms take a written exam covering the entire course. Those							

	who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The tasks are designed to test both understanding of the material, and not just the acquisition of calculation techniques. The lecturer or course leader has the right to check the written part of the exam during the oral exam if there is a suspicion that the knowledge demonstrated in the written exam does not correspond to the activities and skills demonstrated in class. Also, if the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. In such a case, if the student shows a significant lack of knowledge compared to the written one, or does not respond, a result of 0 points is recorded. The oral part of the exam is accessed after passing the written part. If the student is evaluated negatively on the oral exam, he can retake it at the scheduled time, which cannot be before the next time for taking the written exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things		Year	1	Semester	2		
Course Name	Operating systems		Code	10501	ECTS	5		
Lecturers	Sr. Lect. Jakob Gračanin, Assoc. Prof. Srđan Skok							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The course introduces students to the basic components of modern operating systems with a special emphasis on understanding operating system properties relevant to the Internet of Things, such as real-time execution, adaptability for execution in resource-constrained embedded systems, and networking.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify the basic components and services of an operating system 2. Assess the quality of the connection between hardware and the operating system 3. Perform multitasking and computer process management techniques 4. Apply operating system modes suitable for the Internet of Things 5. Describe the concept of a real-time operating system 6. Evaluate applications that require real-time execution							
3. Content	Basic functions and tasks of operating systems and their connection to the Internet of Things. Structure of operating systems. Connection between the operating system and hardware. Model of a simple computer and microprocessor. Tasks in assembly language. Management of input/output devices, interrupt mode of the processor. Management of processes and threads. Scheduling and synchronization of processes. Memory management. File system. Real-time operating systems. System security. Overview of today's operating systems adapted for the Internet of Things.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Continuous monitoring and participation in classes, creating tasks along with classes, solving partial knowledge tests.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Activities	1
							Homework	1
7. Required literature	The teacher will provide internal lessons for each topic. Actively seeking out sources of information will be encouraged to keep the content up-to-date and gain insight into the latest trends and developments in the aforementioned areas.							
8. Additional literature	• Budin, Golub, Jakobović, Jelenković, Operating Systems, Element, Zagreb, 2010. • Silberschatz, Galvin, Gagne: Operating System Concepts, Wiley • Tanenbaum: Modern Operating Systems, Prentice Hall • Stallings: Operating Systems: Internals and Design Principles, Prentice Hall • Barry, Crowley: Modern Embedded Computing, Morgan Kaufmann							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	Full-time students: • The first partial exam (K1), which is written halfway through the semester, is only allowed to be taken by students with a minimum regular attendance of 50%, in accordance with the study rules. It is not possible to make up for absences for the 1st preliminary exam. • A student who has a regular attendance of at least 70% may take the second partial exam (K2) in the pre-term.							
	A student who has a lower regularity may take the subsequent exam terms, if he/she has made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period of the course lecturer at the latest one week before the exam term, and the student should take into account the deadline for registering for the exam, that is, submit the entrance paper on time (up to 10 days before the exam term). A full-time student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If, in such a case, the student shows a							

and assessment criteria	significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. The exam is considered passed and a grade is entered if all the stated criteria are assessed positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares <table border="1" data-bbox="308 185 743 389"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st midterm</td><td>40%</td></tr> <tr> <td>Written exam - 2nd midterm</td><td>40%</td></tr> <tr> <td>Assignments</td><td>10%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st midterm	40%	Written exam - 2nd midterm	40%	Assignments	10%	Activities	10%
Criteria	Weight share										
Written exam - 1st midterm	40%										
Written exam - 2nd midterm	40%										
Assignments	10%										
Activities	10%										
12. Assessment criteria - explanation	Full-time students can take the written exam in two parts. The first part is written after 7 weeks of classes and covers the topics covered so far. The second part covers the remaining chapters and is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the 1st exam period, full-time students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part they did not pass. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 50% of the points in the test. The grade from the activities is formed at the end of the semester according to the attached tables.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Internet of things			Year	1	Semester	2			
Course Name	Programming 2			Code	10502	ECTS	5			
Lecturers	Lect. Siniša Jovčić, Asst. Prof. Petar Kolar									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The course builds on the content of the Programming 1 course and shows the basics of object-oriented design and the use of more complex data structures in higher-level programming languages. The most famous editing and searching algorithms are presented. Dynamic data structures, such as lists, queues, and trees, are described. The basic elements of classes and object manipulation are introduced. Inheritance mechanisms, polymorphism, and abstract classes are shown. Special attention is paid to the use of existing programming primitives in available libraries of higher-level programming languages.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. recognize the basic algorithmic elements of a given problem 2. apply the appropriate algorithmic solution to a given problem 3. use basic data structures 4. apply dynamic data structures in solving programming problems 5. use the functionality of available programming libraries in developing more complex data structures 6. describe the basic elements of object-oriented programming 7. use an object-oriented programming language and available libraries for program development 8. apply inheritance and polymorphism mechanisms in program development									
3. Content	Sorting procedures. Implementation examples. Recursion in function calls. Binary search. Lists: singly and doubly linked lists. Algorithms for working with lists. Abstract list elements. Implementation of other data structures using lists (stack, queue). Usage examples. Graphs and trees. Example of implementing and using a tree. Examples of using data structures and general algorithms from available libraries. Classes and objects. Encapsulation of data and methods. Constructors and destructors. Overridden operators and associated methods. Simple class inheritance. Abstract classes and polymorphism. Examples of using object-oriented functionality of supporting libraries.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, writing practical assignments, taking tests and/or exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	1.5	Activities	1.5	Homework	1
7. Required literature	'Data Structures and Algorithms', Robert Manger; Element, 2014									
8. Additional literature	'Advanced Problem Solving with Python Programming', Leo Budin, Predrag Brođanac, Zlatka Markučić, Smiljana Perić; Element, 2018.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70% and submission and grading of 2 (out of 4) homework assignments. Only students who have regular attendance of more than 50% by the 7th week of classes and have submitted and graded at least 2 homework assignments are entitled to take the 1st preliminary exam. Students who have passed the 1st preliminary exam usually take the 2nd preliminary exam at the end of the semester. To pass each preliminary exam or exam, it is necessary to collect more than 50% of points. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has regular attendance of more than 40% but less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the lecturer.									
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									

and assessment criteria	Criteria	Weight share
	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	40%
	Activities	10%
	Homework	20%

12. Assessment criteria - explanation	The written exam can be laid in two parts. The first part is written after 7 weeks of classes, and the second part it is written after the end of the class. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who did not pass any partial exam written exam, they pass the written exam from the entire material. Those who passed one of the two partial written exams, they have a one-time opportunity to repeating the part that was not passed. If the written part of the exam is not complete passed, in all subsequent terms it is taken as a complete written exam. Written grade the exam is positive if the student scored at least 50% of the points. Points from of the written exam, the points obtained from the others are added before being converted into the grade checks. The total points are converted into a grade as shown in the table. The course instructor or the course leader has the right to check the written part of the exam during the review period if there is a suspicion that the knowledge demonstrated in the written part does not correspond to the activities and skills demonstrated during the course. Also, if the instructor has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with his/her own knowledge, he/she may schedule an additional oral examination. In such a case, if the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded.	
	50-60	2
	61-80	3
	71-90	4
	91-100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	2	Semester	3	
Course Name	Product design			Code	10667	ECTS	5	
Lecturers	Asst. Prof. (Art) Ivan Magić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Enable students to master and understand the theoretical, practical and methodological bases of product design as a complex interdisciplinary process, in order to develop the ability to independently analyze and creatively design and act. of product design through practical examples and tasks.							
2. Expected learning outcomes	Enable students to master and understand the theoretical, practical and methodological bases of product design as a complex interdisciplinary process, in order to develop the ability to independently analyze and creatively design and act. To introduce students to the methods and process of product design through practical examples and tasks.							
3. Content	Upon successful completion of the course, students will be able to: 1. Explain what user-centered design is 2. Distinguish the basics of user experience design and user interface design 3. Distinguish and apply design principles 4. Plan and conduct target user research 5. Organize content and plan the information architecture of a digital product 6. Plan and create sketches and mockups of digital of the product 7. Conduct and analyze product usability testing 8. Design a proposal for a digital product user experience solution on a selected topic 9. Analyze and explain good product design with examples							
4. Admission requirements	Human-Centered design. Principles of digital product design. Concepts of design and usability of a digital product. User research, determination of the target group. Designing scenarios and creating Personas. Creating a user flow. Categorizing content into meaningful units – Information architecture. Creation of interactive prototypes. Usability testing and iteration of the future product.							
5. Student obligations	There are no special requirements for enrolling in the course.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	0.5	Research	1.5	Project	1.5
7. Required literature	Lectures and scripts designed exclusively for the needs of students of this course.							
8. Additional literature	• Norman, Donald A. The Design of Everyday Things.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes of at least 70% of the total number of hours provided for in the curriculum. (* The 1st preliminary exam can be taken with a minimum regularity of 50%., and compensation for absences is not possible for the 1st preliminary exam, which is written in the middle of the semester). A student who at the end of the semester has a regularity of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the agreement with the course leader. He compensates for the missed content by creating and submitting additional exercises or assignments and thereby exercises the right to register for the exam, i.e. signature. Exercises or assignments are assigned by the lecturer, and are submitted and explained during the consultation period no later than one week before the exam deadline. The student should take into account the deadline for registering for the exam and submit assignments on time. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course.							
11. Exam implementation and assessment criteria	The exam consists of properly completed and submitted exercises/assignments and a written part. The exam is considered passed and a grade is entered if all of the listed criteria are positively assessed. Positive grades from the listed parts of the exam (exercises and assignments) participate in the calculation of the final grade with the following shares:							

	Criteria	Weight share
	Written exam - 1st preliminary exam	25%
	Written exam - 2nd preliminary exam	25%
	Project	50%
12. Assessment criteria - explanation	According to the rules, the written exam can be taken in two parts. Both partial written exams consist of the so-called "Predestination". According to Acad. calendar, in the winter exam period that follows the end of classes (February), students who have not passed any partial written exam, take a written exam from the entire material. Students who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. On all subsequent dates, the exam is taken as a complete written exam. The lecturer has the right to check the written part of the exam, if there is any doubt that the knowledge demonstrated in the written test does not correspond to the activities and skills demonstrated through the class or project assignment. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If, in this case, the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. The project assignment will be agreed upon and assigned during the class, is related to the teaching units and is mandatory for each student. The student is obliged to submit the project assignment by the end of the class. If the project assignment is not submitted on time, the lecturer has the right to reduce the final grade.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Internet of things			Year	2	Semester	3	
Course Name	Start-up management 2			Code	10665	ECTS	5	
Lecturers	Sr. Lect. Gordana Ćorić, Asst. Prof. Dijana Pletikosa							
Teaching Method and Hours	Lectures	16	Seminars and workshops	10	Excercises	26	Midterms	4
	Fieldwork	4	Total	60				

Course Description

1. Course objectives	Through the course Management for Start-up Companies II, students will be introduced to the possibilities of growth and development, and to the methods of managing start-up companies. By gaining knowledge about the different goals and conditions for the growth of start-up companies, they will be able to make better management decisions. Furthermore, students will be introduced to the role of innovation in creating a competitive advantage and achieving the strategic goals of start-up companies. Since innovative companies are largely neglected as systems, the aim of the course is to point out the importance of developing an innovation system and capacity as a necessary platform for producing innovations, realizing a vision, the ability to recognize and create trends, and using incentive techniques for further development. To create an innovative company and realize quality entrepreneurial ideas, it is necessary to constantly discover one's own creative potential and use modern tools and processes (such as the customer benefit matrix, design thinking, etc.). The purpose of the course is to gain insight into the issues of creating a sustainable innovative start-up company, adding new value, systematic innovation and continuous addition of innovation components, and mastering techniques for stimulating creativity and design thinking, as a requirement of modern entrepreneurship.
2. Expected learning outcomes	After the course, students will be able to: 1. Define and explain the basic terms related to growth and development, growth goals and conditions, external and internal growth paths, and innovation and innovations 2. Give reasoned recommendations for managing the growth of a start-up company, using various tools to analyze its current performance, identify potential for growth and identify key factors and resources necessary for the realization of growth and development 3. Apply the matrix benefits for the customer and thus identify ways to increase the basis for increasing the benefits for the customer from the use of the product or service, and choose those that are most likely to realize sustainable growth; 4. Define the stage of the life cycle in which the company is located (with the help of Adizes' model), and connect the necessary roles (decision-making and management styles) for the successful realization of the company's growth 5. Independently organize Design Thinking projects in practice through the application of innovative tools for analysis, synthesis and creation of concrete solutions in the business environment, and make a plan to apply the design thinking process for problem solving 6. Present a project proposal for running an innovative company (from the recognition and strengthening of innovation potential to the commercialization of potential innovations) 7. Apply different methods to awaken one's own creativity and creative expression of the team in a start-up company
3. Content	The core curriculum of the course Management for Start-up Companies II includes the following topics: MODULE 1: Growth and development of start-up companies. Managing company development. Goals, conditions and paths of company growth. Tools for company analysis, performance measurement. Presentation of growth opportunities and growth management. MODULE 2: Company life cycles: how good companies are created, develop and why they die (stages: courtship, infancy/diaper period, go-go, adolescence, top form, stability, aristocracy, early bureaucracy, bureaucracy, death). Decision-making roles/management styles: (P)roduction of results, (A)dministration, entrepreneurship, (I)ntegration. Organizational characteristics: short-term and long-term effectiveness and efficiency. How to manage a start-up company in times of crisis. MODULE 3: Innovation, innovations and start-up entrepreneurship. Practice, sources, types and examples of innovations. Intellectual property, the importance of investing in the company's innovation capacity, assessment of innovation capacity, technology transfer. Technopreneurship. Momentum effect. MODULE 4: Business models to strengthen the innovation capacity for the long-term success of the company. Innovation output, processes and innovation strategies (new product strategies, proactive new product development process, practices that shorten product development cycles and assess actual progress). Elaboration of the organization's strategy for innovation management, their commercialization, obtaining the necessary resources and venture development, communication with stakeholders and partners. Making recommendations for the development of an innovative company and long-term improvement of innovation capacities at the company level. Business incubators and accelerators. MODULE 5: Introduction to Design Thinking (tools, processes, step-by-step application). Integration of Design Thinking into company strategy. Examples of the development of new services. Development of appropriate business model(s) for innovation management, testing and verification, scenario sketching. Organizing for innovation – formal and informal organization, coordination. MODULE 6: Circumstances and ways of thinking that stimulate creativity, techniques for stimulating creative thinking and creative problem solving, obstacles and resistance during the creative process, learning from mistakes.

4. Admission requirements	Passed the course Management for Start-up Companies I.							
5. Student obligations	Attendance at classes, participation in fieldwork, conducting assigned research, participation in the preparation, development and presentation of projects (individually or in pairs).							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Research	1	Project	1.5
7. Required literature	Ries, E. (2013). Lean startup: how today's entrepreneurs use continuous innovation to create truly successful businesses. Zagreb: Mate.							
8. Additional literature	A script based on current world literature, manuals and articles, and the following titles:							
	- Adizes, I. (2009). How to manage in times of crisis and how, above all, to avoid it. Zagreb: MEP consult - Adizes, I. (2006). Company Life Cycles - How Good Companies Are Created, Developed and Why They Die. Zagreb: MEP - Allen, K. (1999). Growing and Managing an Entrepreneurial Business. (Part III: The Nature of Rapidly Growing Companies (chapters 7-9), page 167-262). Boston/New York: Houghton Mifflin Company - Alpeza, M., Basarac Sertić, M., Delić, A., (...), Kuček, S. (2022). Report on Small and Medium-sized Enterprises in Croatia – 2021: Small and Medium-sized Enterprises in Croatia in the context of the COVID-19 pandemic. Zagreb: CEPOR – Center for the Development of Small and Medium-sized Enterprises and Entrepreneurship Policy. Retrieved from: http://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemie-COVID-19.pdf - Antoljak, V., Mitrović, M., Stajčić, N., Čorić, G., Škrobo, M. (2013). Croatian Innovation Quotient: Final Report with Results and Recommendations. Retrieved from http://www.inovativnost.hr/Novosti/Završni-izvjestaj-Istrazivanje-hrvatskog-kvocijenta-inovativnosti (15.12.2014 - Blyth, A. (2009). How to Grow Your Business (For Entrepreneurs). ISBN-9780273720935. London: Paerson Prentice Hall Business - Education Limited - Galović, T. (2016). Introduction to Enterprise Innovation (university textbook). Rijeka: Faculty of Economics, University of Rijeka - European Commission, Directorate-General for Research and Innovation, European Innovation Scoreboard 2022 : executive summary, Publications Office of the European Union, 2022, https://data.europa.eu/doi/10.2777/563149 - Larrech, J. C. (2009). The Momentum Effect – How to Inspire Exceptional Growth. Zagreb: Lider Biblioteka - Penrose, E. (1995). The Theory of the Growth of the Firm. ISBN 13: 9780198289777. Oxford: Oxford University Press - Rupčić, N. (2022). Creation and Development of Innovative Business Models. Rijeka: Faculty of Economics - StartupReport-2022-Q1-Q4, , StartupReport-2023-Q1-Q2 - Timmons, J. A., & Spinelli, S. (2003). New Venture Creation – Entrepreneurship for the 21st Century. 6th (int'l) edition (Part V: Startup and After, Chapter 17: Managing Rapid Growth: Entrepreneurship Beyond Startup, 559-579). Boston: McGraw-Hill.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A minimum of 70% attendance is required, as well as positive participation in classes and assigned research, and continuous work on the project. For the purpose of taking the exam, a student can make up for absences and insufficient activity by preparing and submitting an entrance (seminar) paper. The entrance paper is assigned after missed participation in classes, and is submitted <i>by e-mail</i> . The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, following the instructions for writing seminar papers at VERN' University. A student whose attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	Written exam	30% K 1 - 20% K 2 - 10%						
	Project	50%						
	Activities	20%						
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between several answers and essay questions. Project evaluation (points collection - part of the points are collected based on compliance with the given deadlines, part for quality, part as <i>feedback</i> or feedback on the presentation) Evaluation of class activities is carried out in each class, because the teaching is workshop-type. Individual activities, pair activities, and team/group activities are conducted). Evaluation of research for the needs of projects and classes is carried out after receiving initial instructions and instructions, and is carried out on the basis of compliance with deadlines, evaluation of the effort invested, quality of results, and comparison with the best works / researches in the group. 70 – 793 80 - 894 90-1005							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students							

are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Internet of things		Year	2	Semester	3
Course Name	Computer networks 1		Code	10666	ECTS	5
Lecturers	Asst. Prof. Davorin Valenčić					
Teaching Method and Hours	Lectures	30	Exercises	16	Midterms	4
	Project	6	Total	60	Consultations	4

Course Description

1. Course objectives	The course introduces students to the basics of computer networks. The ISO/OSI reference model and basic protocols for computer networking are developed, as well as the TCP/IP protocol group that today forms the basis of the Internet. Students are introduced to the physical layer of the OSI model and how computers are connected, then to the Ethernet protocol and data layer network devices (hubs, switches) and how they work; the third (network) layer of the OSI model: the IP protocol (IPv4 and IPv6), the concept of a local network and the creation of subnets; routing; the ARP protocol that connects addressing at the data and network layers; the fourth layer of the OSI model: unreliable and reliable transmission services and the corresponding protocols (UDP/TCP). The course also introduces students to the application layer and protocols (DNS, HTTP, ...). The course covers the basics of network security as well as the construction of smaller computer networks.																
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the way in which computers connected to each other and to the Internet communicate 2. propose a solution for configuring computers and network devices so that they can safely participate in a computer network 3. recognize the type of network device required to achieve appropriate network functionality 4. use appropriate protocols on network devices for the operation of smaller computer networks 5. develop a configuration solution that, using an appropriate network protocol, enables data exchange between computers 6. connect multiple computers and network devices to a network																
3. Content	Today's computer networks and trends, network components. ISO/OSI reference model and TCP/IP protocol group. Physical layer: protocols and connection methods. Data layer and its protocols. Ethernet and basic switch operation. Network layer and its protocols. Basic operation of the rectifier. ARP protocol. IPv4 and IPv6 protocols. ICMP protocol. Transport layer. Protocols TCP and UDP. Application layer and its protocols (DNS, HTTP, ...) Basics of network security. Construction of smaller computer networks.																
4. Admission requirements	There are no special requirements for enrolling in the course.																
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.																
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	1	Oral exam	0.5	Project	1							
	Activities	1															
7. Required literature	1. Cisco Academy: CCNA Course (Version 7.0): Module 1 'Introduction to Networks Course'																
8. Additional literature	1. Andrew S. Tanenbaum. Computer Networks. Prentice Hall.																
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.																
10. Exam access requirements	According to the study rules, a student can take the exam if their regular attendance in class was greater than 70%. Students who have lower regularity will meet the requirements for taking the exam by solving additional assignments. A student whose regular attendance in class is less than 40% is not entitled to make up assignments and is required to retake the course. The first mid-semester mid-term exam can be taken with 50% regularity in class.																
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively (with a score greater than 50% for each criterion). Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th>Criteria</th><th>Weight fraction</th></tr><tr><td>Written exam - 1. colloquium</td><td>25%</td></tr><tr><td>Written exam - 2nd colloquium</td><td>25%</td></tr><tr><td>Oral exam</td><td>25%</td></tr><tr><td>Project</td><td>25%</td></tr></table>							Criteria	Weight fraction	Written exam - 1. colloquium	25%	Written exam - 2nd colloquium	25%	Oral exam	25%	Project	25%
Criteria	Weight fraction																
Written exam - 1. colloquium	25%																
Written exam - 2nd colloquium	25%																
Oral exam	25%																
Project	25%																

12. Assessment criteria - explanation	The written exam can be taken as a single unit or in two rounds during or immediately after the end of classes. The written exam consists of tasks that test the student's theoretical knowledge and understanding of concepts. The oral exam consists of questions that additionally test understanding of the material, and the oral exam is taken after passing the written part of the exam. If a student receives a negative grade on the oral exam, he or she can retake it at the scheduled time, which cannot be before the next written exam time.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	2	Semester	3	
Course Name	Programming for IoT			Code	10668	ECTS	5	
Lecturers	Asst. Prof. Petar Kolar, Lect. Roman Rubčić							
Teaching Method and Hours	Lectures	22	Excercises	30	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The goal of the course 'Programming for IoT' is to enable students to understand and practically apply the basic principles of developing Internet of Things (IoT) systems. Through theory and practical exercises, students will learn how to program IoT devices using Raspberry Pi and sensors, how to connect them to the network and analyze the data they collect.							
2. Expected learning outcomes	1. Explain the basic concepts and principles of IoT. 2. Perform programming of Raspberry Pi devices using appropriate programming languages for IoT (Python). 3. Connect IoT devices to a network and enable communication between them. 4. Collect data from sensors and process them for analysis. 5. Develop simple IoT projects that include actuator control and data display.							
3. Content	Introduction to Internet of Things (IoT) technology and its applications. Raspberry Pi platform and basic configuration. Programming IoT devices using Python. Network connection: Wi-Fi, Ethernet, and other options. Using sensors to collect data (temperature, humidity, light, etc.). Actuators and control of physical devices. Communication between IoT devices via different protocols. Storage, analysis and visualization of data collected from IoT devices. Security aspects in IoT systems. Creating practical IoT projects with the application of learned skills. Testing and maintenance of IoT solutions.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Exercises	2		
7. Required literature	Lecture materials							
8. Additional literature	D. Molloy, Exploring Raspberry Pi: Interfacing to the Real World with Embedded Linux, Wiley, 2016 S. Monk, Raspberry Pi Cookbook: Software and Hardware Problems and Solutions, O'Reilly Media, 2016							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance. According to the rules, only students who have a attendance rate of more than 50% by the 7th week of classes are eligible to take the 1st midterm exam. Students who pass the 1st midterm exam at the end of the semester are eligible to take the 2nd midterm exam. At the end of the semester, in order to take the 2nd midterm exam or exam, it is necessary to have a regular attendance of more than 70%. In the winter exam period, the first or second midterm exam can be repeated, and in other terms, a complete exam is taken. To pass each midterm exam or exam, it is necessary to collect more than 60% of points. A student who at the end of the semester has a regular attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours by completing additional assignments in accordance with the Regulations, and in agreement with the course instructor. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	Criteria		Weight share					
	Written exam - 1st preliminary exam		30%					
	Written exam - 2nd preliminary exam		30%					
	Exercises		40%					
12. Assessment criteria - explanation	During the semester, the student has two written tests where they process the content presented during the lecture. The written part of the exam consists of questions that determine knowledge of the material and the practical task of creating a solution for a simple IoT project. Each question carries a certain number of points, which is clearly indicated on the exam. Knowledge of the material and understanding of the topics covered in the course are evaluated.							

	The exam is graded from 0 to 40 points, the colloquium from 0 to 20 points. Colloquium scale: 12 - 13 is sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Exam scale: 24 - 27 satisfactory 28 - 31 good 32 - 35 very good 36 - 40 excellent During the semester, the student attends theoretical lectures and completes laboratory exercises, which are evaluated with grades from insufficient (1) to excellent (5). The student can take an oral exam if he wants to apply for a higher grade
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	2	Semester	3	
Course Name	Sensors and actuators			Code	10669	ECTS	5	
Lecturers	Prof. Gorislav Erceg, Asst. Prof. Petar Kolar							
Teaching Method and Hours	Lectures	40	Excercises	12	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Understand what a mechatronic system is, its complexity and importance in all areas of technology today. Explain and understand basic concepts from the theory and technique of measurement in order to understand the principle of selecting individual elements of a measurement system and critically interpret measurement results (taking into account possible measured uncertainties and measurement errors). Adopt different principles of operation of individual types of sensors used to measure a wide range of physical quantities. Identify the way in which a sensor communicates with the environment and converts a physical quantity into an electrical signal. Apply the acquired knowledge in order to propose a measurement method using sensors on a specific example and perform it. The collected information needs to be directed in an adequate way in order to adequately influence the stability of an individual system, which is helped by actuators as executive organs - it is therefore necessary to understand their basic structure, role and principle of operation within a complex system. Integrate a specific actuator into a system on a practical example so that it reacts to the information it receives from the sensor part of the assembly.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Clearly define the structure and purpose of a complex mechatronic system in modern technology. 2. Explain basic concepts from the theory and technique of measurement as well as their influence on the measurement outcome. 3. Explain the concept of process control (control and regulation) while identifying the importance of sensors. 4. Describe different types of sensors and their mode of operation. 5. Explain the structure and operation of different actuators in a measurement and control circuit. 6. Interpret the basic laws of measurement and control technology. 7. Independently propose a method of measuring some of the basic physical quantities.							
3. Content	Basic concepts in metrology. Basic concepts of measurement in physics and electrical engineering. Composition and analysis of measurement and control circuits in physics and electrical engineering. Different types of sensors for measuring: position, velocity displacement, acceleration, force deformation, torque, vacuum, gas pressure, liquid flow, temperature for masses of all aggregate states, humidity and wetness, density, etc. Corresponding circuits for the corresponding measurement methods. Actuators and amplifiers. Transmission and registration of measurement signals. Control circuits.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises to the extent foreseen, active participation in the practical part of the class during exercises, presentation of acquired knowledge during the oral part of the exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	2.5	Exercises	1		
7. Required literature	1. Lecture notes and handouts and all literature submitted online marked as required							
8. Additional literature	2. P.Brown: 'Sensors and Actuators: Technology and Applications', Library Press, 2017. 3. J. Fraden: 'Handbook of Modern Sensors; Physics, Designs and Applications', Springer, 2010.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirement for taking the oral exam is to attend classes regularly at least 70%. If the student has attended classes between 40% and 70%, he/she can make up for the absence by preparing and presenting a seminar paper, the level of complexity of which is determined in agreement with the teacher. In addition to attending lectures, the student must complete all tasks that are scheduled in the exercises in order to adequately meet the course objectives. This will earn the 2nd signature and the right to register for the exam. If the class attendance is below 40%, the student is not entitled to take the exam and has no possibility of compensation.							
11. Exam implementation and assessment criteria	The course is considered passed if the student has successfully completed all the exercises that accompany the class and passed the oral exam for the course.							
	Criteria	Weighting						
	Exercises	20%						
	Oral exam	80%						

12. Assessment criteria - explanation	Students with full-time status have the option of registering and taking the final exam in two parts, i.e. through the first midterm exam (in the middle of the class) and the second midterm exam (at the end of the class). Students with part-time status register and take the exam after the end of the class. 1. The oral part of the exam is taken at a time agreed with the course instructor for the complete scope of the material at the end of the class. Exam dates will be assigned individually to each student. As stated, in addition to activity and solving exercises, a successfully passed final exam brings 80% of the total course grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	2	Semester	3	
Course Name	Built-in systems 1			Code	10670	ECTS	5	
Lecturers	Prof. Gorislav Erceg, Lect. Roman Rubčić							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Project	4
	Total	60						
Course Description								
1. Course objectives	Mastering the basic concepts and functioning of embedded systems and acquiring practical knowledge and skills in programming embedded systems.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to:							
	1. Describe the basic modules of a typical embedded system 2. Analyze the operation of a microcontroller 3. Propose the implementation of a simple embedded system 4. Develop a simple program for a microcontroller 5. Organize monitoring of program code execution on a microcontroller							
3. Content	Embedded system architecture. Principle of instruction execution. Selection of microcontroller. Buses. Memory: RAM and ROM. Input-output units. Interrupt system. Counters. A/D and D/A conversion. Development environment and programming of embedded systems.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and laboratory exercises, preparation of a project assignment (presented as a seminar) in a team - teamwork							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Project	1
7. Required literature	Literature for following classes will be delivered to students via the MS Teams system - the required literature is sufficient for following and passing the course							
8. Additional literature	S. Monk, Raspberry Pi Cookbook: Software and Hardware Problems and Solutions, O'Reilly Media, 2016 A. Holt, Embedded Operating Systems: A Practical Approach, Springer, 2014							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70% and a submitted seminar (project assignment).							
	Only students who have an attendance of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam.							
11. Exam implementation and assessment criteria	Students who have passed the 1st preliminary exam take the 2nd preliminary exam at the end of the semester. To take the 2nd preliminary exam or exam, it is necessary to have an attendance of more than 70% and a submitted seminar (project assignment).							
	To pass each preliminary exam or exam, it is necessary to collect more than 60% of points.							
12. Assessment criteria - explanation	A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.							
	A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

	During the semester, the student is obliged to work on a given project assignment (seminar) and complete laboratory exercises, which are evaluated with grades from insufficient (1) to excellent (5). The student can take an oral exam if he wants to apply for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	2	Semester	4	
Course Name	Databases 1			Code	10673	ECTS	5	
Lecturers	Lect. Tvrtko Begović, Prof. Vedran Mornar							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The goal of the course is to train students to work independently with relational databases. Students will learn the principles underlying relational database management systems and learn to use such systems in various application domains with an emphasis on the Internet of Things.							
2. Expected learning outcomes	After mastering the planned units, students will be able to: • Explain the conceptual and implementation bases of databases • Design relational database models • Perform optimization of the relational data model • Perform the database in a specific application • Distinguish and use basic and complex queries in the database using visual tools • Distinguish and use basic and complex queries using the SQL language • Perform database modeling using the SQL language							
3. Content	Introduction – content and role of the course. Reasons for using databases and comparison with unstructured data storage. Basics of database modeling - tables, keys, relations. Types of relations in the database. Examples of using typical types of relations. More complex relations (many-to-many, one-to-one) Creating simple queries using visual tools More complex queries - multiple tables. Summary and GROUP BY queries. Basics of the SQL language. Model creation using SQL. SELECT queries with criteria. Queries on multiple tables. Summary and group queries using the SQL language. Optimizing the relational database for typical IOT data entry scenarios.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes		1.5		Written exam		3.5	
7. Required literature	• Siniša Živković: MS Access - relational databases, Algebra University, 194 pages • Lecture materials							
8. Additional literature								
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The written exam can be taken in two ways, partially in two parts or in full. In the case of a partial exam, the requirement for taking the first part of the exam is 50% attendance, and for taking the second part of the partial exam or the full exam, the requirement is 70% attendance and fulfilling the prescribed obligations. In the case of partial exams, insufficient regularity cannot be compensated for by writing an entrance paper. Entrance paper: If a student does not have sufficient regularity in class or has not fulfilled long-term obligations, the lecturer prescribes an entrance paper. The entrance paper is assigned after the end of class at the student's request. The student is responsible for submitting the entrance paper on time and it must be at least one week before the exam date.							
11. Exam implementation and assessment criteria	A student who wants a higher grade can take the oral exam. The exam is considered passed and a grade is entered if all of the criteria listed are positively assessed. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		45%					
	Written exam - 2nd preliminary exam		45%					
	Activity		10%					
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial							

written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it is taken as a complete written exam in all subsequent terms. The grade from the written exam is positive if the student scored at least 50%. The points from the written exam are added to the points obtained in other tests before being converted into a grade. The total points in the grade are recalculated in the manner shown in the table.

50 - 64	2
65 - 74	3
75 - 84	4
85-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Internet of things		Year	2	Semester	4
Course Name	User interface design		Code	10672	ECTS	5
Lecturers	Asst. Prof. (Art) Ivan Magić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The course aims to provide knowledge of the fundamental principles and skills of digital typographic presentation, computer user interface, data visualization and information presentation. Emphasis will be placed on 2D graphical user interface design and visual simulation for the purpose of effective information presentation based on current information-visual technology, processes and methods.												
2. Expected learning outcomes	Expected outcomes are the ability to think critically about the design and interaction of user interfaces, comparing different interfaces and knowing the principles of designing user interfaces as a means of communication. After successfully completing the course, students will be able to: 1. recognize and apply the principles of user interface design from practical examples. 2. explain the purpose and need for designing user interfaces. 3. analyze user interface design from the perspective of usability and communication. 4. develop a user interface concept using appropriate digital tools. 5. design an original user interface solution according to a given topic. 6. apply practical knowledge of typography in the IT profession. 7. develop an interactive prototype of an original solution. 8. critically discuss the connection between user interface design and user expectations.												
3. Content	The course content includes topics and units on the basics of user interface design, data visualization, and presentation of groups of information.												
4. Admission requirements	There are no special requirements for enrolling in the course.												
5. Student obligations	Active attendance of lectures and exercises, independent preparation and defense of a project assignment, and passing the course through a preliminary exam or written exam.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	1.5	Activities	1.5					
7. Required literature	Lecture materials												
8. Additional literature	1. Norman, Donald A. The Design of Everyday Things. Basic Books, 2013 (available at https://www.amazon.com/Design-Everyday-Things-Revised-Expanded/dp/0465050654) 2. Galitz, W.O. The Essential Guide to User Interface Design. John Wiley and Sons, 2007												
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.												
10. Exam access requirements	A student can take the exam if their regular attendance was greater than 70%. The first partial exam (K1), which is written halfway through the course, in accordance with the study rules, may be taken by a student with a minimum regularity of 50% of the total number of hours. Making up for absences for the 1st preliminary exam is not possible. The second partial exam (K2) at the end of the course, i.e. in advance, may be taken by a student who has met the following criteria: regular attendance of at least 70% and achieved a second signature in the course. Students who have a lower regularity than the stated one will meet the requirements for taking the exam by solving additional tasks in agreement with the lecturer. A student who has a lower regularity may take the next exam period if he/she has made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. A full-time student whose regularity in classes at the end of the semester is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>25%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>25%</td></tr><tr><td>Project assignment</td><td>50%</td></tr></table>					Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Project assignment	50%
Criteria	Weight share												
Written exam - 1st preliminary exam	25%												
Written exam - 2nd preliminary exam	25%												
Project assignment	50%												
12. Assessment criteria -	The written exam can be taken in two parts. These two partial written exams make up the so-called "Predestination". In the summer exam period (July), students who have not passed any partial written exam, take a written exam from the												

explanation	entire material. Those who passed one of the two partial written exams, still have a one-time opportunity to repeat the part that was not passed. On all subsequent dates, the exam is taken as a complete written exam. The lecturer has the right to check the written part of the exam, if there is any doubt that the knowledge demonstrated in the written test does not correspond to the activities and skills demonstrated through the class or project assignment. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If, in this case, the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The project assignment will be agreed upon and assigned during class, is linked to the teaching units and is mandatory for each student. The student is obliged to submit the project assignment by the end of class or by the end of the academic year at the latest in order to conclude the grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University												
Program	Internet of things			Year	2	Semester	4											
Course Name	Computer networks 2			Code	10671	ECTS	5											
Lecturers	Asst. Prof. Davorin Valenčić																	
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4										
	Total	60																
Course Description																		
1. Course objectives	The course complements the material of the Computer Networks course 1. Local area (LAN) networks, the basis of switch operation and VLANs, as well as routing between VLANs, are covered. Switch protocols are processed: STP protocol and Etherchannel. Dynamic address allocation for IPv4 and IPv6 protocols is shown. The course introduces students to wireless transmission, the operation of local wireless networks (WLAN) is covered. Students are introduced to the operation of routers, routing protocols (dynamic and static).																	
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. recognize individual types of protocols used in LAN computer networks. 2. create communication between computers in a LAN network using routers and switches. 3. explain how individual protocols can be used to achieve communication in LAN networks. 4. describe the specifics of wireless WLAN technology used in the implementation of computer networks. 5. compare the characteristics of achieving communication using different network protocols. 6. describe ways of implementing security and data protection in LAN networks.																	
3. Content	Basics of operation and switch configuration. How VLANs work. Switch protocols: STP protocol and Etherchannel. Inter-VLAN routing. DHCP for IPv4. SLAAC and DHCP for IPv6. FHRP protocols. LAN and switch security. WLAN networks. Basics of operation and router configuration. Static routing. Solving problems in LAN networks.																	
4. Admission requirements	There are no special requirements for enrolling in the course.																	
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.																	
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Project	1										
7. Required literature	1. Cisco Academy: CCNA Course (Version 7.0): Module 2 'Switching, Routing, and Wireless Essentials Course' 2. Lecture Materials																	
8. Additional literature	1.. Cisco Networking Academy: Switching, Routing, and Wireless Essentials Companion Guide (CCNAv7), Cisco Press (2020) 2. Empson, Scott: CCNA routing and switching portable command guide, Cisco Press (2016) 3. Andrew S. Tanenbaum. Computer Networks. Prentice Hall.																	
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.																	
10. Exam access requirements	A student can take the exam if their attendance was more than 70%. Students who have less attendance will meet the requirements for taking the exam by solving additional tasks. The first preliminary exam can be taken with 50% attendance. Students who have less than 40% attendance are not entitled to a second signature and exam registration, but will be required to attend the course again according to the rules.																	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively (with a score greater than 50% for each criterion). Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight fraction</td></tr><tr><td>Written exam - 1. colloquium</td><td>25%</td></tr><tr><td>Written exam - 2nd colloquium</td><td>25%</td></tr><tr><td>Oral exam</td><td>25%</td></tr><tr><td>Project</td><td>25%</td></tr></table>								Criteria	Weight fraction	Written exam - 1. colloquium	25%	Written exam - 2nd colloquium	25%	Oral exam	25%	Project	25%
Criteria	Weight fraction																	
Written exam - 1. colloquium	25%																	
Written exam - 2nd colloquium	25%																	
Oral exam	25%																	
Project	25%																	
12. Assessment criteria - explanation	The written exam can be taken as a whole or through two midterms during the course in the so-called pre-term. During the first exam period, a full-time student can repeat one of the two midterms or write a complete exam. In all other terms, the exam can only be taken as a complete exam. The written exam consists of tasks that test the student's theoretical knowledge and understanding of concepts. The oral exam consists of questions that additionally test understanding of the material, and the oral exam is taken after passing the written part of the exam.																	

	If a student receives a negative grade on the oral exam, he or she can retake it at a scheduled time, which cannot be before the next written exam time. The project assignment is assigned by the lecturer during class, and the student is obliged to complete and submit it as a condition for taking the oral exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Internet of things		Year	2	Semester	4
Course Name	Programming for the Internet		Code	10675	ECTS	5
Lecturers	Lect. Siniša Jovčić, Prof. Vedran Mornar					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The aim of this course is to familiarize students with the concept and architecture of the Internet, to instruct them in the creation and maintenance of simple static Internet pages, by writing well-structured code in HTML and CSS.														
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • explain the basic structure and architecture of the Internet • use HTML and CSS to create and design a simple web page according to a given template • use CSS to create and design more advanced modules for a web page (menus, navigation, galleries, etc.) • use the basics of JavaScript to achieve interactivity on a page														
3. Content	The concept and architecture of the Internet. History of the Internet. The concept and structure of the Internet. Architecture and protocols. Services on the Internet. Security. Internet management. Creating websites - HTML basics.. HTML document structure. Syntax. Tags and attributes. Basic objects/tags - paragraph, list, table, image. Designing websites - CSS. Types of CSS files. Selectors. Designing basic page elements. Visual design models. Background images and image replacement. Designing links. Designing lists and creating ribbons for navigating through pages. Designing forms and data tables. Designing advanced elements and modules for websites														
4. Admission requirements	There are no special requirements for enrolling in the course.														
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers and homework, active participation in classes, and regular preparation for classes.														
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Continuous assessment	1.5	Project	1							
7. Required literature	• Julie C. Meloni: HTML, CSS and Javascript All in One, Sams														
8. Additional literature	1. http://www.w3schools.com/														
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.														
10. Exam access requirements	A student can take the exam if their regular attendance was greater than 70%. Students who have lower regularity will meet the requirements for taking the exam by solving additional tasks according to the study rules. Full-time students with lower regularity than 40% cannot obtain a second signature or gain access to the exam, but are required to enroll and attend the course again.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>10%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>10%</td></tr><tr><td>Homework</td><td>40%</td></tr><tr><td>Project</td><td>40%</td></tr></table>					Criteria	Weight share	Written exam - 1st preliminary exam	10%	Written exam - 2nd preliminary exam	10%	Homework	40%	Project	40%
Criteria	Weight share														
Written exam - 1st preliminary exam	10%														
Written exam - 2nd preliminary exam	10%														
Homework	40%														
Project	40%														
12. Assessment criteria - explanation	During the semester, the student has two written tests covering the material presented during the lectures. They consist of questions of the type "complete" and "select one or more of the offered options". There are no negative points. During the semester, the student solves 10 practical homework assignments that cover the functionality required to solve the assigned project assignment. With the condition of submitting the solutions to all homework assignments and achieving the maximum number of points, the student achieves the condition for a passing grade of sufficient (2). By combining the modules from each of the homework assignments, it is possible to obtain the final solution to the project assignment. The project assignment is not mandatory if the student achieves the maximum number of points from the Laboratory Exercises module. The project assignment is defended within the designated deadlines and represents the final oral exam. Total points are converted into a grade as shown in the table. <table><tr><td>Points</td><td>Grade</td></tr></table>					Points	Grade								
Points	Grade														

	<50	1
	50 – 64	2
	65 – 80	3
	81 – 90	4
	91 - 100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	2	Semester	4	
Course Name	Built-in systems 2			Code	10676	ECTS	5	
Lecturers	Lect. Roman Rubčić, Prof. Ivo Uglešić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Mastering advanced concepts of embedded systems and acquiring practical knowledge and skills in designing and programming more complex embedded systems.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to:							
	1. Analyze more complex embedded systems 2. Describe the basic features of operating systems used in embedded computers 3. Connect peripherals into a more complex embedded system 4. Describe typical protocols used for data transfer and control in embedded systems 5. Select an appropriate embedded system depending on functional requirements 6. Develop simpler program code to execute on an embedded system							
3. Content	Architectures of more complex embedded systems. Basics of operating systems for embedded computers. Connecting to peripheral hardware. Communication and buses: I2C, SPI, UART. Interfaces for actuators. Interfaces for analog sensors. Audio and video on embedded systems. Development of software support for embedded systems. Examples of projects for Raspberry Pi							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and laboratory exercises, preparation of a project assignment (presented as a seminar) in a team - teamwork							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Project	1
							Activities	1
7. Required literature	Teaching materials 1. D. Molloy, Exploring Raspberry Pi: Interfacing to the Real World with Embedded Linux, Wiley, 2016							
8. Additional literature	1.S. Monk, Raspberry Pi Cookbook: Software and Hardware Problems and Solutions, O'Reilly Media, 2016 2. A. Holt, Embedded Operating Systems: A Practical Approach, Springer, 2014							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The condition for taking the written exam at the end of the semester is a regular attendance of at least 70%. The right to take the 1st preliminary exam is held by full-time students who have a regular attendance of more than 50% by the 7th week of classes. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam and have the right to repeat the exam in the first exam period, correcting one of the two preliminary exams. After that period, the exam is taken as a whole. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has an attendance of more than 40% at the end of the semester and less than 70% is obliged to make up for the lack of course content in accordance with the Regulations, and in agreement with the course lecturer.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		20%					
	Written exam - 2nd preliminary exam		20%					
	Project		40%					
	Exercises		20%					
12. Assessment criteria - explanation	The exam is mostly taken by creating a project assignment and defending the paper, which consists of questions that determine knowledge of the material. Knowledge of the material and understanding of the topics covered in the course are assessed. The exam is graded from 0 to 40 points, the midterm exam from 0 to 20 points. Midterm exam scale: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Exam scale: 24 - 27 sufficient 28 - 31 good 32 - 35 very good 36 - 40 excellent							

	During the semester, the student works on one seminar and completes laboratory exercises, which are evaluated with grades from insufficient (1) to excellent (5). The student can take an oral exam if he wants to apply for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University			
Program	Internet of things			Year	2	Semester	4			
Course Name	Project management			Code	2932	ECTS	5			
Lecturers	Sr. Lect. Hrvoje Belani, Asst. Prof. Dijana Pletikosa									
Teaching Method and Hours	Lectures	18	Excercises	18	Midterms	4	Total	40		
Course Description										
1. Course objectives	The Project Management course deals with the basics of project work. It aims to acquaint students with the basic knowledge and tools needed to manage projects in all phases of the project life cycle: initiation, planning, monitoring and control, execution and closure of the project. The goal of the course is to teach students the basic principles of project management, the role of the project manager, and to familiarize them with agile project management through theoretical and practical work. The goal is to show, by managing individual project phases, how to implement the project with the use of the most favorable resources in order to reduce the risk, ensure the agreed quality and ultimately evaluate the success of the project. In addition to the legality of project management, students will learn about the importance of the context in which the project is carried out, and the specifics of teamwork on projects.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define a project and project documentation; 2. Plan: project initiation, scope, stakeholder and project team management; 3. Link individual phases of the project cycle and plan the project using the most appropriate resources (human, material) with the aim of achieving the agreed quality and reducing risk within the planned time and budget; 4. Apply appropriate forms of communication and work in a team; 5. Explain agile project management.									
3. Content	1) Introduction to project management and organizational systems: Introduction, Project and project life cycle characteristics, Project management life cycle, Project context, Stakeholders 2) Project management process groups: Initiate, Plan, Execute, Monitor and control, Close the project 3) Planning: Defining objectives, Creating a scope of delivery, Defining the project scope, Allocating responsibilities, Creating an activity schedule, Creating a budget 4) Project management knowledge areas: Managing project integrity, Managing scope, Time management, Resource management, Risk management, Quality management, Communication management, Procurement management, Budget management, Stakeholder management 5) Agile project management									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	According to the normative acts of the Faculty, class attendance is mandatory. Regular class attendance significantly facilitates mastering the course program in Project Management. Irregular class attendance may be an obstacle to taking the exam in the course, or a reason for re-enrolling in the course in the next academic year. A student whose regular class attendance is less than 70% cannot take the exam in that academic year, and is instructed to retake the course in the next academic year. If a student has an attendance rate between 10% and 70%, he or she is required to fulfill additional obligations assigned by the subject teacher, and these must be fulfilled by 01.09.2022. If the student does not meet these conditions, he or she is instructed to retake the course in the next academic year. Students may graduate early if they have made up for the lack of regular attendance by 08.06.2022.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	0.5	Continuous assessment	0.5	Activities	0.5
7. Required literature	• PMI, Project Management Knowledge Guide (Fourth Edition), Mate d.o.o. , 2011.									
8. Additional literature	• PMI, A Guide to the Project Management Body of Knowledge, PMBOK Guide, Sixth ed., Project Management Institute, 2017 • Kerzner H, Project Management, A system Approach to Planning, Scheduling and Controlling, Eleventh edition, John Wiley @Sons, 2013									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	• Minimum 70% attendance at lectures • If the student is not satisfied with the grade, the student can retake the exam, but the grade already received is no longer valid. The exam is repeated at the dates specified in the academic year calendar (exam retake dates). • For a positive exam grade, it is necessary to achieve at least 50% of points.									
11. Exam implementation and assessment criteria	During the course, two midterm exams (knowledge tests) are taken. They test the material presented during the semester. The midterm exams include an individual (written part) and a team part of the knowledge test (oral part). A student who achieves more than 50% of points in each part of the preliminary exam receives a grade and may be exempted from the exam, if he accepts the entry of the grade achieved by the preliminary exam results. Each part of the preliminary exam is evaluated numerically:									

	0%-50% = 1 (insufficient) 50%-65% = 2 (sufficient) 65%-80% = 3 (good) 80%-90% = 4 (very good) 90%-100% = 5 (excellent) The final grade is formed as the average grade from the first and second preliminary exams. The final grade is entered if the following conditions are met: • The student has passed both preliminary exams • The student has satisfactory attendance • The student accepts the grade achieved midterms If a student is not satisfied with the grade, the student can take an exam, in which case the grade achieved in the midterms is no longer valid. Students take a written exam after the end of classes, which tests their knowledge of the material presented in the course. The exam is considered passed and a grade is recorded if the following conditions are met: • The student has passed the exam • The student has satisfactory attendance Each part of the exam is evaluated numerically, according to the following table: 0%-50% = 1 (insufficient) 50%-65% = 2 (sufficient) 65%-80% = 3 (good) 80%-90% = 4 (very good) 90%-100% = 5 (excellent)
12. Assessment criteria - explanation	Exam dates are published on the school notice board or via the VERN information system (student portals). During classes, the subject teacher, working in small groups, evaluates students based on the following criteria: • observation of the student's preparation for the class (independent determination of previous material) • results achieved in short tests, exercises or assignments • contribution to the success of the class through active and constructive participation in problem discussions. In addition to the general rules of polite behavior, we expect students to: • attentively follow the class with the necessary level of concentration • arrive at class on time • arrive at class prepared During the written exam: • the student may only have writing utensils and an identification document with them. No other personal items are allowed, • it is not allowed to leave the room, • it is not allowed to communicate in any way with other students.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	3	Semester	5	
Course Name	Databases 2			Code	10760	ECTS	5	
Lecturers	Lect. Tvrtko Begović, Prof. Vedran Mornar							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The goal of the course is to train students to work independently with non-relational databases. Students will learn the principles underlying non-relational database management systems and learn to use such systems in various application domains with an emphasis on the Internet of Things.							
2. Expected learning outcomes	After mastering the planned units, students will be able to: - Distinguish basic concepts and types of non-relational and distributed databases - Design a document database model - Distinguish and use basic and complex queries in a document database using visual and programming tools - Perform wide-column database modeling - Distinguish and use basic wide-column queries database using the appropriate language - Distinguish the purpose and basic concepts of time series databases - Design a model of a time series database - Distinguish and use basic queries in a time series database - Perform retrieval and graphical representations of data from a time series database							
3. Content	Introduction - content and role of the course. Reasons for using non-relational databases and comparison with relational databases. Types of non-relational databases Document database administration. Using typical tools. Writing queries in the document database. Simple queries. Aggregation pipeline. Programming and management of the document database through administrator and programming tools Basic concepts of wide-column database modeling. Limitations in relation to the relational model. Creation of simple and medium complex queries using query language. Data aggregation. Wide-column database management through the administrator tool. Basic concepts of time series databases. Administration through the user interface. Data import into the time series database in different scenarios. Simulation of the data path from the IOT device to the database Writing queries over the time series database in appropriate languages. Simple and more complex queries. Aggregation. Managing the time series database through administrative tools Exporting and displaying data in a graphic tool							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Activities	0.5	Activities	0.5
7. Required literature	Teaching materials							
8. Additional literature	- Bradshaw, Brazil, Chodorow: MongoDBThe Definitive Guide: Powerful and Scalable Data Storage 3rd Edition, O'Reilly 2019 - Carpenter; Hewitt: Cassandra: The Definitive Guide, (Revised) Third Edition, O'Reilly 2022							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The written exam can be taken in two ways, partially in two parts or in full. In the case of a partial exam, the requirement for taking the first part of the exam is 50% attendance, and for taking the second part of the partial exam or the full exam, the requirement is 70% attendance and fulfilling the prescribed obligations. In the case of partial exams, insufficient regularity cannot be compensated for by writing an entrance paper. Entrance paper: If a student does not attend classes regularly enough or has not fulfilled long-term obligations, the lecturer prescribes an entrance paper. The entrance paper is assigned after the end of classes at the student's request. The student is responsible for submitting the entrance paper on time and it must be submitted at least one week before the exam date.							
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							

and assessment criteria	Criterion	Weight share
	Written exam - 1st preliminary exam	45%
	Written exam - 2nd preliminary exam	45%
	Activities	10%

12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it is taken as a complete written exam in all subsequent terms. The grade from the written exam is positive if the student scored at least 50%. The points from the written exam are added to the points obtained in other tests before being converted into a grade. The total points in the grade are recalculated in the manner shown in the table.	
	50 - 64	2
	65 - 74	3
	75 - 84	4
	85-100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Internet of things			Year	3	Semester	5			
Course Name	IoT development project			Code	10948	ECTS	5			
Lecturers	Prof. Zlatko Maljković, Lect. Roman Rubčić									
Teaching Method and Hours	Lectures	10	Seminars and workshops	7	Excercises	35	Midterms	4		
	Consultations	4	Total	60						
Course Description										
1. Course objectives	In order to better prepare students for the dynamic job market that requires rapid adaptation and practical knowledge, a practical project has been organized in which all students must participate. The goal is for them to use the knowledge and skills they have acquired in previous semesters and, with the help of their teachers, create a finished product. Such experience will be of exceptional benefit to them and will make them more competitive. After creating the aforementioned project, students will have a quality practical foundation that can help them understand more advanced concepts of the Internet of Things paradigm. Projects and practical work are useful in generating ideas and identifying the need for scientific research work, so a project in the last year of undergraduate studies is an excellent foundation for further education and development. The goal is to encourage students to come up with their own ideas for the products they will create on the project, and some of the ideas will also come from their teachers. Also, students on the project will go through all phases of product creation, from developing the idea itself, planning, design, development and test implementation, to the efficient presentation of the finished product. The emphasis is on demonstrating competence in all these aspects, rather than on performing predefined routine tasks. It is realistic to expect that some of these projects will develop into startup companies, especially considering the fact that students are provided with an incubator for their entrepreneurial ideas, which provides them with the necessary infrastructure and thus facilitates market entry.									
2. Expected learning outcomes	1. Connect previously acquired knowledge and skills and develop the ability to learn from various supplementary literature 2. Select, plan and present the proposed conceptual solution 3. Carry out the entire development cycle of product development in the field of the Internet of Things 4. Build a functional prototype of the proposed solution 5. Present the finished product 6. Propose possible guidelines for further product development									
3. Content	At the beginning of the semester, students are presented with the method of project implementation and are offered potential project ideas. After that, each student chooses one of the offered ideas or alternatively proposes their own project idea to the teachers. Then, the students develop their own solution to the project idea and present the solution orally to the teachers during class. Then, in cooperation with the teachers, the final functionality of the proposed solution is agreed upon. This is followed by independent practical work of the students on their own project, which lasts until the end of the semester, when the students present their finished solutions orally to the teachers and the rest of the students. In the meantime, the teaching periods planned for this course are used as consultations where students come with well-prepared and structured questions, if necessary, and the teachers answer the questions, thus guiding the students towards the finalization of their project solutions. After a successfully defended oral presentation of the developed project solution, in addition to the grade they receive in this course, the student also has a practical project with supporting documentation that they can use to launch their own startup company or can attach it to their resume and thus be more competitive in upcoming job interviews.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Continuous work on the project and presentation of the project at the end of the semester.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	0.5	Research	1	Project	1		
	Activities	0.5								
7. Required literature	No required reading is provided.									
8. Additional literature	The possible literature includes all titles covered in the study, with additional sources as needed and according to the context of the project task.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	Requirement for the second signature: presented project idea, constructed project solution and prepared presentation of the functionality of the said solution.									
11. Exam implementation and assessment criteria	The final grade of the completed project is determined by the contractors after the presentation of the project solution. The grade depends on the success of the completion of the construction of the project solution and the quality of the presentation of its functionality. The final grade is calculated with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr></table>								Criteria	Weight share
Criteria	Weight share									

	1st midterm exam	30%
	2nd midterm exam	50%
	Activity	20%

12. Assessment criteria - explanation

If it happens that the student for some justified reason does not manage to complete the construction of the project solution, then the student's activity in the course is scored as the main item of the final grade: if the student came to the lectures with clearly structured constructive questions for the teachers, if he communicated with the teachers the problems during the creation of his project solution and if he actively participated in the discussion during the presentation of the other project solutions, the failure to complete his own project solution has less impact on the student's final grade in the course.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information

Program	Internet of things		Year	3	Semester	5
Course Name	Organization of program code		Code	10947	ECTS	5
Lecturers	Lect. Siniša Jovčić, Asst. Prof. Petar Kolar					
Teaching Method and Hours	Lectures	25	Seminars and workshops	2	Excercises	25
	Project	4	Total	60	Midterms	4

Course Description

1. Course objectives	To enable students to understand the theory of program code organization. To introduce students to the practical application of design patterns in practical examples. To introduce students to the basics of writing project documentation. To introduce students to the Git versioning system.																			
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. List the SOLID principles. 2. Classify design patterns 3. Apply an appropriate design pattern to a given problem. 4. Recognize poor organization of program code. 5. Analyze project documentation. 6. Develop a complex program system in collaboration with colleagues.																			
3. Content	1. Introduction to code organization 2. Dynamic polymorphism in Python 3. Design patterns: strategy; observer; iterator and visitor; decorator; factory method and singleton; composite and adapter 4. Introduction to Git 5. Introduction to UML diagrams 6. Introduction to writing project documentation																			
4. Admission requirements	There are no special requirements for enrolling in the course.																			
5. Student obligations	Attendance at classes, attending exercises, completing a seminar or project																			
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	0.5	Research	1	Project	1	Presentation	1										
	Activities	0.5																		
7. Required literature	Lecture materials. Python Crash Course: A Hands-On, Project-Based Introduction to Programming, Eric Matthes Dive Into Design Patterns, Oleksandr Shvets																			
8. Additional literature																				
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.																			
10. Exam access requirements	The requirement for taking this course is a minimum of 70% attendance. The exception is the first half of the semester, when the minimum attendance must be at least 50%. For the purpose of taking the course, a student can make up for absences by creating and submitting an additional project assignment. The assignment is assigned orally or via the portal, and is submitted in the agreed form at the agreed time with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Making up for absences is not possible for the first half of the semester. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																			
11. Exam implementation and assessment criteria	<table><tr><td colspan="2">Evaluation criteria</td></tr><tr><td>Criteria</td><td>Weighted share</td></tr><tr><td>Written exam - 1st colloquium</td><td>15%</td></tr><tr><td>Written exam - 2nd colloquium</td><td>15%</td></tr><tr><td>Project</td><td>70%</td></tr></table>										Evaluation criteria		Criteria	Weighted share	Written exam - 1st colloquium	15%	Written exam - 2nd colloquium	15%	Project	70%
Evaluation criteria																				
Criteria	Weighted share																			
Written exam - 1st colloquium	15%																			
Written exam - 2nd colloquium	15%																			
Project	70%																			
12. Assessment criteria - explanation	Interview - first interview Final exam - second interview Project - Group project. 60% of the points are for implementation, and 40% for documentation. Students share the points they receive depending on their individual contribution <table><tr><td>Points</td><td>Grade</td></tr><tr><td>50 - 59</td><td>2</td></tr><tr><td>60 - 69</td><td>3</td></tr></table>										Points	Grade	50 - 59	2	60 - 69	3				
Points	Grade																			
50 - 59	2																			
60 - 69	3																			

	70 - 86	4
	87 - 100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Internet of things			Year	3	Semester	5	
Course Name	Programming for the Internet 2 (Javascript)			Code	10759	ECTS	5	
Lecturers	Prof. Domagoj Jakobović, Lect. Dean Nižetić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Acquaintance of students with the technologies necessary for the development of software solutions for the Internet (Web applications), the use of Visual studio code as a development environment. Students will use javascript programmatically to dynamically generate the necessary html and css code on the client side (frontend) through the standard document object model, they will develop web components as a basis for the future use of various frameworks (angular, vue, react, polymer, meteor,...). On the server side (backend), students will use the node.js and express.js framework to develop an application that will deliver data to the frontend in JSON form (creation of an API interface), communicate with the database (CRUD model over the relational database, adding, reading, changing and deleting data)							
2. Expected learning outcomes	1. Recognize and use javascript/html/css in the context of dynamically creating the DOM model of a web page. 2. Install the node.js environment for executing javascript programs. 3. Demonstrate the use of express.js for creating the server side, creating an API interface. 4. Demonstrate the use of relational databases. 5. Design and create a created API interface for communication, develop a user interface for a CRUD client application. 6. Develop controls based on the web components standard, customized for the user and the application.							
3. Content	Introduction to the course. Getting to know the objectives of the course and the way of working, the obligations of the participants and the conditions for passing the exam Upgrading the necessary knowledge and skills in the application of html/css for creating pages and more demanding dynamic components (dynamic menus, components that react to hover/click) Introduction of javascript and DOM models. Dynamic generation of page parts based on data received from the server side (statically prepared JSON) Creation of backend API interface, use of express.js for receiving and processing http requests (POST, GET, PUT, DELETE as an application for Create, Read, Update, Delete methods) Working with databases (relational databases, sql)							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and laboratory exercises. Solving weekly/biweekly practical homework assignments. Merging homework solutions into a complete solution for a standalone web application.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	1	Exercises	1.5
7. Required literature	1. Haverbeke M.. (2018), Eloquent JavaScript, Marijn Haverbeke. (available to students in electronic form)							
8. Additional literature	1. http://www.w3schools.com/ 2. materials and class notes							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirement for taking the written exam is to have a regular attendance of more than 70%. According to the current rules, the exception is the 1st part of the written exam in the middle of the semester, which can be taken with a minimum regularity of 50%. For the purpose of taking the written exam, a student can make up for absences by completing and solving additional tasks assigned by the lecturer at the end of the class. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	Criteria		Weight share					
	Written exam - 1st preliminary exam		40%					
	Written exam - 2nd preliminary exam		40%					
	Activities		20%					
12. Assessment criteria -	During the semester, students have two written partial exams that cover the material presented and discussed during the lectures. There are no negative points on the exam.							

explanation	Students who have passed one of the two partial written exams during the semester have a one-time opportunity, according to the academic calendar, to repeat the part that was not passed. Students who have not passed both partial exams (interviews), take a written exam covering the entire material. In all subsequent terms, the exam is taken as a complete written exam. Activity is assessed by the student's active participation in class, solving assignments and homework. Total points are converted into a grade as shown in the table. <table> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td><50</td><td>1</td></tr> <tr> <td>50 – 64</td><td>2</td></tr> <tr> <td>65 – 80</td><td>3</td></tr> <tr> <td>81 – 90</td><td>4</td></tr> <tr> <td>91 - 100</td><td>5</td></tr> </table>	Points	Grade	<50	1	50 – 64	2	65 – 80	3	81 – 90	4	91 - 100	5
Points	Grade												
<50	1												
50 – 64	2												
65 – 80	3												
81 – 90	4												
91 - 100	5												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

Program	Internet of things		Year	3	Semester	5
Course Name	Robotics		Code	10761	ECTS	5
Lecturers	Prof. Gorislav Erceg, Lect. Roman Rubčić					
Teaching Method and Hours	Lectures	20	Seminars and workshops	4	Excercises	32
	Total	60			Midterms	4

Course Description

1. Course objectives	To provide students with a fundamental understanding of robotics and hands-on experience in construction, programming and problem solving using robotic models. Through this course, students will develop the skills needed to design, operate, and optimize robotic systems. This course combines theoretical concepts with practical skills so that students gain a comprehensive understanding of robotics and are able to apply that knowledge in a real-world environment. Through exercises and projects, students will develop their engineering skills and prepare for work in the field of robotics and automation.							
2. Expected learning outcomes	1. Describe basic robotics concepts, including kinematics, dynamics, sensors, and actuators. 2. Construct and implement programming of robotic models to perform specific tasks. 3. Analyze problems and develop algorithms for solving robotic problems. 4. Select principles of visual perception and apply them in robotic vision. 5. Design (team) projects and solve practical challenges in robotics.							
3. Content	1. Fundamentals of Robotics: - Definition of robotics and its history. - Key terms in robotics. - Different types of robots and their applications. 2. Mechatronics: - Integration of mechanics, electronics and computing in robotics. - Use of sensors and actuators in robots. 3. Robot kinematics and dynamics: - Study of robot motion and behavior. - Modeling of motion and control of robot motion. 4. Robot programming: - Use of different programming languages in robotics. - Development of algorithms for motion control and planning. 5. Sensor integration: - Use of sensors to collect data about the environment. - Data processing and decision making based on sensor information. 6. Robotics in practice: - Practical exercises on robot models. - Construction and programming of robots to solve problem tasks. 7. Projects in robotics: - Work in teams on projects that include the construction and programming of robots for specific applications. - Presentation and evaluation of project solutions.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and laboratory exercises.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	1	Exercises	1.5
7. Required literature	No required reading is provided.							
8. Additional literature	• D. Molloy, Exploring Raspberry Pi: Interfacing to the Real World with Embedded Linux, Wiley, 2016 • S. Monk, Raspberry Pi Cookbook: Software and Hardware Problems and Solutions, O'Reilly Media, 2016 • Lecture materials							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the written exam or the 2nd preliminary exam are a regular attendance of at least 70%. Only students who have a regular attendance of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who have not taken the preliminary exams or have not passed them in full take the exam. To pass the preliminary exams							

	or the exam, it is necessary to collect more than 60% of the points. A student who has a regular attendance of more than 40% at the end of the semester and less than 70% is required to make up for the lack of class hours by completing additional assignments in accordance with the Regulations, and in agreement with the course instructor. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Exercises</td><td>40%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Exercises	40%
Criteria	Weight share								
Written exam - 1st preliminary exam	30%								
Written exam - 2nd preliminary exam	30%								
Exercises	40%								
12. Assessment criteria - explanation	During the semester, students have two written tests covering the material presented during the lectures. The exam is taken in writing and consists of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated. Knowledge of the material is assessed, as well as understanding of the topics covered in the course. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Exam scale: 24 - 27 sufficient 28 - 31 good 32 - 35 very good 36 - 40 excellent During the semester, the student attends theoretical lectures and completes laboratory exercises, which are evaluated with grades from insufficient (1) to excellent (5). The student can take an oral exam if he wants to apply for a higher grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Internet of things			Year	3	Semester	5	
Course Name	Information systems security			Code	10674	ECTS	5	
Lecturers	Sr. Lect. Hrvoje Belani, Assoc. Prof. Srđan Skok							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The course introduces students to the issues of information system security, threats and vulnerabilities in information systems, and ways to reduce risk, i.e. achieve system protection and resilience. In its units, the course builds on the knowledge learned with the aim of understanding security threats and risks with the aim of managing the security system and achieving the desired level of security. The selected teaching units and course content focus on the breadth of practical knowledge needed to develop secure IoT systems from the IoT device level to server systems, operating systems, applications, services and network devices.							
2. Expected learning outcomes	Recognize and understand security threats and other factors that affect the security of an information system. Apply protective measures available in the operating system, database management system, network services and devices in order to achieve the desired level of security. Independently analyze program code following best practices and methodologies that enable the development of secure applications. Implement identification, authentication, authorization, data confidentiality, integrity and event logging measures in the developed system. Develop IoT systems with awareness of threats and vulnerabilities in IoT systems and methods for protecting IoT devices and systems.							
3. Content	Introduction to information systems security: information security, cybersecurity, Internet of Things security Computer crime and ethics in information systems security. Groups and interests of various parties for security threats. APT attacks. Attacks on SCADA and IoT systems. Threat modeling and system analysis. Methods for threat modeling and security analysis of complex system architectures. Malicious code and forms of malicious code. Known incidents in which malicious code was key to system threats. Detection, analysis and removal of malicious code. Redundancy in systems and backup. Architecture and design of resilient systems. Applied cryptography, symmetric and asymmetric cryptosystems, authentication codes, one-way functions, TLS and PKI. Application of secure communication protocols. Application security. The most common security vulnerabilities and protection methods in applications. Network filtering and network traffic control. Monitoring communications in distributed systems. Embedded system security. Vulnerabilities due to physical access to IoT devices. Side-channel attacks. Security vulnerabilities in the design of IoT devices and ecosystems. Security system management and organizational security measures. Best practices. A set of standards from the ISO 27000 and NIST 800 series.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, writing practical assignments, taking tests and/or exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	1.5	Homework	0.5
7. Required literature	- Ross Anderson: Security Engineering: A Guide to Building Dependable Distributed Systems. 3rd edition, Wiley, UK, 2020. Available at: https://www.cl.cam.ac.uk/~rja14/book.html - Sunil Cheruvu, Anil Kumar, Ned Smith and David M. Wheeler. Demystifying Internet of Things Security: Successful IoT Device/Edge and Platform Security Deployment. Springer Nature, Berkeley, CA, USA, 2020. Available at: https://directory.doabooks.org/handle/20.500.12854/39473							
8. Additional literature	- John Soldatos (Editor). Security Risk Management for the Internet of Things: Technologies and Techniques for IoT Security, Privacy and Data Protection. Now Publishers, Norwell, MA, USA, 2020. Available at: https://directory.doabooks.org/handle/20.500.12854/67930 - Corinne Bieder and Kenneth Pettersen Gould (editors). The Coupling of Safety and Security: Exploring Interrelations in Theory and Practice. Springer Nature, Switzerland, 2020. Available at: https://directory.doabooks.org/handle/20.500.12854/33075 - Zdravko Krakar, Silvana Tomić Rotim, Mario Žgela, Tonimir Kišasondi and Krunoslav Arbanas. Corporate Information Security. FOI, Varaždin / ZIH, Zagreb, 2014. - National Institute of Standards and Technology (NIST): All Special Publication Series. Available at: https://csrc.nist.gov/publications/sp							

9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.										
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70% and submission and grading of 3 homework assignments. Only students who have an attendance rate of more than 50% by the 7th week of classes and have submitted and graded at least 1 homework assignment are entitled to take the 1st midterm exam. Students who have passed the 1st midterm exam at the end of the semester take the 2nd midterm exam. Students who did not take the midterm exam or did not pass it take the exam. To pass each midterm exam or exam, it is necessary to collect at least 50% of points. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Homework</td><td>25%</td></tr> <tr> <td>Seminar</td><td>25%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Homework	25%	Seminar	25%
Criteria	Weight share										
Written exam - 1st preliminary exam	25%										
Written exam - 2nd preliminary exam	25%										
Homework	25%										
Seminar	25%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the 1st exam period, students who have not passed any of the preliminary exams (partial written exams) take a written exam covering the entire material. Those who have passed one of the two preliminary exams (partial written exams) have a one-time opportunity to repeat the part that was not passed. If the written exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The grade for the written exam is positive if the student has achieved at least 50% of the points. The total points are converted into the grade as shown in the table. The oral part of the exam is taken after the written part has been passed and the practical tasks have been completed. The oral exam is held at the announced time within each exam period. If the student receives a negative evaluation on the oral exam, he can retake it at the scheduled time, which cannot be before the next exam period. Alternatively to the oral exam, the lecturer can offer the possibility of creating seminar papers on given topics from the course area, which the students should present at the end of the semester at the latest to other students and the lecturer.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University								
Program	Internet of things		Year	3	Semester	6								
Course Name	3D modeling and printing		Code	10858	ECTS	5								
Lecturers	Asst. Prof. Emil Barić													
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34						
Course Description														
1. Course objectives	Mastering 2D and 3D surface design techniques for various purposes, independent preparation of the graphic part of the documentation for execution. Getting to know and using different 3D printing technologies for the purpose of prototyping or production.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Describe the basics of technical drawing and documentation 2. Independently create a 2D drawing of medium complexity and prepare it for production 3. Explain the basics of how 3D software packages work 4. Independently model individual parts in a 3D software package 5. Independently design and model assemblies in a 3D software package 6. Prepare for 3D printing and perform 3D printing 7. Prepare technical documentation for a specific project													
3. Content	Introduction to technical documentation concepts Basic projections - proper documentation structure Introduction to AutoCAD Creating simpler geometries in the AutoCAD software package Creating complex geometries in the AutoCAD software package Basics of 3D software packages, application of computers in modeling - CAD, CAE, CAM Introduction to the Autodesk Inventor software package 3D modeling of simple parts 3D modeling of assemblies Preparation for 3D printing - slicer packages 3D scanning of objects Reverse engineering													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Regular attendance of lectures and exercises within the scope of the course, active solving of assigned tasks, preparation of a seminar paper													
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	1.5	Project	2	Activities	1.5						
7. Required literature	Literature for following classes will be delivered to students via the MS Teams system - the required literature is sufficient for following and passing the course													
8. Additional literature														
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.													
10. Exam access requirements	The requirement for taking the written exam is to attend classes regularly at least 70%. In addition to attending classes regularly, the student is obliged to complete all assignments assigned during classes. A student who at the end of the semester has a regularity of more than 40% and less than 70% is obliged to make up for the lack of class hours in accordance with the Regulations, and in agreement with the course instructor at the end of classes. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Activities</td><td>20%</td></tr><tr><td>Project</td><td>80%</td></tr></table>								Criterion	Weight share	Activities	20%	Project	80%
Criterion	Weight share													
Activities	20%													
Project	80%													
12. Assessment criteria - explanation	The exam is taken by preparing an agreed project assignment and defending it during class, usually towards the end of the semester, and consists of questions that determine knowledge of the content covered. Knowledge of the material and understanding of the topics covered in the course are assessed.													

	During the semester, the student works on his/her project assignment and completes laboratory exercises, which are evaluated with grades from insufficient (1) to excellent (5). The student may take the oral exam once in one examination period if he/she wishes to apply for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Internet of things			Year	3	Semester	6			
Course Name	Wireless communication networks for IoT			Code	10859	ECTS	5			
Lecturers	Prof. Dubravko Babić, Asst. Prof. Emil Barić									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	In the first part, the course complements the material of the Computer Networks 1 and 2 course. The basics of the OSPF routing protocol are covered. Connecting computers via remote (WAN) links and WAN network technology. The course introduces students to the basics of WAN network security, the operation of access lists, as well as the protection of transmissions over WAN networks (virtual private networks VPN and IPSec). NAT and QoS technologies are handled. The course introduces students to the basics of design, management and problem solving in computer networks, as well as the basics of virtualization and automation of computer networks. It explains the basics of IoT protocol application (CoAP, MQTT, IPv6 RPL, ...) In the second part, the course deals with wireless network technologies with an emphasis on application in the Internet of Things. First, the principle of operation of antennas and wireless transmission is covered. Then, a theoretical overview of IoT wireless networks is given. Then, LoRaWAN – a long-range wireless network – is theoretically treated, and then the use of LoRaWAN network in practice in IoT is demonstrated. Finally, Wi-Fi and Bluetooth - short-range wireless networks are theoretically treated, and then their use in practice in IoT is demonstrated.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Perform communication between routers in a LAN/WAN network using an advanced dynamic routing protocol. 2. Describe the specifics of WAN technologies used in the implementation of computer networks. 3. Explain how NAT and QoS technologies can be used to achieve communication in WAN networks 4. Compare data protection characteristics in computer networks using access lists and VPN technologies 5. Recognize certain methods of management and automation in computer networks. 6. Describe the principle of operation of antennas and wireless transmission. 7. Recognize different wireless networks and give an example of their application in IoT 8. Apply a LoRaWAN network for wireless communication in IoT 9. Use a Wi-Fi network for wireless communication in IoT 10. Demonstrate the use of a Bluetooth network for wireless communication in IoT									
3. Content	OSPF protocol. Basics of WAN network security and access lists. NAT for IPv4, WAN networks. VPN networks and IPSec. QoS technology. Management and design of computer networks. Problem solving. Virtualization and automation of computer networks. Fundamentals of IoT protocol application (CoAP, MQTT, IPv6 RPL, ...) Theory of antennas and wireless transmission Overview of wireless networks in IoT LoRaWAN: long-range wireless network and application in IoT Wi-Fi: short-range wireless network and application in IoT Bluetooth: short-range wireless network and application in IoT Practical applications of wireless communication networks in IoT									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Project	1.5	Activities	0.5
7. Required literature	1. Lecture materials 2. Cisco Academy: CCNA Course (Version 7.0): Module 3 'Enterprise Networking, Security, and Automation'									
8. Additional literature	1. Hanes D., Salgueiro G., et al.: IoT Fundamentals: Networking Technologies_Protocols and Use Cases for the Internet of Things, Cisco Press; 1st ed. (2017) 2. Iqbal M., Hussain S., et al.: Enabling the Internet of Things: Fundamentals, Design and Applications (Wiley - IEEE) 1st ed. (2021) 3. Andrew S. Tanenbaum. Computer Networks. Prentice Hall.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									

10. Exam access requirements	According to the rules, the first preliminary exam can be taken if the student has achieved 50% regular attendance in class. A student can take the exam if their regular attendance in class was greater than 70%. Students who have lower regularity, in agreement with the lecturer, will meet the conditions for signing and taking the exam by solving additional entrance tasks. A student whose regular attendance in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively (with a score greater than 50% for each criterion). Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>30%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>30%</td></tr><tr><td>Project 1</td><td>20%</td></tr><tr><td>Project 2</td><td>20%</td></tr></table>		Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Project 1	20%	Project 2	20%
Criterion	Weight share											
Written exam - 1st preliminary exam	30%											
Written exam - 2nd preliminary exam	30%											
Project 1	20%											
Project 2	20%											
12. Assessment criteria - explanation	The written exam can be taken as a single unit or in two rounds during the course. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of the concepts. Project tasks (1, 2) consist of practical application of network technologies covered in the theoretical part and questions that additionally test understanding of the material, and students are required to complete them by the end of the course in the semester in which the course is being taught.											
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.											

General information						VERN' University		
Program	Internet of things			Year	3	Semester	6	
Course Name	Signal information processing			Code	10857	ECTS	5	
Lecturers	Asst. Prof. Emil Barić, Asst. Prof. Petar Kolar							
Teaching Method and Hours	Lectures	14	Excercises	14	Midterms	4	Project	2
	Total	34						
Course Description								
1. Course objectives	To enable students to understand the basic concepts in the field of digital signal processing. To instruct students in the possibilities of practical use of acquired competencies and to train them for independent practical use of the mentioned competencies.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to:							
	1. Describe the difference between information, signal, data and system.							
2. Expected learning outcomes	1. Recognize different domains of signal representation.							
	2. Use computer packages for signal processing.							
2. Expected learning outcomes	3. Predict potential problems in the signal reconstruction process.							
	4. Choose appropriate filtering for the observed signal.							
2. Expected learning outcomes	5. Apply signal processing methods in practice.							
3. Content	Introduction to digital signal processing with practical examples. The difference between information, signal and data. Overview of tools needed to understand signal processing. Signal discretization and the difference between analog and digital signals. What is a signal and what is a system? The difference between the time and frequency domains and the representation of signals in different domains. Introduction to the signal spectrum and the Fourier transform. Fourier transform on a computer and the FFT algorithm. Signal reconstruction. Signal convolution. System impulse response. Signal filtering. Applications of signal processing in practice.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, participation in exercises, preparation and presentation of a project assignment.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	2	Project	1.5	Activities	2
7. Required literature	1. Lecture materials. 2. Allen Downey: Think DSP: Digital Signal Processing in Python, O'Reilly Media 2016							
8. Additional literature								
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirement for taking this course is a minimum of 70% attendance. The exception is the first half of the semester, when the minimum attendance must be at least 50%. For the purpose of taking the course, a student can make up the content by creating and submitting an additional assignment. The assignment is assigned orally or via the portal, and is submitted at the agreed time with the lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the work on time, but not before the last week of classes. Making up for absences is not possible for the first half of the semester. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	Criteria		Weighted share					
	Written exam - 1st colloquium		30%					

	Written exam - 2nd colloquium	30%
	Project	30%
	Presentation	10%
12. Assessment criteria - explanation	CLASS GRADE - includes students' preparation for classes and active and constructive participation in problem discussions during lectures. The class grade is the average grade of all short knowledge tests. EXERCISE GRADE - includes students' preparation for classes and active and constructive participation in problem discussions during classes. The grade for the exercises is the average grade for all short knowledge tests. PROJECT – involves developing a solution to a given practical project within the agreed deadline (before the end of the semester). PROJECT PRESENTATION – involves an oral defense of one's own solution to the given project in the form of a presentation (before the end of the semester). Points Grade 50 - 59 2 60 - 69 70 - 84 85 - 100 5	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information										VERN' University											
Program		Internet of things			Year		3		Semester		6										
Course Name		Programming for mobile platforms			Code		10854		ECTS		5										
Lecturers		Prof. Vedran Mornar, Lect. Dean Nižetić																			
Teaching Method and Hours		Lectures		26		Seminars and workshops		4		Excercises		26		Midterms		4					
		Total		60																	
Course Description																					
1. Course objectives		The aim of this course is to familiarize students with the syntax of the Java programming language in writing applications for the Android platform, to provide them with an insight into the basics needed to independently write simple programs.																			
2. Expected learning outcomes		Upon successful completion of the course, students will be able to: • use the IDE tool for writing, <i>debugging</i>, <i>compiling</i> and executing Java-Android programs • use the Android Studio IDE for developing Android applications in Java • design simple Android applications with multiple screens • organize data structures for transferring data between screens • perform navigation (through the <i>action bar</i>) in their applications • use <i>toast and dialog messages</i> • develop elements for displaying data in tables and lists • use <i>liveData</i> elements • develop programs that store data in an <i>SQLite database / room persistence</i> database																			
3. Content		Introducing the basics of the Java programming language Introducing the Android Studio IDE environment Creating an application layout Adding actions to the user interface Passing data between activities Messages and dialogs Performing long-running <i>tasks</i> Storing data in a database (<i>sqllite room</i>)																			
4. Admission requirements		There are no special requirements for enrolling in the course.																			
5. Student obligations		Attendance of lectures and exercises, completion of both project assignments and homework, active participation in classes, and regular preparation for classes.																			
6. Monitoring student progress and associated ECTS credits		Classes		1.5		Written exam		0.5		Continuous assessment		0.5		Project		2		Homework		0.5	
7. Required literature		• Reto Meier, Ian Lake (2018) Professional Android (4th Edition)																			
8. Additional literature		• Lecture and exercise materials																			
9. Quality monitoring		Observations and evaluations of teaching. Course evaluation. Student survey.																			
10. Exam access requirements		The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to complete all other academic obligations listed below. By fulfilling these criteria, the student is awarded an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% attendance in classes and/or has not completed prescribed academic obligations during the semester) may exceptionally compensate for the lack of engagement in agreement with the lecturer. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. Obligations during classes: 1. Achieved a positive grade in the 'Activity' component, which implies continuous knowledge assessments during classes 2. Prepared and publicly presented (to the teacher and students) a project assignment within the prescribed deadline. Entry paper: If the student has not exercised the right to a signature, the teacher prescribes an entry paper. It is assigned at the end of the class, exclusively at the student's request, and consists of one or more consecutive project tasks, which compensate for the lack of teaching hours and/or - according to the teacher's assessment - the necessary engagement for unfulfilled academic obligations. Each of the assigned project tasks is to be submitted in writing by the student (the deadline and propositions are																			

	prescribed by the teacher) and to be defended orally in front of the teacher. Failure to comply with the deadline results in the cancellation of the assignment. Any form of plagiarism results in the cancellation of the assignments and the reporting of the case to the ethics commission. The deadline for submission and defense of all assignments that constitute the introductory paper is due by the end of the class in the semester in which it is performed. Students who do not acquire the right to sign by that day will be sent to retake the course in the new academic year.
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Criteria /Weight share Written exam - 1st preliminary exam = 40% Written exam - 2nd preliminary exam = 40% Activities = 20%
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part ('first midterm') is taken after 7 weeks of classes, and the condition for admission is attendance at at least 50% of classes in the first quarter. The second part ('second midterm') is taken after the end of classes, and the condition for admission is a signature (see 1.10, above). These two partial written exams make up the so-called "Pre-term". Students who have passed one partial exam can take the partial part that was not passed in the first exam period. On the first exam period, students who have not passed any partial exam take the full exam. On all subsequent prescribed deadlines, the exam is taken in its entirety (as a 'written exam'). Criteria Preliminary Exam 1 and 2 – K1 implies the presentation of the first part of the project, and K2 is the preparation and presentation of the complete project assignment. Criteria Written Exam - For a positive grade, it is necessary to achieve over 50% of points on the exam. A student has the opportunity to take the written exam a limited number of times during the academic year – as stipulated in the calendar of teaching activities and the rules of the University. If a student is not satisfied with the grade, he or she can take the exam again, but the grade already obtained is no longer valid. Material on written exams primarily follows the required literature, not lectures. Criteria Activities during classes - 'Activities during classes' include announced and unannounced short tests, assignments, seminars, projects, homework and all other activities initiated during classes by the teacher. The student is obliged to continuously monitor his/her success (number of points achieved). Based on the points achieved during classes, the student achieves a grade from this criterion, which contributes to the final grade with a share of 15% (see table). A positive grade from this criterion is a condition for obtaining a signature.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Internet of things		Year	3	Semester	6
Course Name	Machine learning - AI		Code	10885	ECTS	5
Lecturers	Asst. Prof. Petar Kolar					
Teaching Method and Hours	Lectures	13	Exercises	13	Midterms	4
	Total	34			Project	4

Course Description

1. Course objectives	To provide students with an understanding of the basics of machine learning. To introduce students to the practical application of simple models on real data.															
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Describe a machine learning algorithm. • Distinguish between regression and classification problems. • Choose an appropriate machine learning algorithm for a given problem. • Use appropriate software libraries. • Recognize the components of a machine learning algorithm. • Apply machine learning algorithms in practice.															
3. Content	Introduction to Machine Learning Basics of Machine Learning Introduction to Numpy Introduction to pyplot Linear Regression I Linear Regression II Linear Regression III Logistic Regression I Logistic Regression II K Nearest Neighbors K-means Evaluation model Overview of advanced areas of machine learning															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Attendance at classes, attending exercises, completing a seminar or project															
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	2	Oral exam	0.5	Activities	2						
7. Required literature	• Lecture materials. • An Introduction to Statistical Learning: with Applications in Python (Springer Texts in Statistics)															
8. Additional literature																
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.															
10. Exam access requirements	The requirement for taking this course is a minimum of 70% attendance. The exception is the first half of the semester, when the minimum attendance must be at least 50%. For the purpose of taking the course, students can make up for missed content by creating and submitting an additional entrance project assignment. The assignment is assigned orally or via the portal, and is submitted in the agreed form at the agreed time with the course lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Making up for absences is not possible for the first half of the semester. Students whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.															
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Number of points</td></tr><tr><td>1 colloquium</td><td>30</td></tr><tr><td>2 colloquium</td><td>40</td></tr><tr><td>Oral exam</td><td>10</td></tr><tr><td>Exercises</td><td>20</td></tr></table>						Criteria	Number of points	1 colloquium	30	2 colloquium	40	Oral exam	10	Exercises	20
Criteria	Number of points															
1 colloquium	30															
2 colloquium	40															
Oral exam	10															
Exercises	20															

12. Assessment
criteria -
explanation

Written exam - consists of the first and second preliminary exams.
Oral exam - oral exam after passing the written exam - answering the course material.
Exercises - check the application of machine learning algorithms and must be completed during class. (full-time students during the exercise periods, and part-time students during the periods scheduled according to the teaching schedule).
Students who are not satisfied with the grade can arrange an optional seminar or project assignment for a higher grade in consultation with the lecturer. Assignments will cover a practical topic related to machine learning, and include analyzing a real data set and writing a report.

Points	Grade
50 - 59	2
60 - 69	3
70 - 86	4
87 - 100	5

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information				VERN' University	
Program	Internet of things	Year	3	Semester	6
Course Name	Professional practice	Code	10767	ECTS	5
Lecturers					
Teaching Method and Hours	Total			160	
Course Description					
1. Course objectives	The main goal of professional practice is to test and apply certain acquired knowledge and skills, such as development and design of software solutions in an integrated development environment, introduction, maintenance and support of Internet of Things products, application of computer-aided design (CAD) and computer-aided manufacturing (CAM), application of modern sensor and actuator technologies, design and implementation of relational and non-relational databases, implementation of various forms of communication (optical, automatic or contactless, i.e. wireless), processing of large amounts of data for the purpose of machine learning, design and application of basic electronic and simple digital circuits... The goals of the practice are also aimed at concretizing the preparation of the final thesis for the study.				
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.				
3. Content	After completing the mandatory professional practice, the student is obliged to submit a student report on the completed professional practice. The report consists of the following elements: 1. cover 2. content 3. work diaries 4. mentor's report 5. possible recommendations 6. conclusion The report should contain all the mentioned elements in the indicated order. During the professional practice, the student keeps a weekly work diary. The diary is written by week and describes all the work that the student performed that week during the practice. The diaries are signed by the mentor and the student in the place provided for signature. The mentor's report is attached to the report. The mentor evaluates the student's work and completes the mentor's report on the completed professional practice in which the student's work is briefly described.				
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice				
5. Student obligations	Attending internships, performing assignments and work at internships, writing work logs and reports on internships, appropriate behavior in the organization				
6. Monitoring student progress and associated ECTS credits					
7. Required literature					
8. Additional literature					
9. Quality monitoring	Report on the held professional practice. Mentor's report.				
10. Exam access requirements	Submitted report on completed professional practice.				
11. Exam implementation and assessment criteria	The deadline for submitting the report is seven days after the internship has been completed. There is no numerical grade, only a passing grade of 'COMPLETED'.				
12. Assessment criteria - explanation					

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	IT management		Year	1	Semester	1
Course Name	Internet platforms		Code	9275	ECTS	5
Lecturers	Asst. Prof. Alen Šimec					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To acquaint students with theoretical and practical work in HTML and CSS, basic languages for marking content and appearance on the web. Students will learn to design and code web pages and become familiar with the process of building a modern web (from renting a domain to finalizing the construction of web pages).					
2. Expected learning outcomes	1. Distinguish between web design languages (HTML 4.01, HTML5, XHTML 1.0, CSS 2.1 and CSS3), classify them through their theoretical and practical dimensions and in the broader context of markup languages. 2. Develop code in HTML and CSS that will meet W3C validation requirements, modern code representations of characters, basic design and functionality, and semantic web standards. 3. Design a web page and plan the layout of building elements on it in different technologies using tables, frames, borders, positioning, floating and grids. 4. Compare criteria for determining the quality of web pages (assessment and validation tests). 5. Evaluate available tools for web development (browsers, plugins, code editors, office applications and packages, graphical interfaces, etc.). 6. Critically assess available technologies for web development (video codecs, audio codecs, software or platform openness, the future of HTML and CSS, etc.). 7. Assess the direction in which data display technology on the web is developing through the HTML5 and CSS3 languages. 8. Identify future web technologies (operating systems on the Internet, close connection between application software and web pages, design with a higher resolution interface).					
3. Content	Motivational lecture and introduction to markup languages; The future of the web; Internet entrepreneurship; Web development and web languages; Authentication; Basics of building web pages; Technologies for creating web pages; Basic syntax; Absolute and relative links; Downloads; Basic statistical indicators about the web; Headers and metadata; Strict, transitional and framework mode; Working with images; Text and image alignment; External links (anchors); Frames; Address thumbnails; Paragraphs; Lists; Character representation of characters and support for Croatian characters; Redirects; Internal frames; Anchoring in different frames; Tables and modifications; HTML language forms; Features of the semantic web, content and layout aspects and their mutual relationship; Introduction to CSS; Code placement in CSS and its relationship to HTML; Classes; Identifiers; Background, text, font, link and list markers; Ascending and descending line; Box model; Block and inline elements; div and span elements; Cursors; Borders, margins and padding; CSS Media Types; CSS priorities; Web page quality testing W3 Validator; Non-breaking spacing; Units and measurements in CSS; Sizing; Classification; Relative, absolute and fixed positioning; Conditional comments for Internet Explorer; Layout of elements on a web page and basic design; Creating horizontal and vertical menus; Link styling and roll-over effects; Floating - basic and advanced aspects; Responsive web design technology (RWD); Pseudo classes and pseudo elements.					
4. Admission requirements	There are no prerequisites for enrolling in the course.					
5. Student obligations	Regular attendance of lectures and exercises, project work, oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Project	2
7. Required literature	1. Šimec, Alen; Programming and Optimization of Websites in the HTML5 Environment; Technical University of Zagreb; 2015. 2. Šimec, Alen; Introduction to HTML, XHTML and CSS; Technical University of Zagreb; 2011.					
8. Additional literature	1. Nixon, Robin; Learning PHP, MySQL, JavaScript, CSS HTML5, 3rd Edition; O'Reilly Media; 2014 2. M. MacDonald; HTML5 - The Missing Manual; O'Reilly; 2014 3. D.S. McFarland, CSS3 - The Missing Manual; O'Reilly; 2013					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey					
10. Exam access requirements	1. Regular attendance (minimum attendance 60%, i.e. maximum 2 absences, for 40 – 59% additional assignment) 2. Preparedness for exercises and active participation in class. 3. Creating a project through exercises. A student whose regular attendance in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					

	Criteria	Weight share
	Oral exam	50%
	Activities	10%
	Project	40%

12. Assessment criteria - explanation	The oral part of the exam is taken after submitting the project. If a student receives a negative grade in the oral exam, he/she may retake the exam at the scheduled time, which cannot be before the next written exam date. The project is submitted at least two weeks before the oral exam. During the academic year, a student has the opportunity to take the exam a limited number of times - as stipulated in the teaching activity calendar and regulations of the Polytechnic. If a student is not satisfied with the grade, the student may retake the exam, but the grade already received will no longer be valid.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	IT management		Year	1	Semester	1
Course Name	Data modeling		Code	9271	ECTS	6
Lecturers	Prof. Željko Dobrović					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course aims to train students for independent and comprehensive data modeling in an organization – from data identification to database implementation model. Students will gain a general understanding of data modeling methods – semantic and conceptual modeling, logical modeling to physical implementation.					
2. Expected learning outcomes	1. Analyze business processes in the organization and the data flows they exchange. 2. Design appropriate ERA models from organizational documentation. 3. Semantically and conceptually build a data model for appropriate user requirements. 4. Apply database relational optimization using normalization.					
3. Content	Introduction – data sources, data flows, organizational documentation, the concept of data modeling, basic concepts of data modeling, waterfall model of database development, triple schema architecture of database management systems, conceptual database design, logical database design, physical database design. Process models – process modeling as part of information systems design, Data Flow Diagram as a notation for process modeling, basic concepts of process models: process, external entity, data repository, data flow, process modeling as a prerequisite for data modeling, data flows and data repositories as sources of information for creating a business data model, context diagram and diagrams of other levels of process decomposition. Project: create a two-level process model for a selected organization, describe processes and data in data flows and data repositories. Business data models (ERA models) - ERA (Entity Relationship Attribute) data model, basic concepts of the ERA model: entity type, connection and attributes, analysis of data flows and repositories as a source of the ERA model, entity types: strong and weak, connection types: unary, double, triple, attributes and candidates for keys, unique functional dependency, generalization links, analysis of organizational documents, procedure for creating an ERA model from an organizational document. Project: create a cumulative ERA model from the organizational documents surrounding one of the processes at the 1st level of decomposition. Relational data model – concept of relation, functional dependency and complete functional dependency, rules for translating the ERA model into a relational model. Project: translate the ERA model into a relational model according to the translation rules. Normalization - the concept of normalization, normal forms, the importance of satisfying normal forms, redundancy, definitions of the 1st, 2nd and 3rd normal forms, examples of normalization of relations, when it is not necessary to do normalization. Project: translate an organizational document into relations using the rules for the first three normal forms. Project presentations – presentations of student projects before a committee, discussion and final evaluation.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Students are required to actively participate in the e-learning system (workshops, discussions, etc.). Students are required to complete a project work that is presented at the exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Project	3
7. Required literature	1. Lecture materials (available on the e-learning system) 2. Martin, J., Odell, J. (1997) Object-oriented methods – A foundation (UML edition), Prentice Hall. 3. Date, C. J. (2003) An Introduction to Database Systems (8th edition), Pearson.					
8. Additional literature	1. Ćosić, J. (2016) Introduction to Databases and SQL, University of Bihać, Faculty of Education. 2. Date, C. J., Darwen, H. (2007). Databases, types and the relational model: the third manifesto. Addison-Wesley Longman.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The requirement for taking the exam is a completed project, which must be sent by email to the teacher no later than five days before the exam date.					
11. Exam implementation and assessment criteria	Method of work and assessment: At the beginning of the course, after an initial introduction, students choose a project related to the design of a database for a specific business problem. The project includes an analysis of the selected organization through the following phases: • Process model (two-level data flow diagram). • ERA data model Relational data model					

12. Assessment criteria - explanation	The final grade consists of a project assignment (60%) and a final oral exam (40%). The grading scale is given in the following table:	
	Points	Grade
	0 - 49	1
	50 - 64	2
	65 - 79	3
	80 - 90	4
	91 - 100	5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information					VERN' University	
Program	IT management		Year	1	Semester	1
Course Name	Business processes		Code	9272	ECTS	5
Lecturers	Prof. Željko Dobrović					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To introduce students to the basic business processes in manufacturing organizations and other profit and non-profit organizations. To present the company as a system and explain the role of modern information and communication technologies in its management. To systematize processes into catalog groups. To systematize information, material and other flows in organizations. To study in detail the business logic and algorithms of the functioning of typical business processes.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Analyze business processes in an organization and the information and material connections between them 2. Identify algorithms for the development of individual processes in a given case 3. Distinguish the role of individual business processes in production organizations 4. Connect information flows from procurement, through production to sales 5. Connect business processes in a logical sequence, based on forecasting demand for products 6. Apply optimization of individual cases in the organization's business using specific algorithms					
3. Content	Organization as a system, the concept of organization, classification of organizations, systematic, organizational and functional presentation of the organization, basic transformation process and the organization's relationship with the environment, organizational system and its processes, organizational system and its information subsystem. Product planning and sales, description of the product planning and sales process and its activities, demand forecasting as a sales planning technique, forecasting methods (time series methods and regression analysis), forecast accuracy measures, use of Excel for demand forecasting. Technical preparation of work, description of the product design process and technological process and its activities, preparation of basic technical documentation (CAD, CAE), preparation and computer recording of components (Bill of Materials – BOM), assembly, structural and quantitative components and part usage reviews, technological documentation – procedure and list of operations, function of technical and technological documentation. Production and production capacity planning, basic demand and production volume planning (Master Production Schedule – MPS), strategies for occupying production capacities, production capacity planning (Capacity Requirements Planning – CRP). Inventory management, concept and function of warehouse, inventory costs, ABC classification, inventory management parameters, inventory management models, minimum and maximum order quantities, order point, economic order quantity (EOQ) for various consumption models. Project planning, the concept of project and project management, project team formation, project planning, network diagram as a graphic representation of the project plan, precedence matrix, rules for building a network diagram according to the CPM method. Time calculation on the network diagram and project management, project time analysis, critical activities, critical path and project duration, time reserves, Gantt chart, feedback and monitoring of project development, use of MS Project tools for planning and project management. Simple scheduling, concept of work order and workplace, flow scheduling, optimal scheduling of jobs on one resource, scheduling of jobs on two resources (Johnson's rule), scheduling of jobs on multiple resources, scheduling criteria, monitoring of order execution, production monitoring reports, personnel scheduling, outsourcing and Just-in-Time. Supply chain management, the concept of supply chain, supply chain management (Supply Chain Management), description of supply chain management, role of modern internet technologies in SCM, transportation problem. Optimization on a linear model, concept of linear programming, general model of linear programming, graphical solutions of maximum and minimum problems. Queues and random processes, concept of queues, random call service problem, single server model, multi-server model, areas of application in computer networks. Quality assurance in business processes, concept of quality, principles of total quality management (TQM), quality costs, effects of quality on productivity, statistical quality control, control charts and areas of application.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of a project assignment, taking an oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Project	2
7. Required literature	1. Joseph Monks: Schaum's Outline of Operations Research, 2011					
8. Additional literature	1. Lee J. Krajewski. Larry P. Ritzman. Manoj K Malhotra: Operations Management: Processes and Supply Chains Paperback – March 21, 2013					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					

10. Exam access requirements	1. Regular attendance (minimum attendance 60%, i.e. maximum 2 absences, for 40 – 59% additional assignment) 2. Preparedness for exercises and active participation in class 3. Project assignment prepared according to instructions and checked with the help of appropriate software, brought to the oral exam. A student whose regular attendance in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.						
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Oral exam</td><td>40%</td></tr> <tr> <td>Project</td><td>60%</td></tr> </table>	Criteria	Weight share	Oral exam	40%	Project	60%
Criteria	Weight share						
Oral exam	40%						
Project	60%						
12. Assessment criteria - explanation	The oral part of the exam is taken by submitting a project assignment. If a student receives a negative grade on the oral exam, he/she may retake it at a scheduled time, which cannot be before the next written exam date. The project assignment is submitted five days before the oral exam. The teacher gives the topic of the project assignment to the students during the last lecture. Each student receives one project assignment. A student has the opportunity to take the exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the grade, the student may retake the exam, but the grade already received will no longer be valid.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information					VERN' University					
Program	IT management		Year	1	Semester	1				
Course Name	Technological basis of information systems		Code	9274	ECTS	5				
Lecturers	Sr. Lect. Hrvoje Belani, Sr. Lect. Igor Ljubi									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	The aim of the course is to learn and understand the characteristics and importance of the technological parts (structure) of an information system (IS) that functions or is planned to be established in a real organizational (business) system. To instruct students in acquiring knowledge about methods and procedures for analyzing a real organizational system with the purpose of determining the type, number and form of connection of technological resources of the IS: hardware, software, communications, data, personnel and organization in the development of a conceptual solution of an information system									
2. Expected learning outcomes	After successfully completing the planned teaching units, students will be able to: 1. Identify the place and role of the information system in the organizational (business) system 2. Analyze the main parts (structure) and phases of IS development 3. Rank the types, characteristics and purpose of modern technologies for IS (hardware, software, communications) 4. Extract existing and propose the necessary elementary data in the organizational system for the creation of IS 5. Propose a conceptual model of resources for the functioning of IS in the organizational system 6. Examine the necessary technological and other resources with the costs of establishing and operating IS									
3. Content	The course content is focused on studying: types, characteristics and purposes of modern technological achievements in information and communication technology as well as methods in modeling information system resources (technical, program, communication, data, personnel and organizational). Teaching units and modules are: Introduction to the course: entropy of business systems, information, information systems, place and role of IS in business systems, types of IS according to purpose; Basic concepts of the system: concept, division of systems according to various criteria), systematic approach in building IS; Computers as the basic technical part of IS: structure, types, characteristics and application of computers, additional equipment for IS; Program (software) part of IS: importance and development of software, operating systems, programming languages and programming, applied (application) programs of general purpose; Communication (network) part of IS: types, characteristics and application of computer networks, application of the world wide web Internet in business and social systems; Data in IS: character (byte), data, record (slog), file, database. entity type (object), entity, attribute, relationships between entities (objects); Human resources in IS: the importance of human resources in building and using IS, the role of managers in creating, organizing and using IS; IS organization: measurable factors for assessing IS quality; IS design using modern technology and IS development methods: system analysis, methods and participants in business systems analysis, IS construction phases, IS life cycle, logical modeling of IS structure; Technological foundations in information system protection; Development of a conceptual design of information system technological resources for an organizational (business) system.									
4. Admission requirements	No special conditions.									
5. Student obligations	Attendance of classes, Doing exercises, Taking a written exam, Writing a seminar paper, Oral exam as needed.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	0.5	Seminar	1.5	Activities	0.5
7. Required literature	1. Čerić, V., Varga, M., and a group of authors. (2004). Information technology in business. Zagreb: Element. 2. Pavlič, M. (2011). Information systems. Zagreb: Školska knjiga.									
8. Additional literature	1. Panian, Ž. (2005). Business informatics for economists. Zagreb: Masmedia 2. Kenneth Laudon, Jane P. Laudon, Management Information Systems, Managing the Digital Firm, 13th Edition, 2013.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey									
10. Exam access requirements	Requirements for taking the written exam: During the course, students take one written exam (interview). The requirement for taking the written exam is to attend at least 50% of the classes held until the exam date. Also, from the beginning of the class to the end, the student prepares a seminar paper - on the topic: "Conceptual solution of technological resources of an information system for an organizational (business) system". Based on the activities in the consultations, the timeliness of the preparation, the applicability of the instructions for preparation, the quality and presentation of the seminar paper, a grade will be given for the second part of the written exam. The seminar paper is worked on continuously - following the teaching material. The work must be completed and submitted no later than one week before the start of the last week of classes in the course. The presentation of the work is carried out in the last week of classes in the course. The requirements for taking the oral exam are a written exam passed, a seminar paper prepared and accepted.									
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
	Criteria			Weight Ratio						

and assessment criteria	Written exam	Written exam	40%
		Seminar	40%
	Activities		20%

12. Assessment criteria - explanation	The written exam is generally written once, after the theoretical part of the course (after 14 hours of lectures). The seminar paper is a written work and includes the application of theoretical knowledge in the development of a conceptual solution for the selection and allocation of IS resources for an organizational system. The seminar paper is submitted and accepted, after which the student presents it and is finally evaluated. The written exam and the seminar paper make up the so-called "Pre-term". For the first and subsequent exam terms, the condition is the submission and acceptance of the seminar paper by the teacher. During the exam terms, the part that was not passed is taken: the written exam and/or the presentation of the seminar paper. The grade from the written exam is positive if the student has achieved at least 50% of the points from the correctly answered questions. The total results of the written exam (points) are converted into a grade in the manner shown in the table. The oral part of the exam is mandatory for students who were not regular in class and/or did not present the seminar paper or students who want to improve their grade. The oral exam is taken on the first and subsequent exam dates. The oral exam is preceded by the written part of the exam, as well as the submission and acceptance of the seminar paper. If a student receives a negative grade on the oral exam, he or she may retake it at a scheduled time, which cannot be before the next written exam date. Activity is assessed through monitoring active participation, preparation and answers to assigned questions during class, and doing exercises. 5 points (5%) are added to the written exam result if the student was regular and active in class.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University
Program	IT management	Year	1	Semester	1
Course Name	Organizational change management	Code	9411	ECTS	5
Lecturers	Assoc. Prof. Jadranka Ivanković				
Teaching Method and Hours	Lectures	15	Exercises	15	Total 30
Course Description					
1. Course objectives	The aim of the course is to introduce students to the role and importance of management and leadership in organizations, processes, people and projects. One of the aims is to increase the ability to understand and provide insight into the latest theoretical and practical concepts of management as a process, function, science and profession. Students will be introduced to the fundamental concepts, theories and functions of management such as: planning, organising, human resources management, leading and controlling and will understand and be able to apply certain specific business decision-making techniques.				
2. Expected learning outcomes	At the end of the course, students will be able to: 1. Distinguish between the basic functions of management (planning, organizing, human resources management, leadership and control) 2. Analyze issues of ethical and socially responsible business practices of managers 3. Evaluate planning, strategy and strategic management, and levels and types of planning. 4. Formulate the decision-making process and models and evaluate decision-making techniques. 5. Analyze the basic characteristics and models of leadership and motivation theories. 6. Choose a knowledge management model; intellectual capital, organizational learning and evaluate the role of knowledge management in organizations. 7. Relate types of knowledge and existing knowledge management (KM), as well as problems and initiatives.				
3. Content	The course content is divided into modules: (1) Modern management as a process and a system of people; management as a process, management as a system of people, managerial skills, managerial success criteria. Bodies of a joint-stock company; duties and responsibilities of the management and supervisory board. (2) Modern concepts, methods and techniques of management. Management methods and techniques; management by objectives, management by exception, empowerment, alignment with best practices (benchmarking), use of external resources (outsourcing). Management concepts; Total quality management; Business process reengineering; (2a) Learning organization and knowledge management; Building a learning organization at the individual level; Building a learning company at the organizational level; Learning and knowledge management as a way of continuous development of a learning company. (3) Ethics and social responsibility; managerial ethics, ethical approaches in managerial decision-making, implementation of ethical principles, diversity of ethical standards, analysis of ethical problems, social responsibility of modern companies. (4) Organizational culture; concept and definition, types, models of organizational culture, Elements and functions of organizational culture; Maintaining organizational culture; Changes in organizational culture; Organizational culture in the implementation of business strategy. Differentiation of managerial practice according to dimensions of culture. Examples of organizational culture (5) Basic managerial functions; planning, organizing, human resources management, leadership and control. (5a) The importance of strategy in modern business, strategic behavior and strategic orientation of modern companies, modern entrepreneurial strategies, choosing a business model. (5b) Nature and purpose of human resources management, Planning, development and maintenance of human resources quality. Conflict management. Methods for improving the creativity of human resources. (5c) Basic characteristics and models of leadership; Approaches to leadership; Leadership styles based on the use of authority, Leadership approach based on leader characteristics, Behavioral approach to leadership, Contingency approach to leadership; Contemporary approaches to leadership. Fundamentals of motivation theory. (6) Decision-making, change management and organizational development; Characteristics of the decision-making process; Circumstances, types and models of decision-making. Change management. Organizational development.				
4. Admission requirements	No special requirements for enrollment				
5. Student obligations	Attendance of lectures and exercises, preparation of seminar papers, writing a critical review of scientific or professional work, taking a written and oral exam.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Project 1.5 Critical review 1
7. Required literature	- Ivanković, J. (2023). <i>Skript (lecture materials)</i>. - Rupčić, N. (2018). <i>Contemporary Management – Theory and Practice</i>. Rijeka: Faculty of Economics, University of Rijeka.				
8. Additional literature	- Sikavica, P. (2011). <i>Organization</i>. Zagreb: Školska knjiga. - Bahtjarević-Šiber, Sikavica P. (2010). <i>Modern Management</i>. Zagreb: Školska knjiga. - Certo, S.C.; Certo, S.T. (2008). <i>Modern Management</i>. Zagreb: MATE. - Hoefling T. (2001). <i>Working Virtually, Managing People for Successful Virtual Teams and Organisations</i>. Stylis, Sterling.				

9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The requirements for taking the comprehensive written exam are regularly completed assignments (critical review and project assignment), and achieved regular attendance of at least 20%.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Critical review</td><td>20%</td></tr> <tr> <td>Project</td><td>20%</td></tr> <tr> <td>Table</td><td></td></tr> </tbody> </table>	Criteria	Weight share	Written exam	60%	Critical review	20%	Project	20%	Table	
Criteria	Weight share										
Written exam	60%										
Critical review	20%										
Project	20%										
Table											
12. Assessment criteria - explanation	The written exam is taken in one section, covering the entire material. The questions test theoretical knowledge and actual understanding of concepts and procedures. In the written exam, for a passing grade, sufficient (2), at least 60% of points must be achieved, for a good grade (3) at least 70% of points must be achieved, for a very good grade (4) at least 80% of points must be achieved, and for an excellent grade (5) at least 90% of points must be achieved. If the teacher has reasonable suspicions that the result of the written exam was not achieved based on one's own knowledge, or with the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. Critical review and project assignment At the beginning of the semester, students receive topics for the critical review and project assignment from the teacher and instructions for their preparation. The goal of the critical review is to familiarize themselves with new insights and research results published in scientific and professional papers in areas related to the course. The goal of the project assignment is to analyze and solve managerial challenges by connecting the teaching material from this and other courses. The quality of the work, following the given guidelines, respecting the given deadlines, but also the impact that the student managed to make while dealing with this topic are assessed.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	IT management		Year	1	Semester	1				
Course Name	Design thinking		Code	6855	ECTS	4				
Lecturers	Sr. Lect. Gordana Čorić									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	By attending the interactive, mosaic Design Thinking course, students will upgrade existing knowledge and gain a broader insight into solving business (and other) problems, and learn new approaches to creating innovative sustainable products, services and companies. This dynamic course will be useful for those who want to get acquainted with innovative techniques and activities, and think about adding new value in entrepreneurial ventures. By mastering the techniques of systematic stimulation and nurturing of creativity, students will become familiar with the concept of design thinking and the application of relevant tools that will enrich their skills in effectively responding to different types of challenges. The course is designed to guide students through all stages of the process of design reflection and action (empathizing with customers/clients/partners, defining challenges, shaping ideas, creating prototypes, testing solutions and incorporating improvements based on feedback). In the practical part of the course, students will work in groups to solve selected problems and case studies, and demonstrate the practical application of design thinking and innovation development in response to specific challenges from the real business world. The concept of the course combines theoretical and practical content. In the theoretical part, through presentations, lectures and discussions, students will be introduced in detail to the concept of Design Thinking, and will be guided through all stages of the process with the application of Design Thinking tools. In the practical part of the course, students will be divided into working groups (teams) that will work on the practical application of Design Thinking for specific challenges from the real business world and/or other areas.									
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Identify opportunities for innovation and problem-solving in organizational and social structures. 2. Analyze user needs and behaviors through observation and research to understand their experiences. 3. Define problems and challenges by formulating meaningful and concrete statements that guide the solution process. 4. Explore and generate different potential solution options using creative ideation techniques. 5. Create and test prototypes with the aim of materializing ideas and collecting feedback from users to improve solutions. 6. Create an implementation plan using innovative tools from all phases of design thinking to analyze, synthesize, and apply developed solutions in complex business and social contexts.									
3. Content	MODULE 1: Introduction to the Design Thinking concept, method and tools, Examples of use, and insight into the complete method and workshop with the aim of going through all phases of Design Thinking MODULE 2: Identifying opportunities for introducing innovations and solving problems, Defining problems and developing empathy, Exercise MODULE 3: Redefining challenges and ideation phases, Exercise MODULE 4: Sketching ideas for solutions, Design prototype, Preparation for testing, Exercise MODULE 5: Testing, Seeking, obtaining and evaluating the usefulness of feedback, Learning from mistakes, Improving the solution, Presentation of the solution, Exercise									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and taking exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	0.5	Project	1.5	Activities	0.5
7. Required literature	Script and working materials based on literature (compilation): Antoljak, V. and Kosović, M. (2018). Design thinking for non-designers – how to solve business problems and innovate successfully. Zagreb: Školska knjiga.									
8. Additional literature	Brown, T. (2008). Design Thinking. Harvard Business Review (June 2008 issue; reprint R0806E). (pp 1-10) 2 Supplementary literature • Brown, T. (2009). Change by design: how design thinking transforms organizations and inspires innovation. New York: Harper business. Brown, T. (2018). Change by design = Designing custom changes. Zagreb: Mate. Cross, N. (2011). Design thinking: understanding how designers think and work. Oxford: Berg. Holloway, M. (2009). How tangible is your strategy? How design thinking can turn your strategy into reality. Journal of Business Strategy, Vol. 30, Iss 2/3 (pp. 50 – 56) Howkins, J. (2003). The creative economy: how people make money from ideas. Zagreb: Binoza press. Leavy, B. (2010). Design thinking – a new mental model of value innovation. Strategy & Leadership, Vol. 38 Iss3 (pp. 5 – 14) Liedtka, J. (2014). Innovative ways companies are using design thinking. Strategy & Leadership, Vol. 42 Iss 2(pp. 40 – 45)									

	Liedtka, J. (2018). Why Design Thinking Works? Harvard Business Review, September–October 2018 Issue, (pp.72–79) Liedtka, J. and Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool Kit for Managers. New York: Columbia Business School Publishing								
9. Quality monitoring	Observations and evaluations of classes after each module. Course performance evaluation. Student survey.								
10. Exam access requirements	Regular attendance at classes as prescribed by the regulations, positive participation in classes, assigned research and participation in team work, and continuous work on the project are required. In order to take the exam, the student must compensate for insufficient activity by preparing and submitting an entrance (seminar) paper, project or similar assignment. The entrance paper is assigned after missed class participation and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares <table border="1"> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>40%</td></tr> <tr> <td>Project</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criterion	Weight share	Written exam	40%	Project	40%	Activities	20%
Criterion	Weight share								
Written exam	40%								
Project	40%								
Activities	20%								
12. Assessment criteria - explanation	Students who do not participate in workshops and teamwork will take a written exam, and the written exam will be graded according to a given scale of points. The written exam is a combination of different tasks (choice between multiple answers, definitions, explanations, essay questions, etc.). If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a result of 0 points is recorded. Evaluation of the team project is carried out on the basis of the quality and depth of research conducted for the needs of the projects and classes (after receiving the initial instructions and instructions), compliance with the given deadlines, assessment of the effort invested, feedback on the presentation of the results, quality of the results, and comparison with the best team work/research in the study group. Evaluation of activities and exercises in the class is carried out in every class, because the teaching is workshop-type. Individual activities, pair activities, and team/group activities are conducted). Students who do not attend classes will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. Reviewing each module via e-form represents an opportunity to reflect on the experience and skills acquired during each module. The individual assignment represents an opportunity to round off what has been learned and to find additional relevant sources to supplement the acquired knowledge and skills, and the grade depends on comprehensiveness and avoiding superficiality in the selection of solutions, answers and examples.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	IT management		Year	1	Semester	1
Course Name	Diplomacy and diplomatic communication		Code	10895	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	This course aims to introduce students to the basic concepts and theories of diplomacy, as well as to key practices of diplomatic communication. Through lectures and interactive seminars, students will analyze various forms of diplomatic communication in the context of bilateral and multilateral diplomacy, negotiations, and public diplomacy. The impact of media and new technologies on diplomacy in the contemporary world will also be addressed.					
2. Expected learning outcomes	After successful completion of the course, the student will be able to: 1. Understand key terms and theories of diplomacy. 2. Recognize different types of diplomatic communication and their application. 3. Critically analyze international relations through the prism of diplomatic communication. 4. Apply diplomatic techniques in negotiations and crisis situations. 5. Interpret the role of the media and public diplomacy in shaping international policy.					
3. Content	The course content includes: 1. Introduction to diplomacy: Historical overview and basic concepts. 2. Diplomatic institutions and protocol: Ministries, diplomatic missions, international organizations and the European diplomatic service, basics of protocol. 3. Diplomatic work: Bilateral, multilateral and economic diplomacy and consular service. 4. Public diplomacy and the media: The role of the media and social networks in diplomatic communication. 5. Diplomatic negotiation: Strategies and tactics.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3		
7. Required literature	Working materials and literature.					
8. Additional literature						
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are evaluated.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information						VERN' University		
Program	IT management		Year	1	Semester	1		
Course Name	EU funding policies and EU terminology		Code	3621	ECTS	4		
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	To ensure an understanding of the European integration process, with a special emphasis on knowledge of European Union policies and their financing, European Structural and Investment Funds, and the opportunities that EU funds open up for Croatia through its membership in the Union. As English is one of the working languages of the European Union, the aim of this course is to improve students' language skills by introducing them to the specific jargon of European integration.							
2. Expected learning outcomes	After mastering all the course content, students will: 1. Name current events and the presence of the topic of European integration 2. Apply EU terminology in funding programs and describe the role of EU institutions in Croatian and English 3. Recognize the main characteristics of the EU budget 4. Explain EU policies and describe which EU programs finance individual EU policies 6. Explain the significance of EU regional and cohesion policies 7. Distinguish between the Structural Funds and the Cohesion Fund 8. Understand the significance of the Common Agricultural Policy 9. Compare the basic mechanisms for financing programs and projects and how individual phases of the mechanism can be influenced 10. Communicate about EU funding programs in English							
3. Content	EU development, EU institutions – actors in decision-making at the EU level – jargon of EU institutions (6 hours) EU budget – budgetary system, where does EU money come from and where does it go, adoption of the EU budget (2 hours) + vocabulary related to the budget in English (2 hours) EU policies + EU programs (overview, financing methods) (4 hours) – vocabulary related to policies and programs (2 hours) EU structural and cohesion policy – what, why, how it works, funds (4 hours) + terminology related to EU funds (2 hours) Common agricultural policy – what, significance, funds (2 hours) + CAP jargon (2 hours) How to get EU funds? – cycle of programming, design, implementation and evaluation of programs and projects, how to influence individual phases, lobbying, negotiating, adopting strategic documents, etc. (4 hours) workshop (2 hours)							
4. Admission requirements	Basic knowledge of English, min. level B1							
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam							
6. Monitoring student progress and associated ECTS credits	Classes	0.5	Written exam	2	Continuous assessment	0.5	Presentation	1
7. Required literature	1. McCormic, J., Understanding the European Union, Palgrave Macmillan/Mate d.o.o., 2010. 2. ECHO PCM Manual, European Commission, Directorate-General for Humanitarian Aid - ECHO, selected sections							
8. Additional literature	Daily and weekly newspapers in English: - EC Newsroom: https://europa.eu/newsroom/home_en - Euronews: https://www.euronews.com/news/europe - Financial Times: http://www.ft.com/home/uk ; - Politico: https://www.politico.eu/ ; - The Economist: http://www.economist.com/ ; - Der Spiegel (in English): http://www.spiegel.de/international/0,1518,,00.html ; - EU observer: http://euobserver.com/ ; Eurotopics: http://www.eurotopics.net/en/home/presseschau/aktuell.html							
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll							
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 20%. b) Positively graded seminar paper For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the teacher, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper in a timely manner - no later than two weeks before the exam. A student whose regular attendance at classes is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Group presentation</td><td>20%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	70%	Group presentation	20%	Activity	10%	Total	100%
Criteria	Weight share										
Written exam	70%										
Group presentation	20%										
Activity	10%										
Total	100%										
12. Assessment criteria - explanation	The written exam also consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 30 points in the test. The points obtained through the classes are added to the points from the test before being converted into the grade. The total points are converted into the grade of the written exam in the manner shown in the table. Students who want a higher grade take the oral part of the exam. If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is 0 points.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University	
Program	IT management		Year	1	Semester	1
Course Name	Risk management - project risk management		Code	10900	ECTS	4
Lecturers	Mario Đaković, Asst. Prof. Dijana Pletikosa					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course introduces students to the basic methodological approach to risk management and project risk management. The goal is for students to gain knowledge about the significance of risk in an organization (risk classification, quantitative and qualitative, identification and presentation of modern risk theories, risk management in an organization through the application of modern methods and techniques for recognition, measurement and regulation of risk, crisis management with clear goals and impact on time and cost share) and new techniques specific to the real sector through project work. The ultimate goal is to learn to apply risk management skills and tools to projects and effectively use the acquired knowledge in practice. Special attention will also be paid to the methodology for presenting papers through practical tasks.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. describe the concept and basic functions of risk, 2. differentiate risks by category, 3. classify risks based on the observed impact of project management and all the features of mitigating the impact of risk in individual project phases, 4. compare risk types and principles of systematic risk management on projects during the execution of the entire project, 5. analyze the process of assessing project management risks and ensuring project completion and the production of all accompanying documents, diagrams, graphs, etc., in accordance with the selected management model 6. differentiate between working with one of the information and communication support tools for competent management, risk transfer on projects and risk analysis (operational and financial), 7. design a project (risk and analysis), based on theoretical knowledge and examples of good practice 8. assess the success of risk treatment on a project with a presentation of conclusions.					
3. Content	1. Basics of risk management: introduction to risk management; integration of functional knowledge about risks; standard phases and process groups managed by project risk, 2. project life cycle and risk identification: stakeholders involved in project risk identification; planning risk analysis on projects: scope, structural elaboration of risks, list of activities, risk assessment, impact on time plan, impact on project organization; quantitative and qualitative process of risk analysis with impact on the integrity of the project, 3. risk response planning, control and action development processes for improvements, options and mitigations to reduce threats to project objectives, 4. profitability of the project: the procedure for implementing plans for monitoring the identified risks, assessing the effectiveness of the risk process during the entire duration of the project, 5. simulations of risk management models on projects. General managerial skills in project risk management; development of teams and team roles in risk management.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1
7. Required literature	1. Dale Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Managements Guidelines", Managing Risk in Large projects and complex procurements, British Library Cataloging in Publication Data, HD61.P765 (2004), ISBN 0-470-02281-7 2. PMBOK/ Project Management Body of Knowledge,: "A Guide to the Project Management Body of Knowledge (PMBOK)", 5th ed. Newtown Square, (2011) PA: 11th chapter (PRM) - PROJECT RISK MANAGEMENT					
8. Additional literature	1. David L. Olson., Desheng Wu.: "Enterprise Risk Management Models", Springer Heidelberg Dordrecht London New York, Library of Congress Control Number: 20109228025 (2010), ISBN 978-3-642-11473-1 2. Dale F. Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Management Guidelines: Managing Risk in Large Projects and Complex Procurements", John Wiley & Sons ltd. HD61.P765 2004, ISBN 0-470-02281-7.					
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The student is required to attend at least 20% of the total number of teaching hours provided for in the study program. The requirements for taking the written exam are regular attendance of at least 20% and two practical exercises submitted and graded. A student whose regular attendance is less than 20% cannot take the exam in that academic year and is instructed to retake it in the next academic year.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="311 163 596 282"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </table>	Criteria	Weight share	Written exam	60%	Project	40%
Criteria	Weight share						
Written exam	60%						
Project	40%						
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. The exam is graded from 0 to 80 points, the preliminary exam from 0 to 40 points. Scale preliminary exam: 24 - 27 sufficient; 28 - 32 good; 33 - 36 very good; 37 - 40 excellent Scale exam: 48 - 55 sufficient; 56 - 64 good; 65 - 72 very good; 73 - 80 excellent During the semester, the student writes a project paper that is graded from insufficient (1) to excellent (5), and which carries 40% of the total course grade. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he/she wishes to apply for a higher grade.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information						VERN' University				
Program	IT management		Year	1	Semester	2				
Course Name	Organizational architecture		Code	10770	ECTS	5				
Lecturers	Assoc. Prof. Jadranka Ivanković, Katarina Krajina									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	The purpose, goals and objectives of this course are to introduce students to organizational theories, the main factors shaping an organization, and to explain the methods and issues of establishing organizational structures, as well as to point out the architecture and design of modern organizations. Today's organizational models must follow the requirements of modern information technology and thus shape their organizational structure in a modern way. Starting from this, students will also be introduced to the method of shaping organizational structures, as well as all the key elements for building an organization in the era of digital transformation. Since an organization is dynamic and in constant motion, special attention will be paid to changes as well as the development of the organization and the learning organization.									
2. Expected learning outcomes	At the end of the course, students will be able to: 1. Distinguish between basic concepts and principles of organization, theories of organization, and organizational structure. 2. Critically assess internal and external factors shaping an organization. 3. Evaluate and shape the basic dimensions/aspects of an organization. 4. Analyze and connect the basic aspects of shaping a company's organization. 5. Critically assess the need to introduce and propose adequate, most significant contemporary achievements in shaping a company's organization. 6. Connect models of business function organization. 7. Design an organizational structure.									
3. Content	The architecture of modern organizations is of great importance in organizational theory and practice. The architectural elements of an organization model the organizational space of business. The content of the Organizational Architecture course is divided into 4 modules: (1) DESIGNING ORGANIZATIONAL ARCHITECTURE: General information about organizational architecture; Concept and content of organizational architecture; Strategy; Formal organization; Informal organization; Business process and lateral organization; Factors influencing organizational design; General trends; Information technology; Modern concepts of organizational design; (2) ORGANIZATIONAL STRUCTURES: Concept and definition of organizational structure; Elements of organizational structure; Hierarchical structures; Heterarchical (network) structures; Organizational suprastructures; Ad-hoc suprastructures, Stable suprastructures; (3) ORGANIZATIONAL ARCHITECTURES: T-shaped organization; Cloverleaf organization; 4C organization; Hypertext organization; Platform organization; Strategic organization; Individualized organization; 3I organization; Information-based organization; Empowered organization; Open organization; Learning organization; (4) EVALUATION AND COMPARISON OF ORGANIZATIONS: O'Neill/ Beauvais/Scholl model; Flexibility/openness; Reference model organizational architecture;									
4. Admission requirements	No special requirements for enrollment									
5. Student obligations	Attendance of lectures and exercises, preparation of seminar papers, writing a critical review of scientific or professional work, taking a written and oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Oral exam	0.5	Seminar	0.5	Project	1
7. Required literature	Sikavica, P. (2011), Organization, Školska knjiga, Zagreb									
8. Additional literature	Žugaj, M., Schatten, M., (2005). Architecture of Contemporary Organizations, Faculty of Organization and Informatics Varaždin, Varaždinske Toplice Galetić. L. (ed.) (2016). Organization, Sinergija, Zagreb Buble, M., (2006). Methodology of Organization Design, Sinergija-Publishing, Zagreb Bebek, B. (2006). Designing Organization Processes and Structures, Sinergija-Publishing, Zagreb									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the exam: 1. A minimum of 20% attendance. IMPORTANT: 20% attendance must be achieved BEFORE the last week of classes, i.e. before the oral defense of the project assignment! 2. Positively graded seminar paper (class assignments) 3. Submitted and orally defended project (positively graded)									

	Students who have an attendance rate of less than 20% must retake the entire course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. • The student has passed the written part of the exam • Submitted and positively assessed seminar paper (all independent work assignments have been submitted and assessed) • The student has created and submitted a project (grade from the written part) • The student has orally defended the solution to the project assignment (oral part of the exam) Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>40%</td></tr> <tr> <td>Seminar</td><td>10%</td></tr> <tr> <td>Project</td><td>30%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	40%	Seminar	10%	Project	30%	Oral exam	20%
Criteria	Weight share										
Written exam	40%										
Seminar	10%										
Project	30%										
Oral exam	20%										
12. Assessment criteria - explanation	The written exam is taken in one section from the entire material. The written exam consists of tasks that test the student's theoretical knowledge and his actual understanding of concepts and procedures. The grade from the written exam is positive if the student scored at least 60% of the test. "If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he can schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 is recorded. points." The seminar paper (class assignments) is created and submitted as part of the course, and according to the lecturer's instructions, and is one of the mandatory components of the final grade from the course. A PROJECT is an individual or group work (written part - presentation) based on the principle of: (a) research, collection and analysis of relevant information, (b) discussion and presentation of results and (c) proposals for new organization architecture, recommendations for implementation and control. By creating a project, students demonstrate theoretical and practical knowledge as well as the ability to independently use primary and secondary data sources. Oral exam (presentation - oral defense of the solution to the project task) IMPORTANT: the project is solved according to the lecturer's instructions, as part of the exercises. The goals of creating and oral defense of the project solution are: broadening and deepening knowledge of the subject matter of the curriculum, gaining experience in writing professional papers and oral presentations. The quality of the work, the following of the given guidelines, and the observance of the given deadlines are evaluated.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University							
Program	IT management		Year	1	Semester	2						
Course Name	Quantitative methods in management		Code	9412	ECTS	5						
Lecturers	Sr. Lect. Joško Meter											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	To introduce students to typical models and methods of business decision-making based on quantitative analysis so that they can recognize and treat them appropriately if they encounter them in business practice. At the same time, they master the basic skills of modeling various business decision-making problems in the form of a spreadsheet.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Formulate a business decision-making problem and select appropriate mathematical methods for its solution. 2. Solve typical decision-making problems under risk conditions using a spreadsheet 3. Identify and mathematically express optimization problems in business 4. Interpret solutions to a given optimization problem 5. Implement modeling and solve typical linear programming problems in a computer environment 6. Conduct scenario analysis and sensitivity analysis using appropriate software packages 7. Identify the possibilities of applying simulation models, network models, regression models, inventory management models, and project management methods.											
3. Content	Basics of decision theory. Decision making under risk. Expected value. Additional information and its price. Decision making under uncertainty. Multi-criteria decision-making. Methods for multicriteria decision making. Modeling of decision problems. Linear programming problem in business decision problems. A graphical method of solving problems with two variables, the <i>Simplex</i> method. Integer programming. A classic transportation problem. Deployment problem. Solving optimization problems using the Solver plugin from MS Excel. Sensitivity analysis. Models in inventory management. Optional topics: <i>Risk analysis. Basic network analysis. Project planning using the PERT/CPM method. Risk analysis by Monte Carlo simulation.</i>											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Exercises	0.5	Qualifying paper	1				
7. Required literature	Babić, Z., <i>Models and methods of business decision-making</i>. Split: University of Split, Faculty of Economics Split											
8. Additional literature	- Bronson, R., Naadimuthu, <i>Operations research</i>. Schaum's outline series: McGraw-Hill. - Neralić, L. (2003). <i>Introduction to mathematical programming 1</i>. Zagreb: Element.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The requirement for taking the written exam is to have at least 20% regular class attendance. A student whose regular class attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and attending the course.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the written part is passed and the grade from the course is earned. <table><tr><td>Criteria</td><td>Share of points</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>30%</td></tr></table>						Criteria	Share of points	Written exam	70%	Activities	30%
Criteria	Share of points											
Written exam	70%											
Activities	30%											
12. Assessment criteria - explanation	The written exam consists of solving problems from the material covered in MS Excel and questions that test knowledge and understanding of concepts and procedures. It is written on a computer. Grading scale: 0-49 insufficient; 50-64 sufficient; 65-79 good; 80-89 very good; 90-100 excellent. The grade for classes is earned through classes, i.e. no later than the last class period. The grades <i>good</i> , <i>very good</i> or <i>excellent</i> are earned by preparing and presenting a project work. The project work can be a practical application of one of the presented mandatory topics, or it can be the preparation and presentation of one of the optional topics (up to two students per optional topic). A student who has not submitted the project work on time and has actively participated in class will receive a grade <i>sufficient</i> . If a student fails the course, they must retake the course.											

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University											
Program	IT management		Year	1	Semester	2											
Course Name	Business process modeling		Code	9410	ECTS	5											
Lecturers	Sr. Lect. Kristian Saletović																
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30											
Course Description																	
1. Course objectives	The course aims to provide students with insight into the basic types of models and the principles, methods and phases of business process modeling. Furthermore, the objectives include introducing students to the basic elements of standardized notation for representing business processes and showing how business process modeling affects business planning and how to adapt to changes within the framework of business needs.																
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. describe the basic types of models and principles of business process modeling 2. identify the phases of business process modeling 3. use the basic elements of standardized notation for representing business processes 4. design a model for simpler business processes 5. interpret the impact of business process modeling on business planning and adapting to changes																
3. Content	The content of the course is based on the study of business process modeling and includes three major units. Model: definition and types, reference model, historical overview. Modeling of business processes: business processes and their division with regard to functionality, principles and stages of modeling, UML, the role of modeling in business planning and adapting to changes. Standardized notation for representing business processes: BPMN elements, flow objects, connection objects, swimlanes and artifacts.																
4. Admission requirements	There are no special requirements for enrollment.																
5. Student obligations	Continuous attendance of lectures and exercises and active participation, preparation of an entrance paper, and taking a written and oral exam.																
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	0.5	Oral exam	1	Activities	0.5							
	Qualifying paper	1.5															
7. Required literature	Allweyer T. (2010). <i>BPMN 2.0 – Introduction to the Standard for Business Process Modelling</i>, Herstellung und Verlag: Books on Demand, Norderstedt.																
8. Additional literature	- Silver B. (2009). <i>BPMN Method and Style: A level-based methodology for BPM process modeling and improvement using BPMN 2.0</i>, Aptos: Cody-Cassidy Press. - Grosskopf A. Decker G. and Waske M. (2009). <i>The Process: Business Process Modeling Using BPMN</i>, Tampa: Meghan-Kiffer Press. - Schedlbauer, M. (2010). <i>The Art of Business Process Modeling: The Business Analyst's Guide to Process Modeling with UML & BPMN</i>, Sudbury: The Cathris Group.																
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																
10. Exam access requirements	Requirements for taking the written exam: 1. Attendance at least 20% of the total number of hours 2. Positively graded entrance paper 3. Preparation for exercises and active participation in class Students whose attendance at classes is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The requirement for taking the oral exam is to pass the written exam.																
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Entry paper</td><td>20%</td></tr><tr><td>Activities</td><td>10%</td></tr><tr><td>Oral exam</td><td>10%</td></tr></table>							Criterion	Weight share	Written exam	60%	Entry paper	20%	Activities	10%	Oral exam	10%
Criterion	Weight share																
Written exam	60%																
Entry paper	20%																
Activities	10%																
Oral exam	10%																

12. Assessment criteria - explanation	The written exam is an integral test that covers the entire semester's material and can be taken by students who have met the above-mentioned requirements for taking the written exam. The written exam consists of tasks that test the student's theoretical knowledge, and tasks that test the student's actual understanding of concepts and procedures. The grade for the written exam is positive if the student has achieved at least 60 points in the test. A student has the right to take the written exam a limited number of times during the academic year in accordance with the calendar of teaching activities and regulations of the Vern Polytechnic. The oral part of the exam is taken after the written part has been passed if there is any doubt about the grade achieved in the written exam. If there is no doubt, the grade achieved in the written exam is taken. The oral exam is held by the course instructor. If the student gets a negative grade on the oral exam, he must retake the written exam. The activity is evaluated on the basis of preparation for classes, participation in discussions and solving independent or group tasks. The introductory paper is submitted two weeks before the exam date in pdf format. Assessment elements include structuring the work, elaboration of the problem and use of relevant literature. <table> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </table>	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5
60 - 69	2								
70 - 79	3								
80 - 89	4								
90-100	5								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	IT management		Year	1	Semester	2				
Course Name	Security of business information systems		Code	9413	ECTS	5				
Lecturers	Sr. Lect. Kristian Saletović									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	The course aims to introduce students to best practice examples and recommendations for designing, implementing and maintaining an information security management system (ISMS) and to the principles and methods of assessing and managing risks to information assets. Furthermore, the objectives include introducing students to legal regulations and current international standards for the field of information security, and providing insight into the types and sources of threats, vulnerabilities, and organizational measures for protecting information assets.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: • explain what information, information systems and basic information properties are • present basic legal regulations and international standards for the field of information security • categorize sources of threats, risks and control measures for risk reduction • analyze the steps and methods of control in the implementation of an ISMS system • analyze cyber threats • identify methods of cyber protection									
3. Content	The course content is based on studying the concept, characteristics and application of business information systems security and includes six units. Characteristics of information systems and methods of protection: information in different contexts, information system, information protection in business systems. Standards and legal regulations: overview of laws and regulations, impact of the CNB decision on information system management, relevant standards. Planning the security of business information systems: establishment of an ISMS system, definition of scope, development of information security policies. Risks and implementation of protection measures: risk assessment methodologies, risk analysis and evaluation, control measures to reduce risks. Implementation of an ISMS system: development of an implementation plan, employee security awareness, resource management, certification - ISO27001. ISMS system control: metrics, internal and external audit, implementation of corrective measures.									
4. Admission requirements	There are no special requirements for enrollment.									
5. Student obligations	Continuous attendance at lectures and exercises and active participation, project work, and written and, if necessary, oral exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	0.5	Oral exam	0.5	Activities	0.5
	Qualifying paper	1								
7. Required literature	• Saletović K. (2015). <i>Security of business information systems</i>, Zagreb: Grupa Vern d.o.o. • Saletović K. (2023). <i>Cybersecurity of individuals and small and medium-sized companies</i>, Zagreb: Grupa Vern d.o.o.									
8. Additional literature	• Group of authors (2010). <i>Security of information systems</i>, Zagreb: Algebra d.o.o. • Humphreys E. (2007). <i>Implementing the ISO/IEC 27001 Information Security Management System Standard</i>, Boston / London: Artech House. • Bača M. (2004). <i>Introduction to computer security</i>, Zagreb: Narodne novine. (selected chapters)									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the written exam: 1. Attendance at least 20%, 2. Preparation for exercises and active participation in class Students whose attendance at class is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The requirement for taking the oral exam is to pass the written exam.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares:									
	Criterion	Weight share								
	Written exam	60%								
	Entry paper	20%								

	Activities	10%
	Oral exam	10%

12. Assessment criteria - explanation

The written exam is an integral test that covers the entire semester's material and can be taken by students who have met the above-mentioned requirements for taking the written exam.

The written exam consists of tasks that test the student's theoretical knowledge, and tasks that test the student's actual understanding of concepts and procedures.

The grade for the written exam is positive if the student has achieved at least 60 points in the test.

A student has the right to take the written exam a limited number of times during the academic year in accordance with the calendar of teaching activities and regulations of the Vern Polytechnic.

The oral part of the exam is taken after the written part has been passed if there is any doubt about the grade achieved in the written exam. If there is no doubt, the grade achieved in the written exam is taken.

The oral exam is held by the course instructor. If a student receives a negative grade in the oral exam, he/she must retake the written exam.

The activity is assessed based on preparation for class, participation in discussions, and solving individual or group tasks.

The project task is performed in a group and presented in agreement with the lecturer and the project task expert.

Students will be offered consultation times with the expert. Assessment elements include solving the set goals, structuring the solution, elaborating the problem, and using relevant literature.

60 - 69	2
70 - 79	3
80 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	IT management		Year	1	Semester	2								
Course Name	Database systems		Code	9409	ECTS	6								
Lecturers	Sr. Lect. Jakob Gračanin													
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30								
Course Description														
1. Course objectives	Students in this course acquire the ability to create database systems (subsystems) and integrate them into an existing data infrastructure, whether it is new business processes or their optimization. Furthermore, they acquire the ability to evaluate and analyze individual tools/technologies in the domain of database systems and the ability to integrate them into an existing information system, which significantly improves the process of strategic thinking about implementation in practice. They also gain professional competencies in the field of database systems that are based on the principles of the now ubiquitous artificial intelligence.													
2. Expected learning outcomes	1. Design the architecture of the database management system. 2. Identify the life cycle of the database as well as the degrees of data abstraction. 3. Valorize the semantics of SQL procedures in support of business processes as well as methods of optimizing SQL queries. 4. Evaluate the method of ensuring the consistency of databases and methods of managing database recovery. 5. Integrate the concept of relational, object, object-relational and distributed databases into a consistent whole. 6. Integrate artificial intelligence database systems into the existing data repository.													
3. Content	Introduction to database systems. Information system. Database architecture. Database life cycle. Introduction to DBMS capabilities. Functions of database management systems. Evolution of data models. Levels of data abstraction (external, conceptual, internal, physical). Semantic-syntactic characteristics of the SQL programming language. Methods of locking and concurrent data access. Database recovery management. Relational, object, distributed databases, data warehouses. Artificial intelligence database systems (Neural networks). The role of databases in business process automation (RPA).													
4. Admission requirements	There are no special requirements for taking the course, given that they took related courses during their undergraduate studies.													
5. Student obligations	Attendance of lectures and exercises, completion of a project assignment, taking an oral exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Activities	1	Oral exam	0.5	Continuous assessment	2	Project	1.5				
	Activities	1												
7. Required literature	Coronel C. and Morris S 2018): Database Systems: Design, Implementation, and Management, 12th Edition, Cengage Learning													
8. Additional literature	1. S. Sumathi, S. Esakkirajan: Fundamentals of Relational Database Management Systems, Springer, 2010.													
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.													
10. Exam access requirements	1. Regular class attendance (minimum attendance 20%) 2. Preparation for exercises and active participation in class 3. Project assignment prepared according to instructions, brought to the oral exam. A student whose regular class attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Oral exam</td><td>50%</td></tr><tr><td>Activities</td><td>10%</td></tr><tr><td>Project</td><td>40%</td></tr></table>						Criteria	Weight share	Oral exam	50%	Activities	10%	Project	40%
Criteria	Weight share													
Oral exam	50%													
Activities	10%													
Project	40%													
12. Assessment criteria - explanation	The oral part of the exam is taken by submitting a project assignment. If a student receives a negative grade on the oral exam, he/she may retake it at a scheduled time, which cannot be before the next written exam date. The project assignment is submitted at the oral exam. The teacher gives the topic of the project assignment to the students during the last lecture. Only one student can participate in the preparation of one project assignment. If a student does not submit his/her work in printed form on the oral exam date, he/she cannot take the oral exam.													

	A student has the opportunity to take the exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the grade, the student may retake the exam, but the grade already received will no longer be valid.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	IT management		Year	1	Semester	2						
Course Name	Digital marketing		Code	6918	ECTS	4						
Lecturers	Lect. Hrvoje Ratkić											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The aim of the course is to acquaint students with digital marketing channels, which in today's practice are an integral part of integrated marketing communication. By acquiring knowledge that will be based on theoretical frameworks and examples from practice, students will be trained to independently create comprehensive communication plans, implement them and analyze their success.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define basic digital marketing concepts and channels 2. Integrate digital marketing channels into integrated marketing communications 3. Manage digital marketing channels 4. Analyze and evaluate digital marketing campaigns											
3. Content	Introduction to digital marketing, digital marketing trends, Creating a brief for a digital marketing campaign, Strategic planning in digital marketing, Integration of digital marketing channels, Influencer marketing, Content and content creation in digital marketing, Real time marketing, Native advertising, Evaluation in digital marketing											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2						
7. Required literature	Teaching materials assigned during class											
8. Additional literature	1. Drago Ružić, Antun Biloš, Davorin Turkalj: E-marketing, Josip Juraj Strossmayer University, Faculty of Economics, 2014 2. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge. 3. Hinton, S.; Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 4. Lambert, J. (2013) Digital Storytelling. New York: Routledge 5. Lester, P.M. (2014) Digital Innovations for Mass Communication: engaging the user. New York: Routledge											
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey											
10. Exam access requirements	Attendance at classes of at least 20%											
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Oral exam</td><td>20%</td></tr><tr><td>Project assignment</td><td>80%</td></tr></table>						Criteria	Weighting	Oral exam	20%	Project assignment	80%
Criteria	Weighting											
Oral exam	20%											
Project assignment	80%											
12. Assessment criteria - explanation	Students present a project task that they work on as a team at the registered exam period. The grade of the whole team is entered for each member of the team. After the presentation of the project assignment, the students approach the oral part of the exam.											
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.											

General information					VERN' University	
Program	IT management		Year	1	Semester	2
Course Name	Geopolitical and geoeconomic trends in the world		Code	10983	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course provides students with a deeper understanding of the key dynamics that shape global politics and economics. The course analyzes the mutual influence of geopolitics and geoeconomics through topics such as great power rivalry, economic blocs, energy policy, technological conflicts, trade wars and climate change. Special emphasis is placed on the role of new powers (China, India, Brazil) in the international order, the implications of globalization and regionalization, as well as the growing influence of the digital economy. Through a multidisciplinary approach, students will develop critical thinking about global trends and their consequences for countries, regions and international organizations. The course includes case studies, discussions and analysis of current events in order to apply theoretical knowledge in a practical context.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Explain key terms and theories. 2. Critically analyze global politics and economics. 3. Analyze the mutual influence of geopolitics and geoeconomics through different topics. 4. Distinguish the role of global trends and their consequences for countries, regions and international organizations.					
3. Content	Global politics and economics; great power rivalry, economic blocs, energy policies, technological conflicts, trade wars and climate change; The role of new powers (China, India, Brazil) in the international order; Implications of globalization and regionalization, Digital economy; global trends (...)					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1.5
7. Required literature	Working materials and literature.					
8. Additional literature	Articles, reports and academic papers					
	Geopolitics and the Geometry of Global Trade: 2025 update — McKinsey Global Institute McKinsey & Company					
	GEO-ECONOMIC STRUCTURE OF THE GLOBAL MARKET: CHALLENGES AND PROSPECTS (PANDEMIC AND MILITARY & POLITICAL SHOCKS, 2010–2022) — Oleksandr Sharov nasu-periodicals.org.ua					
	Geopolitical Barriers to Globalization — Tianyu Fan, Mai Wo, Wei Xiang (pre-print paper) arXiv					
	Impact of Geopolitics in the World Economy — S&P Global report S&P Global					
9. Quality monitoring	Contemporary Geopolitical Alignment in the Global South: Security, Peace and Sustainable Development — collection of articles / book (Springer, 2025)					
	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria -	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the					

explanation	material and understanding of the topics covered in lectures and seminars are evaluated. The essay carries 30% of the total points, while the written exam carries the remaining 70%.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University			
Program	IT management			Year	1	Semester	2			
Course Name	Start-up management			Code	11001	ECTS	4			
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	12	Seminars and workshops	6	Excercises	14	Total	32		
Course Description										
1. Course objectives	To teach male and female students the knowledge of the theory of public communication and image creation with an emphasis on the analysis of the application of the theory on selected examples and the analysis of the image of public figures from the fields of politics, business, popular culture. The emphasis is on an overview of how individuals create and present their roles in society and the role of the media and the audience in the presentation. Create a portfolio based on a matrix to display the image of the selected person. Through the practical application of theoretical knowledge, the knowledge and skills necessary for creating and managing the image and reputation of persons and companies in public communication are acquired.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Compare similarities and differences in the concepts of impression, image, identity, social role, audience expectations, social role context, and perception through expectations. 2. Explain models of creating social stages and the roles of public perspectives from a sociolinguistic perspective. 3. Analyze image creation strategies with an emphasis on theories of agenda setting, framing, storytelling, spectacle construction, and stereotyping of social roles and activities. 4. Evaluate and analyze the tactics behind created images in relation to the selected media platform and communication and social framework. 5. Develop and present an image portfolio of a selected public figure or company.									
3. Content	Introduction to public communication. Analysis of media announcements and image construction in public communication. Theoretical foundations of the mechanisms and theories in the background of image creation with an emphasis on agenda-setting theories, framing, storytelling, constructing spectacles, stereotyping of social roles and activities. Media portraits of individuals, groups and business entities. Creating a portfolio of the image of a public person or company.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, creation and presentation of a project assignment (seminar work).									
6. Monitoring student progress and associated ECTS credits	Classes	1	Portfolio	1	Project	1	Presentation	1	Tasks	1
7. Required literature	1. Lecture materials 2. Borčić, N. (2023) The devil is in the details. Image and discourse in politics. Zagreb: TIM Press. 3. Relevant online sources.									
8. Additional literature	Selected professional and scientific articles and case studies.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from the activities during the classes. Activities during the classes include participation in the preparation of exercises and discussions during the classes, the preparation and presentation of a portfolio with an analysis of the image of a selected person / group or company. A student who has not achieved the right to sign (less than 70% attendance in class and/or a negative grade during the classes) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper (an additional task of analyzing a selected political image). Students will be informed about the details regarding the entrance paper after the lectures. This method of compensation depends on the percentage of regularity, and the task is assigned in accordance with the above.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result of the written exam (seminar paper) was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the									

	student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The grade for class activity is created according to the active participation in class that the lecturer observes and records individually for each student in each class. <table><tr><td>Criteria</td><td>Weighting</td><td></td></tr><tr><td>Assignments</td><td>30%</td><td></td></tr><tr><td>Presentation</td><td>35%</td><td></td></tr><tr><td>Portfolio</td><td>35%</td><td></td></tr><tr><td>Table</td><td>Criteria</td><td>Weighting</td></tr><tr><td>Table</td><td>Table</td><td></td></tr></table>	Criteria	Weighting		Assignments	30%		Presentation	35%		Portfolio	35%		Table	Criteria	Weighting	Table	Table	
Criteria	Weighting																		
Assignments	30%																		
Presentation	35%																		
Portfolio	35%																		
Table	Criteria	Weighting																	
Table	Table																		
12. Assessment criteria - explanation	The seminar paper includes a theoretical treatment of the selected topic, and is prepared individually. In addition to the quality of the selected topic according to the teacher's instructions and in particular the type and method of research, the final grade is also influenced by the form of the submitted assignment and (non)compliance with the deadlines for submission. In addition to the written project (portfolio), the final grade also includes the presentation of the project assignment. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																		

General information					VERN' University									
Program	IT management		Year	2	Semester	3								
Course Name	ERP system architecture		Code	9532	ECTS	4								
Lecturers	Lect. Maja Vekić-Vedrina													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The course aims to introduce students to the role of ERP systems in modern companies. The course describes the way in which ERP is used to connect business processes and shows the relationship between business processes and program modules that make up ERP as a complex and centralized information system. The structure of the ERP system is analyzed at a theoretical and practical level. The importance of organizational preparation for the introduction of the ERP system is also emphasized. The course analyzes methods and tools for evaluating the organization, implementing the ERP system and maintaining the achieved effects. It also analyzes the project structure and resources, roles and responsibilities necessary for the effective introduction of the ERP system in a modern company.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Analyze the purpose of ERP systems 2. Analyze the way modern organizations do business and evaluate the importance of their information systems 3. Critically assess the connection between business processes and relevant ERP modules 4. Review the activities of all roles and stakeholders in the context of an ERP system 5. Analyze the basic structural elements of an ERP system 6. Dissect the key components of an ERP system architecture 7. Critically assess the project approach in the context of ERP system implementation 8. Evaluate different products in the overall ERP system market 9. Review methods, techniques and tools for selecting and implementing ERP systems													
3. Content	The course content provides insight into the application and implementation of ERP systems in a business environment. The units are divided as follows: introduction to ERP systems, reasons for implementing ERP systems, business architecture of ERP systems, pre-implementation analysis when introducing ERP systems, phases in ERP system implementation, key processes and roles in ERP system implementation, methods for evaluating ERP systems, technical architecture of ERP systems, application of ERP systems and a more detailed analysis of ERP system modules.													
4. Admission requirements	None.													
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of a seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	0.5								
					Seminar	0.5								
					Activities	0.5								
7. Required literature	1. 1.Ellen F. Monk, Bret J. Wagner: "Concepts in Enterprise Resource Planning", 2013 2. 2.Lecture materials													
8. Additional literature	1. 1. Krešimir Fertalj, Vedran Mornar: Comparative analysis of software support for information systems in Croatia, FER, Zagreb, January 2002. 2. 2. Jaipur National University Jaipur: „Enterprise Resource Planning“, 2013													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	Requirements for taking the written exam: 1. Minimum attendance in accordance with the rules of VERN' University 2. Positively graded seminar paper The requirement for taking the written exam is a positively graded seminar paper. The seminar paper is assigned during class and must be submitted and presented no later than the last day of class. A student whose attendance in class is less than the minimum attendance defined by the rules of VERN' University cannot make up for absences and cannot take the exam without re-enrolling and taking the course.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Seminar</td><td>20%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>						Criterion	Weight share	Written exam	60%	Seminar	20%	Activities	20%
Criterion	Weight share													
Written exam	60%													
Seminar	20%													
Activities	20%													

	Table>													
12. Assessment criteria - explanation	The exam consists of preparing a seminar paper, a 15-minute presentation of the seminar paper, and a written knowledge test. A prerequisite for taking the written exam is a positively graded seminar paper. The seminar paper is assigned during class, submitted, and presented no later than the last day of class. In the seminar paper, a real business problem is processed using the business case method, which the student analyzes, examines possible options and proposes possible solutions. The written exam consists of a test of knowledge of the material presented during the course, i.e. based on the prescribed mandatory literature. The written exam consists of 5 essay-type questions that require understanding of the theory and application of the theory to specific situations. The scoring scale for the written exam is given in the following table: <table><tr><td>Points</td><td>Grade</td></tr><tr><td>0 - 49</td><td>1</td></tr><tr><td>50 - 64</td><td>2</td></tr><tr><td>65 - 79</td><td>3</td></tr><tr><td>80 - 90</td><td>4</td></tr><tr><td>91 - 100</td><td>5</td></tr></table>		Points	Grade	0 - 49	1	50 - 64	2	65 - 79	3	80 - 90	4	91 - 100	5
Points	Grade													
0 - 49	1													
50 - 64	2													
65 - 79	3													
80 - 90	4													
91 - 100	5													
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.													

General information					VERN' University					
Program	IT management		Year	2	Semester	3				
Course Name	In-depth data analysis		Code	9528	ECTS	6				
Lecturers	Lect. Maja Vekić-Vedrina									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	The goal of the course is to introduce students to the basic concepts and business practices related to data analytics. Data analytics is a set of technologies, methods, and processes that help people derive insights/knowledge from data that will help them take business actions that contribute to a company's business value and competitive advantage. In this course, students will gain an understanding of key technologies, methods, and processes as well as an overview of all stages in analytics: operational analytics, advanced analytics, and predictive/prescriptive analytics.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Dissect key principles, methods, and procedures in data analytics 2. Dissect key components of data analytics architecture and create an analytical systems architecture diagram 3. Review the process of implementing analytical solutions and key roles in this process 4. Analyze different types of data analytics (operational, advanced, predictive/prescriptive) 5. Explain and assess the need for using data analytics in large, medium, and small organizations in different industries. 6. Evaluate the business value that each type of data analytics brings to companies (operational, advanced, predictive/prescriptive) 7. Recommend the optimal data analysis method for a specific problem 8. Create solutions using different data analysis methods for a specific problem									
3. Content	The course content provides insight into the application of data analytics in a business environment by presenting its basic methods on real-world problems. The units are divided as follows: general concepts of data analytics, types of data analytics, key processes and roles in implementing data analytics, types of procedures in data analytics, evaluation of procedures, and an overview of the most commonly used methods on real-world data sets. The course presents a series of procedures for collecting data, posing problems, implementing data analytics, evaluating, and reporting.									
4. Admission requirements	No special conditions.									
5. Student obligations	Attendance of classes, preparation and presentation of a seminar paper, taking a written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	1				
				Seminar	2	Activities	1			
7. Required literature	G. Klepac, L. Mršić, Business Intelligence through Business Cases, Lider, Tim Press, Zagreb, 2006 Lecture materials									
8. Additional literature	1. Anil K. Maheshwari: "Data Analytics Made Accessible", 2014 2. Eric Siegel: "Predictive Analytics", John Wiley & Sons, 2016									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the written exam: 1. Minimum attendance in accordance with the rules of VERN' University 2. Positively graded seminar paper The requirement for taking the written exam is a positively graded seminar paper. The seminar paper is assigned during class and must be submitted and presented no later than the last day of class. A student whose attendance in class is less than the minimum attendance defined by the rules of VERN' University cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>60%</td></tr></table>						Criteria	Weight share	Written exam	60%
Criteria	Weight share									
Written exam	60%									

	Seminar	20%
	Activities	20%
	Table>	

12. Assessment criteria - explanation

The exam consists of preparing a seminar paper, a 15-minute presentation of the seminar paper, and a written knowledge test.

A prerequisite for taking the written exam is a positively graded seminar paper. The seminar paper is assigned during class, submitted, and presented no later than the last day of class. The seminar paper deals with a real business problem that the student analyzes, examines possible options and proposes possible solutions.

The written exam consists of a test of knowledge of the material presented during the course, i.e. based on the prescribed mandatory literature.

The written exam consists of 5 essay-type questions that require understanding of the theory and application of the theory to specific situations.

The scoring scale for the written exam is given in the following table:

Points	Grade
0 - 49	1
50 - 64	2
65 - 79	3
80 - 90	4
91 - 100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	IT management		Year	2	Semester	3				
Course Name	Methodology of research and professional work		Code	9531	ECTS	5				
Lecturers	Prof. Stud. Jadranka Musulin									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	Students will learn about research methodology so that, through understanding the nature and role of research, research tools and techniques, they will have a developed ability to recognize, plan and conduct methodologically sound and practically relevant research in the business world. During the course, students will acquire the methodology for working on research projects as well as the ability to effectively prepare their own graduate thesis.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify business problems and research subjects in specific business practice 2. Correctly formulate research objectives based on relevant scientific knowledge, useful for business practice and feasible in a specific business system 3. Classify types of research (qualitative, quantitative, mixed.) 4. Choose appropriate research methods that enable obtaining relevant data and information 5. Correctly use available sources of information (primary and secondary), and literature, while respecting ethical norms 6. Correctly formulate research hypotheses/questions 7. Conduct analysis and interpretation of research results and design the implementation of possible solutions									
3. Content	The nature and role of business and management research; Introduction to the methodology of professional and research work; Research and research philosophy; Research ethics; Types of research; Sources of information and access to databases; Searching and using databases; Choosing a methodological approach; Planning and organizing research work; Determining the area and subject of research; Defining goals and research questions; Defining variables; Formulating hypotheses/questions - formulations; Description of scales; Research and defining the sample; Selecting methods - overview of methods; Processing and analyzing quantitative data; Statistical concepts and procedures; Technical elements of a thesis (more details on writing methods, citing, citing literature, presenting results).									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, writing a critical review, taking an oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Oral exam	1	Continuous assessment	0.5	Qualifying paper	1.5
7. Required literature	1. Ana Tkalac Verčić, Dubravka Sinčić Ćorić, Nina Pološki Vokić (2010) Handbook for Research Methodology, How to Design, Conduct and Describe Scientific and Professional Research, M.E.P. d.o.o., Zagreb 2. Instructions for Applying, Writing and Defending a Specialist Thesis (2021) VERN' University, Student Portal									
8. Additional literature	1. Creswell J. W., and Creswell, J. D. (2018) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 5th edition, SAGE publications. 2. Boris Blumberg, Donald R. Cooper and Pamela S. Schindler (2011) Business Research Methods, Third European Edition, McGraw-Hill Higher Education. 3. Paul Brewerton and Lynne Millward (2001) Organizational Research Methods, SAGE publication, London.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	1. Regular class attendance (minimum 20%) 2. Preparedness for exercises and active participation in class 3. Entrance work (in the form of a graduation thesis application) prepared according to instructions A student whose regular class attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Criteria/Weight share Written exam 40% Assignments 20% Entry paper 40%									
12. Assessment criteria - explanation	Overall exam: taken during the exam period in writing or orally (depending on the number of registered students), and it verifies the acquisition of knowledge from the methodology of research and professional work required for the set learning outcomes, with the aim of training for writing a diploma thesis. A student may be exempted from the written exam if, during class, within the stipulated deadlines, they create a portfolio of written exercises that follow different topics of the course content. Instructions on the exercises are provided to students in class.									

	Tasks: independent work on an example of a given statistical data processing. Entry paper: writing a graduation thesis application (a written document in the prescribed form) with an oral examination (presentation). Notes: The entry paper is submitted at least two weeks before the final exam. The topic of the entry paper is chosen by the student in agreement with the teacher. When writing the entry paper, students are required to adhere to the usual rules for writing scientific and professional papers and the Instructions for Writing Graduation Theses. If a student does not submit their work on time, they do not have the right to take the exam. If a student receives a negative grade on the final exam, they can retake it at the scheduled time, which cannot be before the next exam deadline. If a student is not satisfied with the grade, they can take the exam again, but the grade already received is no longer valid. A student has the opportunity to take the exam a limited number of times during the academic year - as provided for in the calendar of teaching activities and University regulations.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	IT management		Year	2	Semester	3		
Course Name	Organizational performance measurement		Code	9530	ECTS	5		
Lecturers	Prof. Željko Dobrović							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	Students will gain the knowledge necessary to develop elements of mission, vision, strategic goals, strategies, and measures. They will also be introduced to the structure and method of developing a performance measurement plan, as well as the design and use of the necessary IT support for performance measurement. They will be trained to independently develop a performance measurement plan and its implementation in a measurement support tool.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Evaluate the elements of the strategic management continuum in an organization 2. Methodologically formulate the organizational mission in teamwork with the organization's management 3. Analyze the organizational vision and quantify strategic goals from it 4. Analyze SWOT elements using an extended SWOT analysis 5. Assess the organization's readiness to implement changes 6. Develop strategies and activities for their implementation by analyzing strategic goals 7. Evaluate strategic management hypotheses using cause-and-effect chains 8. Construct measurement instruments							
3. Content	Organizational documents, the organization's strategic plan as a source of organizational goals, the strategic plan for the development of the information system that should support the achievement of organizational goals, the performance measurement plan that allows management to see how far the organization is from its goals, the coordinated development of these documents as a prerequisite for performance measurement management. Basic concepts of performance measurement, a systematic view of the organization in the environment, input-process-output-outcome, reasons for introducing performance measurement: continuous organizational management and focused program evaluation, syntax and semantics of organizational goals, the continuum of strategic management, organizational mission and mission development, organizational vision, the relationship between vision and strategic goals. Development of a performance measurement management model, the basics of the Balanced Scorecard method, development of the BSC model, strategic goal development table, SWOT analysis as a source of strategies, activities for implementing strategies, activity goals and organizational goal holders, placing goals on the perspectives of the BSC model: finances, users, internal processes, learning and growth, perspectives of the BSC model for the private and public sectors, cause-and-effect chains of goals - strategic maps. BSC model measurement instruments, relationship between objectives and measures, measure amount as an indicator of goal achievement, structure of measurement instrument: measure label, measure name, measure type, measurement method, threshold values, influence coefficients, measure development table, cause-and-effect chain of measures, performance measures (leading) and outcome measures (lagging), calculation of measure amounts, cascading of objectives and measures, decomposition of strategic objectives, strategic and tactical maps of objectives, objectives and organizational forms, classification matrix of objectives, cascading procedure of objectives, cause-and-effect chains of tactical objectives. Operational use of the BSC model, introduction of the BSC model as an organizational management system, key roles in using the BSC model: owner, manager, BSC model designer, BSC model administrator, database administrator, verification and validation of the BSC model. Tools to support organizational performance measurement, software tools for performance measurement, repository structure of CASE tools for BSC model development, how to use CASE tools for BSC model development, examples of tools to support the management of the BSC method: Microsoft Office Business Scorecard Manager, Microsoft Office Business Scorecard Builder, Dialog Strategy, structure and way of using the aforementioned tools, tools for strategic organizational measurements versus tools for diagnostic organizational measurements.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, completion of a project assignment, taking an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Continuous assessment	0.5	Project	1.5
7. Required literature	1. R.S..Kaplan, D.P.Norton: Using the Balanced Scorecard as a Strategic management System, Harvard Business Review, 1996. 2. R.S.Kaplan, D.P.Norton: The Balanced Scorecard, Harvard Business School Press, 1996.							
8. Additional literature	1. Dobrović, Ž.: Strategic Planning under Uncertainty: Building the metamodel, Journal of Information and Organizational Sciences, Faculty of Organization and Informatics, Varaždin, 2002. 2. Dobrović, Ž.: Strategic Planning, Business and Information Architecture, Proceedings of the CASE 12 Conference, Opatija 2000. 3. R.S. Kaplan, D.P. Norton, Strategy Maps, Harvard Business School Press, 2004.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							

10. Exam access requirements	1. Regular attendance (minimum attendance 60%, i.e. maximum 2 absences, for 40 – 59% additional assignment) 2. Preparedness for exercises and active participation in class 3. Project assignment prepared according to instructions, brought to the oral exam. A student whose regular attendance in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Oral exam</td><td>50%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </table>	Criteria	Weight share	Oral exam	50%	Activities	10%	Project	40%
Criteria	Weight share								
Oral exam	50%								
Activities	10%								
Project	40%								
12. Assessment criteria - explanation	The oral part of the exam is taken by submitting a project assignment. If a student receives a negative grade on the oral exam, he/she may retake it at a scheduled time, which cannot be before the next written exam date. The project assignment is submitted at the oral exam. The teacher gives the topic of the project assignment to the students during the last lecture. Only one student can participate in the preparation of one project assignment. If a student does not submit his/her work in printed form on the oral exam date, he/she cannot take the oral exam. A student has the opportunity to take the exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the grade, the student may retake the exam, but the grade already received will no longer be valid.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	IT management		Year	2	Semester	3
Course Name	Project management		Code	9529	ECTS	6
Lecturers	Sr. Lect. Hrvoje Belani					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The main goal of the course is to master advanced methods in project management that are applied in certain phases of the project life cycle. After completing the course, students should be able to conduct an analysis of interested parties on projects of medium complexity, apply economic methods for evaluating projects in the project initiation phase, methods for a systematic approach to planning costs and deadlines, and qualitative methods for risk management in the project planning phase, 'fast-tracking' and 'crashing' methods for project implementation management and realized value analysis for monitoring project implementation. Students will get to know and learn to apply the basic concepts of agile project management methods.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. formulate project proposals, define a model for their evaluation and apply it to specific project proposals, 2. conduct an analysis of project stakeholders and choose a strategy for their relationship with them, 3. create a WBS, define the scope and objectives of the project, 4. create a project plan with activities, deadlines, resources, project organization, costs, budget, risk management plan, 5. evaluate project activities based on the developed plan in order to monitor the progress of the project and create reports on the status, trends and forecasts of future project activities. 6. evaluate projects for the application of basic agile project management methods.					
3. Content	Project selection and prioritization: methods of financial analysis of investment projects, multi-criteria decision-making methods. Stakeholder management: methods for stakeholder analysis. Project scope management: project charter and WBS. Project planning: planning activities and deadlines, phases and checkpoints, network and Gantt charts. Estimating project activities, uncertainty in estimates, three-point estimates, estimator calibration. Resource planning and project organization. Cost estimates and project budgeting. Risk management plan. Project implementation and monitoring: responsibility and authority matrices (RAM), resource calendar, risk register, open issues list. Cost and deadline tracking. Realized value method. Project change management. Methods for accelerating project activities. Project team management and project communication. Motivation and reward in projects. Agile project management methods.					
4. Admission requirements	Passed a course in the basics of project management.					
5. Student obligations	According to the regulations and internal acts of the VERN Polytechnic.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Oral exam	2
					Seminar	1.5
7. Required literature	1. Gary R. Heerkens, Project Management, 2nd edition, MATE d.o.o., Zagreb, 2020. 2. Guide to Project Management Body of Knowledge (PMBOK Guide), 4th edition, PMI, MATE d.o.o., Zagreb, 2011. 3. Krešimir Fertalj, Željka Car, Ivana Nižetić Kosović, Project Management, script, FER, Zagreb, 2016.					
8. Additional literature	1. Matt Andrews, Lant Pritchett, Michael Woolcock, Building State Capability: Evidence, Analysis, Action, Oxford University Press, 2017 2. Ken Schwaber, Jeff Sutherland, The Comprehensive Guide to Scrum: The Rules of the Game, 2020 3. John Carroll, Effective Project Management In Easy Steps, 2nd Edition, In Easy Steps Ltd., London, 2012					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The requirements for taking the written exam are: all assignments submitted and positively graded. Class attendance of at least 20%. Positive grade from class activities.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: NOTE: Only the names of the criteria and weights are included in the table. An explanation is provided in the next section.					
	Criterion	Weight share				
	Written exam	40%				
	Oral exam	30%				
	Seminar	20%				

	Activities	10%

12. Assessment criteria - explanation

The written exam also consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, and not only the acquisition of techniques.

The grade from the written exam is positive if the student scored at least 50 points in the test. The total points are converted into the grade in the manner shown in the table.

The oral part of the exam, if there is one, is accessed after passing the written part. It is held by the course instructor.

If the student receives a negative grade on the oral exam, he can retake it at the scheduled time, which cannot be before the next time for taking the written exam.

Class activity is evaluated at the end of the semester based on the teacher's notes taken at each class time.

Seminar papers and assignments are submitted within the deadlines that will be determined in class, and in principle they are presented orally at continue. Each paper is assessed for its content (completeness, accuracy, quality of explanation) in accordance with the assigned task, as well as the quality of presentation, i.e. the language, style and form of the written paper. Papers that are not submitted by the deadline will not be scored. Papers are submitted by e-mail, in writing during class, or presented orally during class, which will be clearly defined for each individual task.

Points	Grade
50 - 59	2
60 - 74	3
75 - 89	4
90-100	5
9	10

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University	
Program	IT management		Year	2	Semester	3	
Course Name	EU funds and programs		Code	4085	ECTS	4	
Lecturers	Assoc. Prof. Irena Đokić						
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30	
Course Description							
1. Course objectives	Provide a comprehensive overview of the EU Structural Funds, Common Agricultural Policy funds intended for rural development and Union Programs. Deepen understanding of the possibilities of using Structural Funds as instruments of EU regional policy. Know how companies and other institutions in the fields of research, innovation, environmental protection, education, youth, media, culture and citizens can access Union funds and programs. Deepen understanding of the possibilities of financing projects from the European Social Fund, the field of culture and the EU Common Agricultural Policy and its implementation in the Republic of Croatia. Know how to use tools for evaluating project proposals.						
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. List the instruments of cohesion policy and explain the objectives of using EU funds and programs; 2. Identify ways in which EU funds (ESF, ERDF, EFRR) can be obtained and used in the implementation of individual activities; 3. Explain how investment and development-investment projects intended for development and industrial companies, in the field of culture and media, and projects in the agricultural and food sector are managed; 4. Discuss examples of regional cooperation projects and determine similarities and differences; 5. Review basic information about the procedure and purpose of the evaluation procedure, and evaluate the summary of the project proposal						
3. Content	This course will cover the following topics and subtopics: 1. Cohesion Policy Instruments: 1.1. General information about the European Social Fund (ESF) - Objectives and eligible regions of the ESF; Who applies and who uses ESF funds?; How to access ESF funds?; Benefits that the ESF can bring to an individual - examples 1.2. Transition and strengthening of institutions; 1.3. Human resources development 2. How to access European Regional Development Fund (ERDF) funds? - Innovation as a basis for company development in the project preparation phase; Preparing a company for project thinking in the project preparation phase; Examples of industrial and development projects. 3. Regional development and cross-border cooperation - how to finance cross-border, transnational and inter-regional cooperation projects (INTERREG)? 3.1. Regional development - what are regions and why are they important in the context of Cohesion Policy?; 3.2. Cross-border cooperation – objectives and programmes; 3.3. South-Eastern Europe (SEE) and Mediterranean (MED) – case studies/examples 4. How to finance projects through Union programmes? - Culture, Erasmus for All – basic information on programmes, examples of projects; HORIZON 2020 - Programme for research, technological development and innovation; COSME - Programme for the competitiveness of enterprises and SMEs 5. Common agricultural policy – funds intended for rural development 5.1. Common agricultural policy – historical context and development of rural development measures; 5.2. Rural development measures in the period 2014-2020. experiences – Rural development measures in the period 2023-2027; 5.3. Examples of projects financed from funds intended for rural development 6. Seminar paper/evaluation of project proposals - Instructions for writing a seminar paper, selection of topics; General information about evaluation, and instructions for evaluating the project summary and full project proposal; Example of an evaluated summary and full project proposal (example of a "hard" (infrastructure) and "soft" project (e.g. education, campaign, etc.)						
4. Admission requirements	There are no prerequisites that must be met in order to take this course.						
5. Student obligations	Attendance at classes, preparation of a seminar paper or evaluation of a complete project proposal, taking a written exam						
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5	
					Continuous assessment	0.5	
7. Required literature	1. European Commission - Directorate-General for Employment, Social Affairs and Inclusion (2016). European Social Fund - Investing in People. Retrieved from file:///C:/Users/idokic/Downloads/esf_brochure_hr.pdf (08.03.2018) 2. MRRFEU (2017). Regional Development Strategy of the Republic of Croatia for the period up to the end of 2020. https://razvoj.gov.hr/UserDocsImages/O%20ministarstvu/Regionalni%20razvoj/razvojne%20strategije/Strategija%20regional%20razvoja%20Republika%20Hrvatske%20za%20razdoblje%20do%20kraja%202020._HS.pdf (03/08/2018) 3. European Commission, (2021) Next generation EU, https://europa.eu/next-generation-eu/index_en 4. European Commission (2011). <i>Mini Country Report/Croatia, Thematic Report 2011 under Specific Contract for the Integration of INNO Policy Trend Chart with ERAWATCH (2011-2012)</i> , Brussels: European Commission. Retrieved from http://ec.europa.eu/enterprise/policies/innovation/files/countryreports/croatia_en.pdf (12/02/2016)						

	5. Aralica, Z. (2009). <i>The role of the R&D sector in Croatia's approach to the EU</i>, (pp. 101-108). Zagreb: Croatian Society for Systems 6. Christensen, C. M. (2011). <i>The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business</i>. New York: HarpersBusiness Essentials, ISBN 0062060244 (selected chapters) 7. Devin, L., Austin Dee, R. (2012), <i>The Soul of Design: Harnessing the Power of Plot to Create Extraordinary Products</i>, Stanford: Stanford University Press. ISBN: 9780804757201 (selected chapters) 8. Croatian Chamber of Commerce (2013). <i>Common Agricultural Policy: What, Why and How?</i>, Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480								
8. Additional literature	1. Ulwik, W. A. (2005). <i>What Customers Want; Using Outcome Driven Innovation to Create Break through Products and Services</i>. New York: McGraw-Hill (selected chapters) 2. European Commission (2014). <i>Erasmus+ Programme Guide</i>, Retrieved from http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus-plus-programme-guide_en.pdf 3. European Commission-Directorate-General for Research and Innovation (2014). Horizon 2020 in brief. Retrieved from https://ec.europa.eu/programmes/horizon2020/sites/horizon2020/files/H2020_HR_KI0213413HRN.pdf (08.03.2018.) 4. Ministry of Agriculture (2015) Rural Development Programme: list of measures with basic information. Zagreb: Ministry of Agriculture Retrieved from http://ruralnirazvoj.hr/files/documents/MPS_program-ruralnog-razvoja-RH_200x275_v6-LQ.pdf 5. European Commission (2021), Directorate-General for Agriculture: https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_hr								
9. Quality monitoring	Evaluation of course performance by student survey.								
10. Exam access requirements	A student is required to attend at least 20% of the total number of teaching hours provided for in the study program. A student who has attended less than 20% of the classes may exceptionally make up for the lack of teaching hours, in a manner determined by the course instructor. A student who has attended less than 15% of the total number of teaching hours during an academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Entry seminar paper</td><td>30%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	60%	Entry seminar paper	30%	Activity	10%
Criteria	Weight share								
Written exam	60%								
Entry seminar paper	30%								
Activity	10%								
12. Assessment criteria - explanation	WRITTEN EXAM: The written part of the exam can be taken in advance after completing the course. The grade for the written part of the exam is positive if the student has achieved at least 60% accuracy in the answers from the three exam sections (collectively). The grading scale according to the accuracy of the answers: sufficient (60-70%), good (71-83%), very good (84-94%), excellent (95-100%). A passed written part of the exam is valid until the end of the current academic year. ENCLOSURE SEMINAR PAPER: 'Objectives of using cohesion policy instruments'; 'Possibilities of using cohesion policy instruments in the Republic of Croatia' and other topics in agreement with the lecturer. CLASS ACTIVITY - includes: regular class attendance, student preparation for class in the form of reading assigned literature, class activity, contribution to the success of class through presentation of results and active and constructive participation in problem discussions.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University											
Program	IT management		Year	2	Semester	3										
Course Name	Creative tools in management		Code	10603	ECTS	4										
Lecturers	Prof. Stud. Sendi Deželić															
Teaching Method and Hours	Lectures	15	Exercises		15											
Course Description																
1. Course objectives	The aim of the course is to introduce students to the processes of creativity, their importance in the 21st century as one of the main characteristics that separates humans from artificial intelligence. The course teaches how to encourage, develop, and maintain creativity in a business context. Students will be introduced to various creative techniques and tools that serve to extract maximum creative potential. Special emphasis will be placed on developing techniques, generating ideas, and selecting and evaluating techniques.															
2. Expected learning outcomes	Upon successful completion of the course, students will: - Argue the importance of creativity, its encouragement and maintenance in modern business. - Evaluate the elements of creative culture and new ways of collaboration and communication. - Apply and implement creative tools and techniques on an example in an organization. 1. Choose a specific creative technique and use it to solve a problem or create a new product or service of your choice.															
3. Content	Creativity, idea, innovation, new age. Other people's ideas, modification. Ethics. Encouraging, developing and maintaining creativity. Good and bad ideas. Obstacles to creativity. Creative team, creative culture and organization. New ways of collaboration, communication and marketing of ideas. Creative processes (5I). Creative techniques (Disney Strategy, Hall of Fame, Brainstorming, Brainwriting, Mind Map, etc.)															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes															
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Activities	0.5										
					Activities	0.5										
7. Required literature	Green, A. (2007): Creativity in public relations. HUOJ, Zagreb (selected chapters) Korkut, D., Kopal, R. (2018). Creativity 4.0: evolution and revolution, Kerschhoff, Zagreb (selected chapters)															
8. Additional literature	Antoljak, V., Kosović, M., (2018): Design thinking for non-designers – how to solve business problems and innovate successfully. Školska Byres, T.H., Dorf, R.C., Nelson, A.J. (2015): Technological entrepreneurship: from idea to company. Technical University, Zagreb Srića, V. (2004): Inventive manager in 100 lessons. Delfin Znanje, Zagreb															
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.															
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Written essay															
11. Exam implementation and assessment criteria	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>10%</td></tr><tr><td>Exercises and presentations</td><td>10%</td></tr><tr><td>Essays</td><td>10%</td></tr></table>						Criteria	Weight share	Written exam	70%	Activities	10%	Exercises and presentations	10%	Essays	10%
Criteria	Weight share															
Written exam	70%															
Activities	10%															
Exercises and presentations	10%															
Essays	10%															
12. Assessment criteria - explanation	/															
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.															

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	IT management		Year	2	Semester	3
Course Name	Teamwork		Code	10088	ECTS	4
Lecturers	Asst. Prof. Maja Kolega					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The main goal of the course is to introduce students to the determinants and characteristics of group behavior as a basis for analyzing, understanding, and managing the various phases of the team process. In addition, the goal is to introduce students, through direct experience, to the dynamics of interpersonal relationships in order to develop skills for more effective teamwork and team leadership.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Analyze the basic organizational and individual factors that influence teamwork performance 2. Distinguish the phases of team development and propose guidelines for working with teams in each phase; 3. Argue the advantages and disadvantages of teamwork, with special emphasis on the specificities of contact and virtual teams; 4. Evaluate the strengths and weaknesses of team decision-making, considering the type of organization and the specifics of the situation; 5. Compare team roles and their contribution in different group work situations; 6. Propose various tools for diagnosing the state of the team and techniques for increasing team effectiveness. 7. Formulate a teamwork methodology for solving certain problem situations Situation 1. Compile an evaluation of the team process					
3. Content	Emergence and characteristics of groups, differences between a group and a team. Group processes; possible negative phenomena in group work. Stages of development of a group into a team. Determinants of group decision-making, advantages and disadvantages in relation to individual decision-making. Common types of teams in organizations and their specificities. Specifics of working in virtual volumes. The process of creating and developing successful teams, building trust among members and dedication to the team purpose, prerequisites for creating a team atmosphere in the organization. Team roles and their contribution to team performance. Management of team communication and relationships within the team. Team supervision. Team process evaluation.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Research	1.5
7. Required literature	1. Miljković D., Rijavec, M. (2001). <i>Organizational Psychology</i>, Zagreb: IEP. 2. Robbins S. P., Judge T.A. (2009) <i>Organizational behavior</i>, MATE, Zagreb					
8. Additional literature	1. Holpp L. (2014). <i>Team Management</i>, Zagreb: Mate. 2. Blanchard K.H. (2005). <i>Winners: The Magic of Teamwork</i>, Ljubljana: Orbis. 3. Brown R., Gaertner, S. (2003). <i>Intergroup Processes</i>, Boston: Blackwell Publishers. 4. Hogg MA, Tindale RS (2001). <i>Blackwell Handbook of Social Psychology: Group Processes</i>, Boston: Blackwell Publishers. 5. Tudor, G., Srića V. (2006). <i>Manager and the Winning Team: The Magic of Teamwork</i>, Zagreb: MEP Consult. 6. West, M. (2005). <i>Secrets of Successful Team Management</i>, Zagreb: Školska Knjiga.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The exam consists of a written part in which students are asked to reflect on their own experience of participating in various team activities, leading teams and designing a methodology for working with teams and connect it to theory. The condition for taking the final exam is a minimum attendance of 20% in class, set at the University level for specialist graduate professional studies. In addition to attendance, students are required to complete a research task that includes field research, analysis of a specific team, identification of key challenges of that team and proposing innovative solutions for better team performance. Exam dates are published on the student portal.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="309 163 671 324"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Pi meni exam</td><td>40%</td></tr> <tr> <td>Research assignment</td><td>40%</td></tr> <tr> <td>Class activity</td><td>20%</td></tr> </table>	Criteria	Weight share	Pi meni exam	40%	Research assignment	40%	Class activity	20%
Criteria	Weight share								
Pi meni exam	40%								
Research assignment	40%								
Class activity	20%								
12. Assessment criteria - explanation	The written exam consists of essay-type questions that require knowledge and understanding of theory, reflection and application to some specific situations.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University			
Program	IT management		Year	2	Semester	4		
Course Name	Planning and design of information systems		Code	9548	ECTS	5		
Lecturers	Sr. Lect. Hrvoje Belani, Sr. Lect. Ivan Radošević							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	The aim of the course is to provide students with knowledge of process (business) and data (information) analysis of real organizational (business) systems and the application of appropriate methods for planning and logical design of their information (sub)systems. To specifically address the phases and content of the life cycles of information systems (IS) with possible consequences if certain phases are skipped or partially (superficially) implemented. To introduce students to the fact that the design of a new information system should be carried out based on the analysis of business processes, business events and data flows between processes and events in the observed organizational (business) system. Through lectures, to demonstrate the importance and procedures for collecting data on the requirements of users of a new (designed) information system. Lectures and exercises should be focused on the application of methods and techniques in the process of analysis, process modeling, data modeling, IS development planning and resource modeling of a new information system in the environment of application of modern (current) information and communication technology. Through independent and consulting development of a working project of a less complex information system for an existing real business system, master the methods and necessary documentation that the IS project should contain when used for further physical implementation of the IS.							
2. Expected learning outcomes	After successfully completing the planned teaching units, students will be able to: - Analyze business processes and data in the observed business system using the data flow diagram (DTF) method. - Create appropriate matrices for creating an information system development plan using the Business System Planning (BSP) method. - Distinguish between phases and their content in the development of information systems. - Create a conceptual Entity Relationship (ER) data model obtained from the process model (DTF). - Propose a relational data model using the rules for translating the ER model into a relational model. - Evaluate the redundancy of the relational data model using the rules of vertical normalization for 1st, 2nd and 3rd normal form (NF).							
3. Content	The course content is designed to acquire knowledge about methods and techniques for analyzing organizational (business) systems with an emphasis on the analysis of business processes and data classes (entities) of organizational systems and their modeling with the aim of defining a strategic plan and further designing (developing a project) of an information system. It consists of the following teaching units: 1. Fundamentals of information systems: Conceptual definitions of data, information, system, information system. Position and significance of information systems in an organization. Classification of information systems. Problems in the development and use of information systems, the future of information systems. 2. Systematic approach, phases and models in the development of information systems: cascade model, pseudo structural model, structural model, V-model, prototype model, evolutionary model, spiral model, component integration model, object-oriented methods in IS development. Methods and CASE (Computer Aided System Engineering) tools for the development of information systems. 3. Analysis of organizational (business) systems with the aim of designing IS: basic concepts of system analysis, users, analysts, teamwork. Analysis of processes and data flows in the system: interview techniques, questionnaires, surveys. System analysis structure, data flow diagram (DTP), DTP concept, UML diagram concept. Designing a process model using DTP. Description of data flows and repositories from the designed DTP, creating a data dictionary. 4. Planning the development of information systems: the place and significance of the IS plan in the organizational system development strategy. BSP (Bussines System Planning) planning method, method activities, defining subsystems, Calculation of parameters for determining the optimal IS (subsystem) structure, subsystem cohesion, affinity between processes, information functions and IS quality measures. 5. Data modeling: Basic concepts of data (character, attribute - elementary data, entity, entity type). Conceptual (ER- Entity relationship) data model, connections between entity types. Designing an ER model based on the description of data flows and repositories (data dictionary) from the process model. Creating an ER model from the given and required information (recursive design). Relational data model, model structure, rules for translating an ER model into a relational data model. Vertical and horizontal normalization, functional dependencies between data, normal forms (NF) and their rules. Algorithms for implementing processes using the resulting relational model. 6. Creating an information system project for an organizational system subsystem: preparing for the project, conducting analysis, creating a process model and data model, describing the process implementation based on the resulting logical (relational) data model. Resource modeling for the resulting logical IS model. Using the project in the phase of building (programming), testing, training, introducing and using the information system. Maintaining and evaluating the information system.							
4. Admission requirements	General IT education (course: Informatics).							
5. Student obligations	Creating exercises, Creating and oral defense of a seminar paper (IS project), Written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1.5	Exercises	1

7. Required literature	- Pavlič M. (2011). <i>Information Systems</i>, Zagreb: Školska knjiga. - Radošević, I. (2020).: <i>Designing Business Information Systems</i>, script, VERN, Zagreb.								
8. Additional literature	- Pavlič, M. (1996). <i>Development of information systems</i>. Zagreb: Znak. - Manger R. <i>Databases</i> (2012), Zagreb: Element. - Klasić, K., and Klarin, K. (2009). <i>Information systems</i>. Zagreb: College of Information Technologies. - Brumec, J. Brumec, S. (2016), <i>Modelling of business processes</i>, Zagreb, WEB knjižara. - Radošević I. (2020), Teaching materials from lectures and exercises - Dobrović, Ž.: Strategic planning, business and information architecture, Proceedings of the CASE 12 consultation, Opatija 2000. - Čerić V., Varga, M., Birola, H. Information technology in business (2006), – Zagreb: Element. - Vukmirović S. Modeling and data analysis in business (2013). Rijeka: EFRI. - WEB page of the title: http://161.53.18.5/zpr/Portals/0/Predmeti/PIS/PIS-Predavanja.pdf for the PIS course - Radošević, I.: Development of an information subsystem for business process monitoring using critical implementation point analysis, Proceedings, IX International Conference M&S, 2014. - Radošević, I.: Method of modeling necessary data for managing business processes, Proceedings, VIII International Conference M&S, 2013.								
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.								
10. Exam access requirements	Requirements for taking the written exam: Seminar paper (IS Project) prepared, submitted and defended on time								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the listed elements are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>35%</td></tr> <tr> <td>Exercises</td><td>30%</td></tr> <tr> <td>Seminar</td><td>35%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	35%	Exercises	30%	Seminar	35%
Criteria	Weight share								
Written exam	35%								
Exercises	30%								
Seminar	35%								
12. Assessment criteria - explanation	Independent exercises: Examples of exercises are carried out in class, after which each student is assigned mandatory independent exercises in the form of homework that they must complete and present in the next class. Seminar work - Information system projects are defined no later than the second week of classes for each student separately. Each student can choose or propose a real organizational (business) system for which they will select the most important business processes for which they will create an IS development plan and an appropriate logical model of the information system. If the student does not have a proposal for a real organizational system, then the teacher suggests a choice of at least three business systems. The project is done in phases during the entire semester in consultation with the teacher. The project is submitted on the last class period of the semester in the course in printed or electronic form. If the project is not submitted within the given deadline, it must be submitted no later than 10 days before the registered exam date, so that the teacher can assess its acceptance and before taking the exam. The written exam is taken by students who have submitted the Seminar Paper - IS Project in printed or electronic form and have positive grades from the Exercises, and who have registered for the exam for the specific exam date. The written exam includes applied tasks from business process modeling, data modeling, and IS organization. A student has the opportunity to take the exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and University regulations. If the student is not satisfied with the grade, the student can improve the grade during the exam periods, in the following way: - By re-working the exercises assigned by the teacher (similar but not the same as those received during the class), and - By re-working the seminar paper - the assigned IS project, which, after submission and acceptance by the teacher, must be presented (defended) at the exam.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University
Program	IT management	Year	2	Semester	4
Course Name	Start-up management	Code	9304	ECTS	4
Lecturers	Sr. Lect. Gordana Ćorić				
Teaching Method and Hours	Lectures	15	Excercises	15	Total 30
Course Description					
1. Course objectives	<i>Start-ups</i> start as small entrepreneurial ventures, but from the very beginning they have a clear tendency to grow and multiply (scalability). Since they differ from the way of working/doing business in large corporations, it is necessary to gain new insight into the issues of launching and managing a sustainable <i>start-up</i> entrepreneurial venture, and how to enable continuous exposure to innovative activities, introduce innovations (e.g. by using the <i>design thinking</i> approach), use available resources and incentive programs (incubators, hubs, <i>co-working spaces</i>, etc.), and become familiar with different and alternative sources of financing (business angels, venture capital, ethical banks, <i>crowdfunding</i>, etc.). The importance of developing an innovation system and capacity as a necessary platform for producing innovations and constantly discovering one's own creative potential and systematic innovation in order to add new value will be highlighted. The main objectives of this course are to enable students to manage their business and/or entrepreneurial future by integrating the knowledge acquired during their studies and directing them towards designing and managing a <i>start-up</i> project, and to gain competitive advantages in the labor market by adopting and using specific entrepreneurial knowledge and skills in planning <i>start-up</i> ventures.				
2. Expected learning outcomes	After completing the course and completing the assignment, students will be able to 1. Describe the conditions and business climate that encourage and support creativity, creative thinking and innovation, map the ecosystem for encouraging innovative <i>start-up</i> entrepreneurship, and provide recommendations for its greater efficiency 2. Present an innovative idea, identify a business opportunity, consider potentials and realization factors, demonstrate an understanding of the resources needed to transform an idea into an innovative venture, and develop an appropriate business model 3. Indicate the possible development of a company's innovative capacity, argue for the need to develop awareness of the importance of investing in a company's innovation capacity, and make recommendations for the implementation and financing of projects to improve a company's innovation capacity, 4. Prepare the implementation of a Design Thinking project in practice to solve complex business problems, and make a plan for applying the <i>design thinking</i> process to create concrete solutions in a business environment, for a specific product or service 5. Develop and apply their own innovation model that will enrich the existing <i>start-up</i> project or venture, and in addition to its success and sustainability, contribute to the development of the company in which the venture will operate. Present a project proposal for running an innovative company (from finding potential to commercializing potential innovations) 6. Evaluate the suitability of various innovative sources of growth financing for a specific <i>start-up</i> company, and recommend the most appropriate ones for the implementation and financing of innovation and development projects				
3. Content	MODULE 1: <i>Start-up</i> entrepreneurship. Motives for entry into entrepreneurship. Mapping sources of resources and encouragement of start-up entrepreneurship. Innovations and entrepreneurship; Practice, sources, types and examples of innovative <i>start-ups</i>. Examples of innovations. Intellectual property, assessment of innovation capacity, technology transfer. Learning from mistakes. Cooperation. Initial definition of the concept and framework of a <i>start-up</i> entrepreneurial venture (<i>Effectuation entrepreneurship, Technopreneurship. Momentum effect. Reinvention.</i>) MODULE 2: Business idea - from idea and innovation to project, entrepreneurial opportunity, needs research, creation and testing of solution proposals, etc. Tools for developing a <i>start-up</i> entrepreneurial venture (<i>Business Model Canvas, Lean management, ...</i>). MODULE 3: Elaboration of the organization's strategy for innovation management, their commercialization, obtaining the necessary resources and venture development, communication with stakeholders and partners. Finalizing proposals for the development of an innovative company, making recommendations for the long-term improvement of innovation capacities at the company level. MODULE 4: Introduction to <i>Design Thinking</i> (tools, processes, step-by-step application). Integration of <i>Design Thinking</i> into company strategy. Examples of the development of new services. Development of appropriate business model(s) for innovation management, testing and verification, scenario sketching. Organizing for innovation – formal and informal organization, coordination. MODULE 5: Business models. Innovation output, processes and innovation strategies (new product strategies, proactive new product development process, practices that shorten product development cycles and assess actual progress). Making recommendations for the development of an innovative company and long-term improvement of innovation capacities at the company level. Business incubators and accelerators. MODULE 6: Sources of financing for start-up companies. Microcrediting. <i>Bootstrapping</i> funding. FFF. Venture capital funds. Business angels. Group funding (<i>crowdfunding</i>). <i>Crowdsourcing</i>. Alternative sources of financing. Ethical banks. Cryptocurrencies - virtual currencies. Local currencies. Financial consulting. Finalization of management and financing proposals for <i>start-up</i> ventures.				
4. Admission requirements	There are no prerequisites for taking this course.				

5. Student obligations	Attendance at classes, participation in fieldwork, conducting assigned research, participation in the preparation, development and presentation of projects (individually or in pairs).										
6. Monitoring student progress and associated ECTS credits	Classes 1	Written exam 1	Project 2								
7. Required literature	1. Script based on current literature (compilation): - Golob, B. (2009). <i>Innovation from idea to market. A handbook for creating new products, services and business models</i>. Rijeka: Dragon doo - Osterwalder, A. and Pigneur, Y. (2014). <i>Creating business models</i>. Školska knjiga, Zagreb - Ries, E. (2013). <i>Lean startup: how today's entrepreneurs use continuous innovation to create fully successful businesses</i>. Zagreb: Mate.										
8. Additional literature	- Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). <i>Report on Small and Medium-Sized Enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019</i>. Zagreb: CEPOR – Center for the Development of Small and Medium-Sized Enterprises and Entrepreneurship Policy (retrieved from: www.cepor.hr/wp-content/uploads/2021/01/izvjesce-2020-HR-web.pdf). - Alpeza, .M. et al. (2022). <i>Report on small and medium-sized enterprises in Croatia - 2021: "SMALL AND MEDIUM-SIZED ENTERPRISES IN CROATIA UNDER THE CONDITIONS OF THE COVID-19 DISEASE PANDEMIC"</i>. Zagreb: CEPOR CEPOR – Center for the Development Policy of Small and Medium Enterprises and Entrepreneurship (taken from: http ps://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf) - Golob, B. (2012). <i>Innovation of business models</i>. Rijeka: University of Rijeka Science and Technology Park/EEN - Nikolić, G. and Zorić, D. (2014). <i>Development of start-up culture in Croatia in the function of economic development</i>. Practical management (professional journal for management theory and practice 5.2, pp. 98-102). - Entrepreneurial notebooks published by the Osijek Entrepreneurship Center, PODI, Center for Civil Initiatives, etc. - Senor, D. (2014). <i>Start-up nation: the secret of the Israeli economic miracle</i>. Zagreb: Profil. - Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2021). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2019-2020</i>. Zagreb: CEPOR. (retrieved from: http://www.cepor.hr/wp-content/uploads/2015/03/WEB-GEM-201920.pdf) - StartupReport-2022-Q1, StartupReport-2022-Q2, StartupReport-2022-Q3, StartupReport-2022-Q4 - Thiel, P. (2015). <i>Zero to one: observations on startup companies, or how to build the future</i>. Zagreb: Večernji list - Tupek, K.L. and Čorić, G. (2018). The impact of entrepreneurial incubators on idea generation and the success of start-up projects in Croatia. <i>Entrepreneurship Education - E4E</i>, 8 (1), 125-152. Retrieved from https://hrcak.srce.hr/202733.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The opportunity to write a midterm exam can be used by students who have an attendance rate of more than 50%. A minimum of 20% attendance is required, as well as positive participation in classes and assigned research, and continuous work on the project. For the purpose of taking the exam, a student can compensate for insufficient activity by preparing and submitting an entrance (seminar) paper or similar assignment. The entrance paper is assigned after missed class participation, and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose attendance rate is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>20%</td></tr><tr><td>Start-up projects</td><td>50%</td></tr><tr><td>Class activity and research</td><td>30%</td></tr></table>			Criteria	Weight share	Written exam	20%	Start-up projects	50%	Class activity and research	30%
Criteria	Weight share										
Written exam	20%										
Start-up projects	50%										
Class activity and research	30%										
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between multiple answers and essay questions. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. Evaluation of the <i>start-up</i> project (collection of points - part of the points is collected based on compliance with the set deadlines, part for quality, part as <i>feedback</i> or feedback on the presentation) and Evaluation of class activities is carried out in every class, because the teaching is of the workshop type. Individual activities, pair activities, and team/group activities are conducted. Students who do not come to class will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. The evaluation of research for project and teaching purposes is carried out after receiving initial instructions and guidelines, and is conducted based on meeting deadlines, assessing the effort put in, the quality of the results, and comparing them with the best papers/research in the group.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.										

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	IT management		Year	2	Semester	4								
Course Name	Organizational change management		Code	10052	ECTS	4								
Lecturers	Sr. Lect. Zoran Komar													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The fundamental goal of this course is to shed light on the psychological and other mechanisms behind the introduction of organizational changes that are largely responsible for the success or failure of reform and/or transition processes, especially in crisis situations and periods. In addition, students will be introduced to recent findings on the change (and crisis) management process, positive and negative examples of the introduction of organizational changes, and the activities of people responsible for managing human resources before, during, and after the introduction of changes.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, types, drivers, processes and models of introducing organizational changes; 2. identify psychosocial and other causes of success and failure of planned organizational changes; 3. connect the factors of organizational crisis and change and analyze their cause-and-effect relationships; 4. critically assess the dimensions of organizational capacity for change; 5. recognize the role of the human factor in the processes of reorganization, restructuring, takeover, merger and other organizational changes; 6. value the importance and role of leadership in the process of introducing organizational changes; 7. select the tasks and responsibilities of human resources management in introducing organizational changes.													
3. Content	Nature, types, drivers, processes and models of introducing organizational changes. The influence of psychosocial factors - abilities, experiences, emotions, values, motivation, social perception, interpersonal relationships, intragroup dynamics on the final outcomes of planned changes. External and internal causes of organizational crises, consequences of crises and their effects on the planning and implementation of organizational changes. Criteria and dimensions of the organization's ability (capacity) to implement changes. Behavior of organizational leadership before, during and after the transition. Key activities and responsibilities of human resources management in the process of organizational change.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attending lectures and exercises, seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1								
7. Required literature	1. Kotter, John P., (2009). <i>Leading changes</i> , Zagreb: Lider press.													
8. Additional literature	1. Lawson, Emily, Price, Colin, (2003). The psychology of change management, McKinsey Quarterly. Luecke, Richard, (2004). <i>Change and transition management</i> , Zagreb: Zgombić & partners. 2. Kotter, John P., (2009). <i>The sense of urgency</i> , Zagreb: Lider press..													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies, and a positively graded seminar paper. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positive grade in the written exam. In the process of acquiring the status of a passed exam, the grades from the written exam, the project assignment, and the grade of class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project assignment</td><td>30%</td></tr><tr><td>Class activity</td><td>10%</td></tr></table>						Criteria	Weighting	Written exam	60%	Project assignment	30%	Class activity	10%
Criteria	Weighting													
Written exam	60%													
Project assignment	30%													
Class activity	10%													
12. Assessment criteria - explanation	The written exam consists of 10 essay-type questions that require understanding and application of acquired theoretical and practical knowledge. The criterion for a passing grade is 60% of a correctly solved exam. The project task is evaluated according to the following criteria: • originality in the approach and processing of the project task • quality, i.e. relevance and recency of the information sources used • quality of argumentation and development of the topic and logical coherence of the topic													

- quality of language and graphic design of the content
- creativity in presentation of information

Class activity is evaluated according to the following criteria:

- constructive participation in group discussions
- quality of participation in individual tasks
- degree of engagement in group exercises
- attitude towards the course, teacher, group colleagues and work duties.

Although the oral exam is not provided as a mandatory part of the evaluation process, it will be held: if the student is from objective reasons for not being able to take the written exam, if with an average written exam grade of 2.4 or 3.4 or 4.4 they want a higher grade and if the subject teacher so assesses for some other reason.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information				VERN' University	
Program	IT management	Year	2	Semester	4
Course Name	Professional practice	Code	9550	ECTS	6
Lecturers					
Teaching Method and Hours	Total			160	
Course Description					
1. Course objectives	The main goal of the student internship is to test and apply certain acquired knowledge and skills, such as for example the comparison and analysis of business information systems, the application of methods for assessing the organization's readiness for the introduction of new IT, the application of tools and methods in the analysis and management of projects, measuring organizational performance, proposing organizational changes, evaluating and selecting IT to support business processes, planning the implementation of IS, applying standards and norms in the IT field, valorizing information in projects and conceptual solutions, selecting and applying professional and scientific literature in research work, etc. The objectives of the practice are also focused on the concretization of the preparation of the graduation thesis.				
2. Expected learning outcomes	1. Apply acquired specialized knowledge in solving specific work tasks in a real work environment in which the internship is carried out. 2. Solve more complex business processes independently or in a team. 3. Demonstrate an understanding of social responsibility, sustainability and ethical action within the work process. 4. Choose a method of communication appropriate to the business environment and situation. 5. Apply new technologies and creative solutions in business. 6. Demonstrate the ability to adapt to work in an international environment. 7. Prepare a Report on the completed specialist internship.				
3. Content	A) INTERNSHIP REPORT (written by unemployed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution) 2. Description of the company/institution 3. Description of the tasks the student performed during the internship 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could have from the thesis 7. Conclusion B) WORK REPORT (written by employed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution/department) 2. Description of the company/institution/department 3. Description of the job/jobs that the student does 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could gain from the graduate thesis 7. Conclusion The recommended scope of the report is about 5 pages, with technical formatting according to the instructions for writing seminar papers published on student portals.				
4. Admission requirements	Correctly completed and signed consent from the organization to accept the student for student internship				
5. Student obligations	Attending internships, performing assignments and work at internships, writing internship reports, appropriate behavior in the organization.				
6. Monitoring student progress and associated ECTS credits					
7. Required literature					
8. Additional literature					
9. Quality monitoring	Report on the held student internship. Evaluation of mentors in the organization.				
10. Exam access requirements	Delivered documents Consent of the organization, Certificate of completed student internship and Report.				

11. Exam implementation and assessment criteria	There is no numerical grade, only a passing grade of 'DONE'.
12. Assessment criteria - explanation	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Sustainable tourism development management		Year	1	Semester	1						
Course Name	Psychology in tourism		Code	6818	ECTS	5						
Lecturers	Assoc. Prof. Irena Miljković Krečar											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	Contribute to the development of tourism through understanding psychological phenomena and applying psychological knowledge in the field of tourism											
2. Expected learning outcomes	After successfully completing the course content, students will be able to: 1. Analyze various aspects of the tourist experience and psychological theories that can explain it 2. Identify individual differences in tourist behavior 3. Evaluate the specifics of work in tourism and human resources management in tourism 4. Design and conduct small-scale empirical research within the field of psychology in tourism											
3. Content	Introduction: contribution of psychology to the field of tourism; Scientific research on the psychology of tourism; Individual psychological differences important for the field of tourism; Motivation: why people travel; Intercultural communication and competences Communication in tourism; Cognitive psychology and tourism; Ecological and ergonomic psychology and tourism; Organizational psychology in tourism.											
4. Admission requirements	None.											
5. Student obligations	Regular attendance and active participation in classes; preparation and presentation of a research seminar paper											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	2						
7. Required literature	1. Miljković, D., Rijavec, M. and Miljković Krečar, I. (2016). Psychology in tourism. Zagreb. IEP-D2. 2. Miljković Krečar, I. and Kolega, M. (2013). Psychology in the business environment. Zagreb: Vern'											
8. Additional literature	1. De Botton, A. (2005). The art of travel. Zagreb: SysPrint. 2. Harrison, J. (2003). Being a Tourist: Finding Meaning in Pleasure Travel. Vancouver University of British Columbia Press. 3. Horner, S. and Swarbrooke, J. (2016) Consumer Behavior in Tourism (3rd Edition). New York: Routledge. 4. MacCannell, D. (2011). The Ethics of Sightseeing. Berkeley and Los Angeles: University of California Press. 5. MacCannell, D. (2013). The Tourist: A New Theory of the Leisure Class. Berkeley and Los Angeles: University of California Press. 6. Rijavec, M., Miljković, D. and Brdar, I. (2008). Positive psychology. Zagreb: IEP-D2. 7. Spracklen, K. (2011). Constructing Leisure. London: Palgrave MacMillan.											
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.											
10. Exam access requirements	Minimum attendance of 20%. Attendance below 20% cannot be made up (regardless of the reason for absences), and in that case it is necessary to re-enroll and attend the course in the next academic year. Students who are scholarship holders must achieve higher attendance, in accordance with the Dean's decision.											
11. Exam implementation and assessment criteria	The exam is taken in writing and can be applied for during regular exam periods by all students who have achieved 20% attendance in class.). Students who have an attendance of 60% or more, and have held a research seminar on time and in front of the group, are also entitled to an informal pre-term in the last week of classes. The research seminar is written on one of the offered topics. Detailed instructions for this paper, as well as the list of topics, are published on the student portal in a separate document. The exam is considered passed only after the submission and positive grade of the research seminar. Students who have only submitted the seminar (without holding it in front of the group) have a lower grade for the paper. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>80%</td></tr><tr><td>Seminar</td><td>20%</td></tr></table>						Criteria	Weight share	Written exam	80%	Seminar	20%
Criteria	Weight share											
Written exam	80%											
Seminar	20%											
12. Assessment criteria - explanation	The written exam is taken at the end of the lectures, within the deadlines set for it. The exam consists of several open-ended questions, which check knowledge of the content according to the learning outcomes, and understanding of the material. The grade from the written exam is positive if the student scored at least 60% of the points in the test. The research seminar is evaluated according to the criteria of the quality of the theoretical treatment of the topic, the conducted research and the presented conclusions. Detailed instructions for this work can be found on the student portals.											
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students											

are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Sustainable tourism development management		Year	1	Semester	1				
Course Name	Sociology of tourism		Code	6817	ECTS	5				
Lecturers	Asst. Prof. Mirela Holy, Asst. Prof. Matko Krce-Ivančić									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	To point out the basic elements of social influence on tourism and the influence of tourism on individual social elements and society as a whole. To introduce students to the basic social assumptions of the historical development of tourism and the differences in tourism systems that develop on the basis of different ruling political ideologies. To enable students to apply basic sociological approaches and their specificities in explaining the phenomenon of tourism and to critically assess the impact of public policies on the tourism system									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Critically assess sociological theoretical and research approaches in explaining the interaction of the tourism system with society as a whole 2. Connect the latest sociological theoretical and research approaches in explaining the interaction between guests and the local population 3. Valorize the social factors of the historical development of tourism in the ancient and modern world 4. Connect contemporary social ideologies with specific forms of tourism systems 5. Critically assess the impact of public policies on the development of tourism and make proposals for their improvement 6. Propose positions on a selected topic within the framework of a sociological approach to tourism research									
3. Content	Introduction to basic concepts and definitions: sociology, tourism, sociology of tourism. Tourism and leisure. Historical development of tourism in Croatia and the world. Emergence and development of the discipline of sociology of tourism and leading theories of sociology of tourism. Basic thematic areas of sociology of tourism: tourist, relationship between tourists and local population, structure and functioning of the tourism system, and social consequences of tourism. Motives, needs and satisfaction of tourists. Social impact of tourism on the destination. Social consequences of tourism. The influence of politics on the development of tourism. The future of tourism.									
4. Admission requirements	No special conditions.									
5. Student obligations	Regular attendance at classes, preparation and presentation of seminar papers and active participation in discussions during lectures and seminars, and taking a written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4						
7. Required literature	1. Šuran, F. (2016). Leisure, travel and tourism: a sociological approach. Pula: Juraj Dobrila University									
8. Additional literature	1. Selected articles, book chapters and essays									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	A student is required to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>100%</td></tr></table>						Criteria	Weight share	Written exam	100%
Criteria	Weight share									
Written exam	100%									
12. Assessment criteria - explanation	The written exam is taken by evaluating the ability to connect and critically assess the sociological approach to tourism research, and to argue one's own points of view.									

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University																
Program	Sustainable tourism development management		Year	1	Semester	1															
Course Name	Trends in modern tourism		Code	6816	ECTS	5															
Lecturers	Sr. Lect. Neda Telišman-Košuta																				
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30															
Course Description																					
1. Course objectives	To highlight the changes that determine trends in tourism, and their impact on consumer behavior and the competitiveness of the tourism industry. To introduce students to the most important sources of information that indicate market trends. To instruct students in methods of interpreting qualitative and quantitative market trends in order to create innovative tourism products.																				
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Comment on social, technological, ecological, economic, legal and political trends that affect the tourism market today 2. Analyze the impact of market trends on changes in the functioning of the tourism industry and on tourism products of interest to the Republic of Croatia 3. Review global shifts in quantitative tourism flows and market opportunities for the further development of tourism in the Republic of Croatia 4. Present forecasts for the development of the tourism industry 5. Critically assess market trends relevant to tourism based on various sources of information 6. Integrate knowledge about trends when creating new and/or innovating existing tourism products and services with an emphasis on application in the Republic of Croatia																				
3. Content	The concept of the external environment. Sources of information on market trends, global changes in quantitative tourist flows. Trends in the economic, legal and political environment, implications of economic, legislative and political trends on the development of the tourism industry, market opportunities for the development of tourism in the Republic of Croatia arising from economic, legislative and political trends. Social trends, implications of social trends on the development of the tourism industry, market opportunities for innovation and tourism development in the Republic of Croatia arising from social trends. Trends in relation to the environment and ecology, implications of ecological trends on the development of the tourism industry, market opportunities for innovation and tourism development in the Republic of Croatia arising from ecological trends. Technological trends, implications of technological trends on the development of the tourism industry, market opportunities for innovation and tourism development in the Republic of Croatia arising from technological trends. The power of unpredictable events, tourism development forecasts.																				
4. Admission requirements	There are no special requirements. Students are expected to be able to read and understand texts in English.																				
5. Student obligations	Lecture attendance, active participation in classes, active preparation and participation in workshops, preparation and presentation of a seminar paper/essay, taking a written exam.																				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	2															
7. Required literature	1. Script 'Trends in Tourism'																				
8. Additional literature	1. Selected articles, book chapters, professional publications, etc.																				
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.																				
10. Exam access requirements	A student is required to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.																				
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td><td></td></tr><tr><td>Written exam</td><td>50%</td><td></td></tr><tr><td>Seminar</td><td>25%</td><td></td></tr><tr><td>Activities</td><td>25%</td><td></td></tr><tr><td>Table</td><td>Criteria</td><td>Weight share</td></tr></table>						Criteria	Weight share		Written exam	50%		Seminar	25%		Activities	25%		Table	Criteria	Weight share
Criteria	Weight share																				
Written exam	50%																				
Seminar	25%																				
Activities	25%																				
Table	Criteria	Weight share																			

12. Assessment criteria - explanation	The written exam is taken at the end of the lectures and within the deadlines set for it. The exam consists of several shorter and longer tasks/questions of the essay type in which the knowledge of the content is checked according to the learning outcomes, but also the actual understanding of the material. The grade from the written exam is positive if the student obtained at least 60% points from the test. Seminar work/essays are evaluated through the evaluation of the organization of content related to the task, elaboration of the topic and possible application in Croatian tourism practice. The activity in the class is evaluated according to the activities of preparation and participation in thematic workshops that will be organized periodically during regular classes and from constructive involvement in discussions during lectures.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	1
Course Name	Tourism and new economic concepts		Code	6814	ECTS	6
Lecturers	Asst. Prof. Dijana Pletikosa					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	Develop the necessary competencies for a successful understanding of trends in the contemporary economy and various new economic practices in the global economy with a special emphasis on their possible applications in tourism. Instruct students on how to appropriately use selected economic practices in the development of new and innovative tourism products and in strategic planning in tourism companies.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Analyze the basic economic functions and effects of tourism in the national economy 2. Evaluate the most important trends in the modern economy 3. Review the concept of the experience economy in tourism 4. Review the impact of digital transformation on tourism 5. Critically assess the possibilities of applying the concept of the mutual economy in tourism 6. Recommend an appropriate way of applying the principles of the circular economy in tourism					
3. Content	Basic economic functions and effects of tourism: tourism as an economic category, tourism and the national economy, economic functions of modern tourism. Trends in the modern economy: globalization, financialization, technological changes, changes in the nature of work. Experience economy: experience as a business opportunity in modern tourism, experience economy as a new economic paradigm, principles of creating experiences, application of the concept of the experience economy in tourism. Digital economy: the concept of disruptive innovation, productivity of the digital economy. Digital transformation: impact on existing sectors; emergence of new sectors and products; impact on professions and ways of working, customer behavior and social changes. Sharing economy: historical development and the impact of the Internet on accelerating development, application of the concept of the sharing economy; sharing economy and customers, product quality, entrepreneurs and market competition. Circular economy: from linear to circular economy; principles of the circular economy; application of the principles of the circular economy in tourism business; technical, economic and environmental requirements for investing in tourism according to the principles of the circular economy.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and writing of essays, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Seminar	2.5
7. Required literature	1. Ivanković, Ž. (2018). <i>Free</i> . Zagreb: Jesenski Turk.					
8. Additional literature	1. Pletikosa, D. (2019). <i>Working materials for TINEK – internal script</i> . Zagreb: Polytechnic VERN'. 2. Lekić, R. (2016). <i>Economy of Experience</i> . Script. Zagreb: Polytechnic VERN. 3. UNWTO. (2014). <i>Global Report on Adventure Tourism</i> . Madrid: World Tourism Organisation. 4. European Commission. (2016). <i>European Programme for the Sharing Economy</i> . Brussels: EC 5. PricewaterhouseCoopers. (2015). <i>The Sharing Economy. Consumer Intelligence Series</i> . Delaware: PWC. 6. Škrlec, D. (2016). <i>Circular Economy and EU Guidelines</i> . European Parliament. 7. Pine, B.J. and Gilmore, J.H. (1999). <i>The experience economy: work is theater and every business is a stage</i> . Boston: HBS Press. 8. OECD (2014). <i>Skills and Jobs in the Internet Economy. OECD Digital Economy Papers No. 242</i> . Paris: OECD Publishing. 9. Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. et al. (2011). <i>Tourism: Economic foundations and organizational system</i> . Zagreb: School Book.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The exam is written and the condition for taking the exam is the minimum attendance in classes determined at the Verna level for specialist graduate professional studies (20%), a positively graded essay and project assignment. The dates of the final exam are published on the student portal.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				

	Written exam	50%
	Seminar	30%
	Activities	20%

12. Assessment criteria - explanation	The written exam is taken at the end of the lectures and within the deadlines set for it. The written exam consists of 4 essay questions from the catalog of exam questions. The grade from the written exam is positive if the student scored at least 50% of the possible points for each of the essay questions. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. Essays are evaluated through evaluation of focus on the task, elaboration of the topic and the reality of personal reflections and attitudes. Teamwork and activity are evaluated according to activities of preparation and participation in exercises, constructive involvement in discussions during lectures and engagement in team tasks.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	1
Course Name	Tourism and space		Code	6819	ECTS	5
Lecturers	Prof. Zoran Klarić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course aims to train students to manage spatial aspects of tourism development at the destination level and individual buildings for tourism use, with a special emphasis on strategies and reducing negative impacts on space through sustainable management.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Identify the connection between policies and strategies for sustainable tourism with the most important spatial concepts 2. Critically assess the interrelationship between geospace and tourism with the aim of determining the consequences 3. Recommend spatial zoning in tourism with the aim of sustainable spatial management 4. Analyze existing legislation aimed at the construction and development of space for tourism and the basic postulates of architectural and landscape design in tourism 5. Identify negative spatial impacts of tourism and transport in tourism and methods for monitoring impacts. 6. Recommend a strategy, technique or method for sustainable management of visitors, space and resources.					
3. Content	1. Introduction to the subject - Policies and strategies for spatial management for the needs of sustainable tourism; 2. Spatial concepts of tourism (geographical, ecological, spatial planning, architectural); 3. The relationship between sustainable tourism and geospace; 4. Elements of geospace as a resource for sustainable tourism use, Protected areas as a resource and their role in sustainable tourism development 5. Spatial planning in tourism - zoning; 6. Zoning of space for selective forms of tourism (sports and recreational areas, zones for health tourism, zones for social purposes - culture, etc.); 7. Legal regulations for the construction and development of space for tourism; 8. Health safety in tourism; 9. Negative spatial effects of mass tourism in the destination; 10. Monitoring the sustainability of tourism as a sustainability strategy; 11. Architectural design of buildings for tourism; 12. Landscaping for the development of sustainable tourism; 13. Visitor management as a sustainability strategy; 14. Sustainable resource management (energy, water, energy efficiency) and waste management in tourism, ; 15. Repetition and seminar papers					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation of exercises, and their submission for review, preparation and presentation of seminar papers, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1
					Project	1
7. Required literature	• Kranjčević, J. (2015) The impact of spatial planning on tourism development, Institute for Spatial Planning of Primorje-Gorski Kotar County, Rijeka • Črnjar, M., Črnjar, K., (2009) Sustainable development management: economics, ecology, environmental protection, Faculty of Tourism and Hospitality Management in Opatija, University of Rijeka; Rijeka: Glosa.					
8. Additional literature	• Čorak, S., ed. (2011). Challenges of tourism management. Institute of Tourism, Zagreb • Marinović-Uzelac, Ante (2001) Spatial planning, Zagreb: Home and World. • Marković Vukadin, I (ed.) Handbook for measuring and monitoring tourism sustainability for destinations. Institute of Tourism, Zagreb. http://www.crosto.hr/hr/korisni-dokumenti/prirucnik/ • UNWTO (2013) Sustainable Tourism for Development Guidebook, available at: http://dxtq4w60xqpw.cloudfront.net/sites/all/files/docpdf/devcoengfinal.pdf					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 40%, b) Positively graded seminar c) 60% of the exercises from the class have been submitted For the purpose of taking the written exam, the student can make up for absences by preparing and submitting additional work. The entrance paper is assigned with the subject teacher, and is submitted and explained during the regular consultation period of the subject teacher. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is passing the written exam.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="311 163 596 327"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Exercises</td><td>10%</td></tr> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> </table>	Criteria	Weight share	Exercises	10%	Written exam	70%	Seminar	20%
Criteria	Weight share								
Exercises	10%								
Written exam	70%								
Seminar	20%								
12. Assessment criteria - explanation	The written exam is taken in one part. The written exam consists of tasks that test the student's theoretical knowledge and his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, not just the acquisition. The second part of the exam refers to the practice task, where the student should apply the most appropriate strategies to minimize the impact on the given space. The grade from the written exam is positive if the student scored at least 61 points in the test. The points obtained through the classes are added to the points from the test before being converted into the grade. The total points are calculated in the manner shown in the table. <table border="1" data-bbox="311 562 418 725"> <tr> <td>61-70</td><td>2</td></tr> <tr> <td>71-80</td><td>3</td></tr> <tr> <td>81 - 90</td><td>4</td></tr> <tr> <td>91-100</td><td>5</td></tr> </table>	61-70	2	71-80	3	81 - 90	4	91-100	5
61-70	2								
71-80	3								
81 - 90	4								
91-100	5								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	1
Course Name	Diplomacy and diplomatic communication		Code	10895	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	This course aims to introduce students to the basic concepts and theories of diplomacy, as well as to key practices of diplomatic communication. Through lectures and interactive seminars, students will analyze various forms of diplomatic communication in the context of bilateral and multilateral diplomacy, negotiations, and public diplomacy. The impact of media and new technologies on diplomacy in the contemporary world will also be addressed.					
2. Expected learning outcomes	After successful completion of the course, the student will be able to: 1. Understand key terms and theories of diplomacy. 2. Recognize different types of diplomatic communication and their application. 3. Critically analyze international relations through the prism of diplomatic communication. 4. Apply diplomatic techniques in negotiations and crisis situations. 5. Interpret the role of the media and public diplomacy in shaping international policy.					
3. Content	The course content includes: 1. Introduction to diplomacy: Historical overview and basic concepts. 2. Diplomatic institutions and protocol: Ministries, diplomatic missions, international organizations and the European diplomatic service, basics of protocol. 3. Diplomatic work: Bilateral, multilateral and economic diplomacy and consular service. 4. Public diplomacy and the media: The role of the media and social networks in diplomatic communication. 5. Diplomatic negotiation: Strategies and tactics.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3		
7. Required literature	Working materials and literature.					
8. Additional literature						
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are evaluated.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information						VERN' University		
Program	Sustainable tourism development management		Year	1	Semester	1		
Course Name	EU funding policies and EU terminology		Code	3621	ECTS	4		
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	To ensure an understanding of the European integration process, with a special emphasis on knowledge of European Union policies and their financing, European Structural and Investment Funds, and the opportunities that EU funds open up for Croatia through its membership in the Union. As English is one of the working languages of the European Union, the aim of this course is to improve students' language skills by introducing them to the specific jargon of European integration.							
2. Expected learning outcomes	After mastering all the course content, students will: 1. Name current events and the presence of the topic of European integration 2. Apply EU terminology in funding programs and describe the role of EU institutions in Croatian and English 3. Recognize the main characteristics of the EU budget 4. Explain EU policies and describe which EU programs finance individual EU policies 6. Explain the significance of EU regional and cohesion policies 7. Distinguish between the Structural Funds and the Cohesion Fund 8. Understand the significance of the Common Agricultural Policy 9. Compare the basic mechanisms for financing programs and projects and how individual phases of the mechanism can be influenced 10. Communicate about EU funding programs in English							
3. Content	EU development, EU institutions – actors in decision-making at the EU level – jargon of EU institutions (6 hours) EU budget – budgetary system, where does EU money come from and where does it go, adoption of the EU budget (2 hours) + vocabulary related to the budget in English (2 hours) EU policies + EU programs (overview, financing methods) (4 hours) – vocabulary related to policies and programs (2 hours) EU structural and cohesion policy – what, why, how it works, funds (4 hours) + terminology related to EU funds (2 hours) Common agricultural policy – what, significance, funds (2 hours) + CAP jargon (2 hours) How to get EU funds? – cycle of programming, design, implementation and evaluation of programs and projects, how to influence individual phases, lobbying, negotiating, adopting strategic documents, etc. (4 hours) workshop (2 hours)							
4. Admission requirements	Basic knowledge of English, min. level B1							
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam							
6. Monitoring student progress and associated ECTS credits	Classes	0.5	Written exam	2	Continuous assessment	0.5	Presentation	1
7. Required literature	1. McCormic, J., Understanding the European Union, Palgrave Macmillan/Mate d.o.o., 2010. 2. ECHO PCM Manual, European Commission, Directorate-General for Humanitarian Aid - ECHO, selected sections							
8. Additional literature	Daily and weekly newspapers in English: - EC Newsroom: https://europa.eu/newsroom/home_en - Euronews: https://www.euronews.com/news/europe - Financial Times: http://www.ft.com/home/uk ; - Politico: https://www.politico.eu/ ; - The Economist: http://www.economist.com/ ; - Der Spiegel (in English): http://www.spiegel.de/international/0,1518,,00.html ; - EU observer: http://euobserver.com/ ; Eurotopics: http://www.eurotopics.net/en/home/presseschau/aktuell.html							
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll							
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 20%. b) Positively graded seminar paper For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the teacher, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper in a timely manner - no later than two weeks before the exam. A student whose regular attendance at classes is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Group presentation</td><td>20%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	70%	Group presentation	20%	Activity	10%	Total	100%
Criteria	Weight share										
Written exam	70%										
Group presentation	20%										
Activity	10%										
Total	100%										
12. Assessment criteria - explanation	The written exam also consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 30 points in the test. The points obtained through the classes are added to the points from the test before being converted into the grade. The total points are converted into the grade of the written exam in the manner shown in the table. Students who want a higher grade take the oral part of the exam. If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is 0 points.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	1
Course Name	Risk management - project risk management		Code	10900	ECTS	4
Lecturers	Mario Đaković, Asst. Prof. Dijana Pletikosa					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course introduces students to the basic methodological approach to risk management and project risk management. The goal is for students to gain knowledge about the significance of risk in an organization (risk classification, quantitative and qualitative, identification and presentation of modern risk theories, risk management in an organization through the application of modern methods and techniques for recognition, measurement and regulation of risk, crisis management with clear goals and impact on time and cost share) and new techniques specific to the real sector through project work. The ultimate goal is to learn to apply risk management skills and tools to projects and effectively use the acquired knowledge in practice. Special attention will also be paid to the methodology for presenting papers through practical tasks.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. describe the concept and basic functions of risk, 2. differentiate risks by category, 3. classify risks based on the observed impact of project management and all the features of mitigating the impact of risk in individual project phases, 4. compare risk types and principles of systematic risk management on projects during the execution of the entire project, 5. analyze the process of assessing project management risks and ensuring project completion and the production of all accompanying documents, diagrams, graphs, etc., in accordance with the selected management model 6. differentiate between working with one of the information and communication support tools for competent management, risk transfer on projects and risk analysis (operational and financial), 7. design a project (risk and analysis), based on theoretical knowledge and examples of good practice 8. assess the success of risk treatment on a project with a presentation of conclusions.					
3. Content	1. Basics of risk management: introduction to risk management; integration of functional knowledge about risks; standard phases and process groups managed by project risk, 2. project life cycle and risk identification: stakeholders involved in project risk identification; planning risk analysis on projects: scope, structural elaboration of risks, list of activities, risk assessment, impact on time plan, impact on project organization; quantitative and qualitative process of risk analysis with impact on the integrity of the project, 3. risk response planning, control and action development processes for improvements, options and mitigations to reduce threats to project objectives, 4. profitability of the project: the procedure for implementing plans for monitoring the identified risks, assessing the effectiveness of the risk process during the entire duration of the project, 5. simulations of risk management models on projects. General managerial skills in project risk management; development of teams and team roles in risk management.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1
7. Required literature	1. Dale Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Managements Guidelines", Managing Risk in Large projects and complex procurements, British Library Cataloging in Publication Data, HD61.P765 (2004), ISBN 0-470-02281-7 2. PMBOK/ Project Management Body of Knowledge,: "A Guide to the Project Management Body of Knowledge (PMBOK)", 5th ed. Newtown Square, (2011) PA: 11th chapter (PRM) - PROJECT RISK MANAGEMENT					
8. Additional literature	1. David L. Olson., Desheng Wu.: "Enterprise Risk Management Models", Springer Heidelberg Dordrecht London New York, Library of Congress Control Number: 20109228025 (2010), ISBN 978-3-642-11473-1 2. Dale F. Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Management Guidelines: Managing Risk in Large Projects and Complex Procurements", John Wiley & Sons Ltd. HD61.P765 2004, ISBN 0-470-02281-7.					
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The student is required to attend at least 20% of the total number of teaching hours provided for in the study program. The requirements for taking the written exam are regular attendance of at least 20% and two practical exercises submitted and graded. A student whose regular attendance is less than 20% cannot take the exam in that academic year and is instructed to retake it in the next academic year.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="311 163 596 282"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </table>	Criteria	Weight share	Written exam	60%	Project	40%
Criteria	Weight share						
Written exam	60%						
Project	40%						
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. The exam is graded from 0 to 80 points, the preliminary exam from 0 to 40 points. Scale preliminary exam: 24 - 27 sufficient; 28 - 32 good; 33 - 36 very good; 37 - 40 excellent Scale exam: 48 - 55 sufficient; 56 - 64 good; 65 - 72 very good; 73 - 80 excellent During the semester, the student writes a project paper that is graded from insufficient (1) to excellent (5), and which carries 40% of the total course grade. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he/she wishes to apply for a higher grade.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information					VERN' University							
Program	Sustainable tourism development management		Year	1	Semester	2						
Course Name	Financial management in tourism		Code	6932	ECTS	5						
Lecturers	Asst. Prof. Maja Buljat, Prof. Stud. Ivona Santini											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	Develop the necessary competencies for effective management of business finances in various tourism enterprises. Introduce students to the principles, concepts, methods and techniques of business finance and their specific application in tourism enterprises.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Distinguish between categories, concepts, methods and techniques of financial management in tourism companies. 2. Independently analyze financial statements of tourism companies and apply methods for calculating break-even points and cash flow. 3. Examine working capital in tourism companies and propose strategies for its optimization. 4. Identify and assess the risks of financial assets and evaluate the riskiness of portfolios in tourism companies. 5. Critically analyze and interpret financial instruments using relevant valuation methods. 6. Design a capital budgeting procedure in tourism companies using modern financial techniques. 7. Integrate financial analysis into decision-making on the optimal capital structure with the aim of long-term business sustainability.											
3. Content	Introduction to financial management in tourism companies: categories, concepts, methods and techniques of financial management with specific application in tourism companies; financial analysis; financial environment; financial institutions, capital market, price of money. Financial management in risk management: risk and return, investment return, total risk, diversification. Valuation of financial instruments: economic value, bonds, stocks, stock returns, fundamental rights of shareholders. Capital budgeting in tourism companies: cost of capital, payback period. Working capital management with specific application in tourism companies using examples from the hospitality and tourism brokerage industries: current asset management and short-term financing: trade credits, accruals, bank credits, commercial papers, factoring. Capital structure: long-term financing, capital structure and dividend policy.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and presentation of a seminar paper, taking a written exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam		4							
7. Required literature	Orsag, S. (2015), Business Finance, Zagreb: HUFA, Avantis.											
8. Additional literature	- Orsag, S. (2018), Securities, Sarajevo: Revicon. - Brigham, E. F., Ehrhardt, M. C. (2011), Financial Management: Theory and Practice, 13th edn. Mason, OH: South-Western Cengage Learning											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The exam consists of a written part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded. The exam is considered passed and a grade is recorded if all the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>80%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>						Criterion	Weight share	Written exam	80%	Activities	20%
Criterion	Weight share											
Written exam	80%											
Activities	20%											
12. Assessment criteria - explanation	The grades for the written exam reflect the points achieved as follows: <table><tr><td>Total points</td><td>Grade</td></tr><tr><td>0 – 60</td><td>insufficient (1)</td></tr><tr><td>61 – 70</td><td>sufficient (2)</td></tr></table>						Total points	Grade	0 – 60	insufficient (1)	61 – 70	sufficient (2)
Total points	Grade											
0 – 60	insufficient (1)											
61 – 70	sufficient (2)											

	71 – 80	good (3)
	81 – 90	very good (4)
	91 – 100	excellent (5)

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Sustainable tourism development management		Year	1	Semester	2						
Course Name	Marketing management in tourism		Code	6933	ECTS	5						
Lecturers	Assoc. Prof. Snježana Boranić Živoder, Assoc. Prof. Diana Plantić Tadić											
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30						
Course Description												
1. Course objectives	Develop the necessary competencies for successful management of marketing processes in different tourist companies and tourist destinations. Instruct students in the specifics of marketing mix management in tourism, from the development of innovative tourism products to the management of distribution channels in catering companies and travel agencies.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish the concepts, role and specificities of marketing management in tourism companies and destinations 2. Analyze markets and the specificities of consumer behavior and marketing in tourism markets 3. Distinguish the specificities of marketing in tourism destinations and tourism companies 4. Develop marketing processes in tourism companies and destinations 5. Plan the marketing mix in tourism companies 6. Plan the marketing mix in tourism destinations											
3. Content	Introduction: basic concepts, stakeholders, role, development and specificities of marketing management in tourism companies and destinations; specificities of consumer behavior and marketing in tourism markets. Marketing process management: monitoring the marketing environment; market research; marketing strategies; operational marketing planning - marketing processes, campaigns, budgeting; implementation of marketing plans; monitoring the implementation of strategic and operational plans, determining effects and corrective actions. Specificities of marketing mix management in tourism: development of innovative tourism products; pricing strategies, policies and pricing; modern market communication; sales and specificities of distribution channels in tourism. Marketing management in practice: specificities of marketing of tourist destinations, catering companies and travel agencies; selected case studies in tourist destinations and companies.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and completion of project assignments, taking a written exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Project	1.5						
7. Required literature	1. Kotler, P., Bowen, J.T. and Makens (2010). Marketing in Hospitality, Hoteliers and Tourism, Zagreb: Mate. 2. Middleton, V.T.C., Fyall, A., Morgan, M. (2009). Marketing in Travel and Tourism – Fourth edition. New York: Routledge.											
8. Additional literature	1. Križman-Pavlović, D. (2008). Marketing of tourism destinations. Zagreb: Mikrorad d.o.o. 2. Morrison, A. M., (2013). Marketing and Managing Tourism Destinations. New York: Routledge.											
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.											
10. Exam access requirements	A student is required to attend at least 60% of the total number of teaching hours provided for in the study program. A student who has not fulfilled the obligation from the previous paragraph, but has attended 40% or more of the classes, is required to make up for the lack of teaching hours by preparing and submitting an entrance paper. The topic, scope and method of submission/defense of the entrance paper are assigned by the lecturer depending on the extent of the absence, and the deadline for submitting the entrance paper is no later than 10 days before the exam date. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The written exam can be taken by students who have submitted a seminar paper between 1500 and 2000 words in length that has been positively assessed.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>50%</td></tr><tr><td>Project</td><td>30%</td></tr></table>						Criteria	Weight share	Written exam	50%	Project	30%
Criteria	Weight share											
Written exam	50%											
Project	30%											

	Activities	20%
12. Assessment criteria - explanation	Written exam: students take it at the end of the lectures they have attended within the stipulated deadlines. The written exam consists of 6 essay questions from the exam question catalog. The grade for the written exam is positive if the student has achieved at least 50% of the possible points for each of the essay questions in the test. Project: the assessment criteria are: focus on the task, elaboration of the topic, and the reality of the thinking and offered solutions. Students design and present the project in groups of three to four students. Business case: Terme Tuhelj. Activity in class: the grade for this criterion is influenced by the noticeable activity of preparation and participation in exercises, and constructive involvement in discussions during the lecture.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	2
Course Name	Operations management in tourism		Code	6934	ECTS	5
Lecturers	Sr. Lect. Željko Trezner					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Develop the necessary competencies for successful management of operations in various departments of tourism companies, both in the hospitality industry and in tourism brokerage. Introduce students to best practices in making operational decisions in tourism companies and appropriate solutions, tools and methods for continuous improvement of business processes in tourism.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Dissect the concept, role and subject of operations management in tourism 2. Analyze the characteristics and specificities of transformation processes and operating systems in tourism companies 3. Present the basic functions of operations management in individual departments of tourism companies 4. Propose the adoption of appropriate operational decisions in tourism companies 5. Design appropriate solutions in the development of business processes for new services in tourism 6. Recommend an appropriate way of applying solutions, tools and methods in improving business processes in tourism companies					
3. Content	Introduction: concept, role and subject of operations management in tourism. Characteristics and specificities of transformation processes and operating systems in tourism companies: specificities of the service process in tourism; specificities of inputs, transformation processes and outputs in tourism; models of transformation systems in tourism; specificities of relations with customers and suppliers in tourism; management of expectations and perceptions of service users; experience management. Functions of operations management in individual departments of tourism companies: operations management in hotel departments, operations management in departments in travel agencies. Making operational decisions in tourism companies about: location, services, technology, process, quality, capacities, yields, inventories, and human resources. Application of appropriate solutions, tools and methods of developing and improving business processes through case studies: operations management in the hospitality industry and operations management in travel agency.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and writing of a seminar paper, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	2
7. Required literature	1. Prester, J. (2014). Operations Management in Services. Zagreb: Sinergija. 2. Hayes, D.K., Ninemeier, J.D. (2005). Hotel Business Management. Zagreb: M plus d.o.o.					
8. Additional literature	1. Johnston, R., Clark, G., Shulver, M. (2012) Service Operations Management: Improving Service Delivery – 4th edition. Harlow: Pearson Education Limited. 2. Rutherford, D.G., O'Fallon, M.J. (2007) Hotel management and operations – 4th edition. Hoboken: John Wiley & Sons, Inc.,					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	A student is required to participate in at least 60% of the total number of hours provided for in the study program. A student who has not fulfilled the obligation from the previous paragraph, but has participated in 20% or more of the classes, is required to make up for the lack of class hours by preparing and submitting an entrance paper, in order to form a grade from class activities. The topic, scope and method of submitting/defending the entrance paper are assigned by the lecturer depending on the extent of the absence, and the deadline for submitting the entrance paper is no later than 10 days before the exam date. Students who have successfully prepared a seminar paper and/or presented the components of the seminar paper in class may be exempted from the entrance paper. A student who has participated in less than 20% of the total number of classes during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. Students who have submitted a seminar paper between 1500 and 2000 words in length that has been positively assessed may take the written exam.					
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					

and assessment criteria	Criteria	Weight share
	Written exam	50%
	Seminar	30%
	Activities	20%
12. Assessment criteria - explanation	Written exam: students take the exam at the end of the lectures they have attended within the stipulated deadlines. The written exam consists of 4 essay questions from the exam question catalog. The grade for the written exam is positive if the student has achieved at least 50% of the possible points for each of the essay questions. In the event of well-founded suspicions that the answers to the written exam were created using unauthorized means and procedures, the student will be invited to an additional oral exam. If the student does not demonstrate the expected learning outcomes at the same level as in the written exam during this exam, the grade from the oral exam will be taken into account. If the student does not respond to the exam, the points achieved from the written exam will not be recognized. Seminar paper: the assessment criteria are: focus on the task, elaboration of the topic and the reality of personal reflections and offered solutions. Activity in class: the grade for this criterion is influenced by the grades from the presentations and the noticeable activity of preparation and participation in exercises, as well as constructive involvement in discussions during the lecture.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information					VERN' University
Program	Sustainable tourism development management	Year	1	Semester	2
Course Name	Strategic management in tourism	Code	6931	ECTS	6
Lecturers	Assoc. Prof. Jadranka Ivanković, Lect. Kristian Šustar				
Teaching Method and Hours	Lectures	15	Exercises	15	Total 30
Course Description					
1. Course objectives	1. To introduce students to contemporary theoretical concepts and basic techniques necessary for the strategic management of organizations in tourism. 2. To develop basic competencies for successfully leading the strategic management process at the level of tourist destinations, or at the level of individual tourist companies, especially in the hospitality sector.				
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Connect strategic management concepts and key strategic issues with the activities and steps of the strategic management process in tourism. 2. Analyze the global environment and synthesize key factors of the external and internal environment (which affect the organization's operations: PESTEL, industry, stakeholder and resource capabilities analysis) and, based on the conducted analyses, formulate the SWOT and TOWS matrix. 3. Formulate and implement methods of strategic thinking in practice in tourist destinations and companies. 4. Critically assess existing strategic directions of tourist destinations and companies. 5. Design the components of a simpler strategic plan in tourism. 6. Connect the Balance Scorecard to the development and implementation of strategies. 7. Create development strategies and propose ways to implement development strategies; development projects in the function of implementing strategies in tourism. 8. Lead and/or actively participate in the strategic management process in a tourism company				
3. Content	Introduction: global environment and implications for tourism; strategic thinking, strategic planning, governance and management. Strategic management process: terms and concepts; stages of the strategic management process; vision, strategic plan, projects in the function of strategy implementation, strategy execution control. Strategic plan: components of a strategic plan; how to get to a strategic plan - tools and practical examples. Project evaluation; components of a feasibility study. Selected topics from strategic management: assessment of the success of strategy management; links between strategic and operational planning; human resources as factors of strategic management in tourism. Case study of strategic management in tourism: from vision to strategic directions; transformation of vision into strategic directions; from strategic directions to measurable operational goals.				
4. Admission requirements	There are no special requirements for enrolling in the course.				
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and creation of projects and presentations, taking a written exam.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Research 1 Project 2
7. Required literature	1. Bartoluci, M. (2013). Managing the development of tourism and entrepreneurship. Zagreb: Školska knjiga.				
8. Additional literature	1. Enz, C., A. (2010). Hospitality Strategic Management – Concepts and Cases. (2nd ed.). Hoboken: John Wiley & Sons, Inc. 2. Evans, N. (2015). Strategic Management for Tourism, Hospitality and Events. (2nd ed.). NY: Routledge. 3. Moutinho, L. (2005). Strategic management in tourism. Zagreb: Masmedia. 4. Moutinho, L. ed. (2000). Strategic Management in Tourism. NY: CABI Publishing. 5. Johnson, G., Whittington, R., Scholes, K., Angwin D., Regner, P. (2014). Exploring Strategy Text and Cases (10th ed.). Harlow: Pearson Education Limited. 6. Thompson, A. A. Jr., Strickland, A. J. III., & Gamble, J.E. (2008). Strategic Management (14th edition). Zagreb: MATE. 7. Horvat, Đ., Perković, D., Trojak, N. (2017). Strategic Management and Competitiveness in the New Economy, 2nd edition. Zagreb: Effectus.				
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.				
10. Exam access requirements	The student is required to attend at least 20% of the total number of teaching hours provided for in the study program (as decided by the University). However, students with less than 50% attendance prior to the team project presentations (i.e. BEFORE the last two weeks of classes) - cannot defend their project assignments during class, but will have to prepare and defend their project assignments individually during the exam periods.				
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. A positive grade from any component of the final grade is valid only until the end of the current academic year. Positive grades from the				

and assessment criteria	listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>40%</td></tr> <tr> <td>Project</td><td>30%</td></tr> <tr> <td>Oral exam</td><td>30%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </table>	Criteria	Weight share	Written exam	40%	Project	30%	Oral exam	30%	Total	100%
Criteria	Weight share										
Written exam	40%										
Project	30%										
Oral exam	30%										
Total	100%										
12. Assessment criteria - explanation	The WRITTEN EXAM is a test of knowledge from the entire material covered in the course. In the academic year, the student has the opportunity to take the written exam a limited number of times, as provided in the calendar of teaching activities. "If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded." (c) recommendation of strategies, their implementation and control. By creating a business project, students demonstrate theoretical and practical knowledge as well as the ability to independently use primary and secondary data sources. The goals of creating a project assignment are: expanding and deepening knowledge of the subject matter of the curriculum, gaining experience in writing professional papers and oral presentations. IMPORTANT: the business project is an integral part of project teaching (if provided). The quality of work, following the given guidelines, and respecting the given deadlines are assessed. Irregular attendance, lack of preparation, and late submission of the project assignment affect the reduction of grades from the final grade component: "project assignment". The ORAL part of the exam consists of an oral presentation of the project solution (in front of academic and business mentors as part of the project teaching). <table> <tr> <th>%</th><th>Grade</th></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </table>	%	Grade	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5
%	Grade										
60 - 69	2										
70 - 79	3										
80 - 89	4										
90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	2
Course Name	Contract law in tourism		Code	6935	ECTS	5
Lecturers	Lect. Ivana Vrcić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To provide the basic knowledge and skills necessary for the appropriate conclusion of the most important commercial law contracts, especially those specific to tourism and hospitality. To introduce students to the characteristics, specificities and practical application of contracts in tourism between service providers and users and between providers themselves.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Present the concept, role, subject matter and basic principles of commercial contract law in tourism 2. Select provisions of regulations relating to the conclusion of contracts important for business in tourism and hospitality 3. Analyze the characteristics and specificities of commercial contract law in tourism 4. Propose key elements of the most important contracts between tourism service providers (caterers and travel agencies) and direct users 5. Propose key elements of the most important contracts between travel agencies and service providers (caterers, carriers, and insurers)					
3. Content	Introduction: concept, role and subject matter of commercial contract law; criteria for division and types of contracts; basic principles of contract law. Commercial contract law in practice: conclusion of contracts; validity of contracts; means of strengthening contracts; changes in contractual mandatory legal relations; termination of contractual obligations; statute of limitations. Characteristics and specificities of selected contracts important for tourism and hospitality business: Purchase and sale contract; Lease contract; Loan contract; Service contract; Employment contract; Commercial agency contract; Order contract.. Characteristics, specificities and practical application of contracts in tourism: contracts between tourism service providers (catering and travel agencies) and direct users; contracts between travel agencies and service providers (catering, transport, and insurers); Liability for damage.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and writing of a seminar paper, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Seminar	1.5
7. Required literature	1. Vukelić, M., Commercial law and company law for entrepreneurs and managers, textbook, VERN, 2016. 2. Gorenc, V., Šmid, V., Business law in tourism and hospitality. Zagreb: Školska knjiga, 1999.					
8. Additional literature	1. Baretić, M., Pešutić, A., Štiglec, J., Terek, D. and Trezner, Ž., Regulations in the business of tourist agencies. Zagreb: HZRIF and UHPA, 2009. 2. Gorenc, V. et al., Special customs in the hospitality industry with commentary. Zagreb: RRiF, 1996.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	A student is required to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has not fulfilled the obligation from the previous paragraph, but has participated in 20% or more of the classes, is required to make up for the lack of teaching hours by preparing and submitting an entrance paper. The topic, scope and method of submission/defense of the entrance paper are assigned by the lecturer depending on the extent of the absence, and the deadline for submitting the entrance paper is no later than 10 days before the exam date. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The written exam can be taken by students who have submitted and presented a seminar paper that has been positively evaluated.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				

	Written exam	50%
	Seminar	30%
	Activities	10%

12. Assessment criteria - explanation

Written exam: students take the exam at the end of the lectures they have attended within the stipulated deadlines. The written exam consists of 4 essay questions from the exam question catalog. The grade for the written exam is positive if the student has achieved at least 50% of the possible points for each of the essay questions in the test.

Seminar paper: the assessment criteria are: focus on the task, elaboration of the topic and the reality of personal reflections and offered solutions.

Activity in class: the grade for this criterion is influenced by the noticeable activity of preparation and participation in exercises, as well as constructive involvement in discussions during the lecture.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	2
Course Name	Digital marketing		Code	6918	ECTS	4
Lecturers	Lect. Hrvoje Ratkić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The aim of the course is to acquaint students with digital marketing channels, which in today's practice are an integral part of integrated marketing communication. By acquiring knowledge that will be based on theoretical frameworks and examples from practice, students will be trained to independently create comprehensive communication plans, implement them and analyze their success.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define basic digital marketing concepts and channels 2. Integrate digital marketing channels into integrated marketing communications 3. Manage digital marketing channels 4. Analyze and evaluate digital marketing campaigns					
3. Content	Introduction to digital marketing, digital marketing trends, Creating a brief for a digital marketing campaign, Strategic planning in digital marketing, Integration of digital marketing channels, Influencer marketing, Content and content creation in digital marketing, Real time marketing, Native advertising, Evaluation in digital marketing					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2
7. Required literature	Teaching materials assigned during class					
8. Additional literature	1. Drago Ružić, Antun Biloš, Davorin Turkalj: E-marketing, Josip Juraj Strossmayer University, Faculty of Economics, 2014 2. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge. 3. Hinton, S.; Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 4. Lambert, J. (2013) Digital Storytelling. New York: Routledge 5. Lester, P.M. (2014) Digital Innovations for Mass Communication: engaging the user. New York: Routledge					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey					
10. Exam access requirements	Attendance at classes of at least 20%					
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions:					
	Criteria	Weighting				
	Oral exam	20%				
	Project assignment	80%				
12. Assessment criteria - explanation	Students present a project task that they work on as a team at the registered exam period. The grade of the whole team is entered for each member of the team. After the presentation of the project assignment, the students approach the oral part of the exam.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	2
Course Name	EU project cycle		Code	3782	ECTS	4
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	The course is conducted to empower students for local development, creating project ideas and projects, and successfully implementing projects in accordance with developed strategic plans at the local and regional level. Given the available funds in the EU and other funds, it is important that students are empowered and empowered for proactive and entrepreneurial action, designing projects, finding appropriate tenders, writing project proposals, and managing projects.					
2. Expected learning outcomes	After mastering all teaching content, students will: 1. analyze tender documentation 2. propose the sequence of actions necessary for the preparation of the project proposal 3. justify the relevance of the chosen topic in relation to the goals and priorities of the individual competition 4. prepare project documentation (logic matrix, application form, methodology, project budget) 5. create a concrete project proposal as a team 6. evaluate the quality of the prepared project proposal					
3. Content	Context of EU projects; EU, national and local context, stakeholders, prerequisites for entering projects, partnership (2+2 hours of exercises) Context analysis; stakeholders, problems, strategy objectives (4 + 4 hours of exercises) Defining the intervention logic of the project (3 + 3 hours of exercises) Logic matrix as a tool for project preparation (2+2 hours of exercises) Detailed activity plan (1+2 hours of exercises) Project budget (2+3 hours of exercises) Students develop a project proposal based on a real call for proposals and prepare complete project documentation in order to gain practical experience in applying for project proposals and receive relevant feedback on it. During the preparation, students work in teams of 3-6 members, and are monitored by a mentor.					
4. Admission requirements	Basic knowledge of English, min. level B1					
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2
7. Required literature	• <i>European Commission 2004 Project Cycle Management Guidelines</i> • <i>Central State Office for Development Strategy and Coordination of EU Funds: European Funds for Croatian Projects: 2009 Handbook on Financial Cooperation and Programmes Supported by the European Union in Croatia, CODEF, Zagreb</i>					
8. Additional literature	• European Commission (2012), The European Social Fund: investing in people - What it is and what it does, European Commission. Retrieved from http://ec.europa.eu/esf/main.jsp?catId=3&langId=en (selected sections) • European Commission (2009), Making a difference in life - The EU investing in people through the European Social Fund, European Commission. Retrieved from http://ec.europa.eu/esf/main.jsp?catId=3&langId=en (selected sections) • Croatian Chamber of Commerce, 2013, "Common Agricultural Policy: What, why and how?", Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480					
9. Quality monitoring	Observations and evaluations of teaching; Student survey.					
10. Exam access requirements	The requirements for taking the written exam are: 1. A minimum of 20% attendance. 2. A positively graded seminar paper (project) For the purpose of taking the exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time - no later than two weeks before the exam. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Activities	30%
Written exam	70%

12. Assessment criteria - explanation

Final is the grade composed of the sum of points for all parameters and is the average of all obtained grades. If the teacher has reasonable doubts about the written result did not pass the exam without the help of others, can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a score of 0 points is recorded.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Sustainable tourism development management		Year	1	Semester	2
Course Name	Geopolitical and geoeconomic trends in the world		Code	10983	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course provides students with a deeper understanding of the key dynamics that shape global politics and economics. The course analyzes the mutual influence of geopolitics and geoeconomics through topics such as great power rivalry, economic blocs, energy policy, technological conflicts, trade wars and climate change. Special emphasis is placed on the role of new powers (China, India, Brazil) in the international order, the implications of globalization and regionalization, as well as the growing influence of the digital economy. Through a multidisciplinary approach, students will develop critical thinking about global trends and their consequences for countries, regions and international organizations. The course includes case studies, discussions and analysis of current events in order to apply theoretical knowledge in a practical context.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Explain key terms and theories. 2. Critically analyze global politics and economics. 3. Analyze the mutual influence of geopolitics and geoeconomics through different topics. 4. Distinguish the role of global trends and their consequences for countries, regions and international organizations.					
3. Content	Global politics and economics; great power rivalry, economic blocs, energy policies, technological conflicts, trade wars and climate change; The role of new powers (China, India, Brazil) in the international order; Implications of globalization and regionalization, Digital economy; global trends (...)					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1.5
7. Required literature	Working materials and literature.					
8. Additional literature	Articles, reports and academic papers					
	Geopolitics and the Geometry of Global Trade: 2025 update — McKinsey Global Institute McKinsey & Company					
	GEO-ECONOMIC STRUCTURE OF THE GLOBAL MARKET: CHALLENGES AND PROSPECTS (PANDEMIC AND MILITARY & POLITICAL SHOCKS, 2010–2022) — Oleksandr Sharov nasu-periodicals.org.ua					
	Geopolitical Barriers to Globalization — Tianyu Fan, Mai Wo, Wei Xiang (pre-print paper) arXiv					
	Impact of Geopolitics in the World Economy — S&P Global report S&P Global					
9. Quality monitoring	Contemporary Geopolitical Alignment in the Global South: Security, Peace and Sustainable Development — collection of articles / book (Springer, 2025)					
	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria -	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the					

explanation	material and understanding of the topics covered in lectures and seminars are evaluated. The essay carries 30% of the total points, while the written exam carries the remaining 70%.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Sustainable tourism development management			Year	1	Semester	2			
Course Name	Start-up management			Code	11001	ECTS	4			
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	12	Seminars and workshops	6	Excercises	14	Total	32		
Course Description										
1. Course objectives	To teach male and female students the knowledge of the theory of public communication and image creation with an emphasis on the analysis of the application of the theory on selected examples and the analysis of the image of public figures from the fields of politics, business, popular culture. The emphasis is on an overview of how individuals create and present their roles in society and the role of the media and the audience in the presentation. Create a portfolio based on a matrix to display the image of the selected person. Through the practical application of theoretical knowledge, the knowledge and skills necessary for creating and managing the image and reputation of persons and companies in public communication are acquired.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Compare similarities and differences in the concepts of impression, image, identity, social role, audience expectations, social role context, and perception through expectations. 2. Explain models of creating social stages and the roles of public perspectives from a sociolinguistic perspective. 3. Analyze image creation strategies with an emphasis on theories of agenda setting, framing, storytelling, spectacle construction, and stereotyping of social roles and activities. 4. Evaluate and analyze the tactics behind created images in relation to the selected media platform and communication and social framework. 5. Develop and present an image portfolio of a selected public figure or company.									
3. Content	Introduction to public communication. Analysis of media announcements and image construction in public communication. Theoretical foundations of the mechanisms and theories in the background of image creation with an emphasis on agenda-setting theories, framing, storytelling, constructing spectacles, stereotyping of social roles and activities. Media portraits of individuals, groups and business entities. Creating a portfolio of the image of a public person or company.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, creation and presentation of a project assignment (seminar work).									
6. Monitoring student progress and associated ECTS credits	Classes	1	Portfolio	1	Project	1	Presentation	1	Tasks	1
7. Required literature	1. Lecture materials 2. Borčić, N. (2023) The devil is in the details. Image and discourse in politics. Zagreb: TIM Press. 3. Relevant online sources.									
8. Additional literature	Selected professional and scientific articles and case studies.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from the activities during the classes. Activities during the classes include participation in the preparation of exercises and discussions during the classes, the preparation and presentation of a portfolio with an analysis of the image of a selected person / group or company. A student who has not achieved the right to sign (less than 70% attendance in class and/or a negative grade during the classes) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper (an additional task of analyzing a selected political image). Students will be informed about the details regarding the entrance paper after the lectures. This method of compensation depends on the percentage of regularity, and the task is assigned in accordance with the above.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result of the written exam (seminar paper) was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the									

	student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The grade for class activity is created according to the active participation in class that the lecturer observes and records individually for each student in each class. <table><tr><td>Criteria</td><td>Weighting</td><td></td></tr><tr><td>Assignments</td><td>30%</td><td></td></tr><tr><td>Presentation</td><td>35%</td><td></td></tr><tr><td>Portfolio</td><td>35%</td><td></td></tr><tr><td>Table</td><td>Criteria</td><td>Weighting</td></tr><tr><td>Table</td><td>Table</td><td></td></tr></table>	Criteria	Weighting		Assignments	30%		Presentation	35%		Portfolio	35%		Table	Criteria	Weighting	Table	Table	
Criteria	Weighting																		
Assignments	30%																		
Presentation	35%																		
Portfolio	35%																		
Table	Criteria	Weighting																	
Table	Table																		
12. Assessment criteria - explanation	The seminar paper includes a theoretical treatment of the selected topic, and is prepared individually. In addition to the quality of the selected topic according to the teacher's instructions and in particular the type and method of research, the final grade is also influenced by the form of the submitted assignment and (non)compliance with the deadlines for submission. In addition to the written project (portfolio), the final grade also includes the presentation of the project assignment. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																		

General information					VERN' University							
Program	Sustainable tourism development management		Year	1	Semester	2						
Course Name	Stress management		Code	10028	ECTS	4						
Lecturers	Sr. Lect. Zoran Komar											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The fundamental goal of the course is to enable students to acquire contemporary knowledge about psychosocial risks at work and their individual (health) and organizational (business) consequences, with a special emphasis on the nature, causes and consequences of work-related stress. The secondary goal is, through practical exercises and examples from practice, to introduce techniques and methods for preventing, managing and resolving work-related stress and other negative psychosocial phenomena at work in order to increase the quality of work and the well-being of employees.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify psychosocial risks that arise from unfavorable organization, management and/or from an inappropriate social context at work, and produce negative psychological, physical, business and social effects; 2. analyze the sources of the emergence and development of stress in the workplace and the health, legal and business consequences of exposure to stress; 3. determine the severity of work-related stress in employees; 4. distinguish between primary, secondary and tertiary interventions that can eliminate sources of stress and/or mitigate its negative effects; 5. consider ways of coping with stress and the effectiveness of various techniques for reducing stress and tension; 6. assess the prevalence of <i>mobbing</i> , <i>bullying</i> , sexual harassment and other negative phenomena at work; 7. valuate the effects of managing stress and psychosocial risks at work on work motivation and organizational efficiency.											
3. Content	Psychophysiology of stress, contemporary concepts of stress. Sources of stress: environmental, life, work, organizational, social, global sources of stress. Burnout at work (<i>burnout</i>). Coping with and managing work stress. Procedures for measuring work stress. Primary, secondary and tertiary interventions in managing work stress. Psychosocial risks at work and their health, legal and business consequences (overwork, lack of time, conflicting demands and unclear work roles, mismatch between work demands and employee competencies - underestimation or overestimation of employee competencies and skills, non-involvement in decision-making that is important for employees, inability to influence the way work is done, <i>mobbing</i> , <i>bossing</i> , <i>bullying</i> , sexual harassment at work). Prediction, prevention and management of stress and psychosocial risks at work, work motivation and organizational efficiency. Methods and techniques for relaxation and reduction of tension and stress.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attending lectures and exercises, taking a written exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1						
7. Required literature	1. Hudek-Knežević J., Kardum I., (2006). <i>Stress and Physical Health</i> , Jastrebarsko: Naklada Slap. 2. European Agency for Safety and Health at Work, (2013). <i>Guide to the Campaign Managing Stress and Psychosocial Risks at Work</i> , , http://www.hzzo-net.hr/dload/zastita_zdravlja/2_1_Vodic_za_Kampanju.pdf											
8. Additional literature	1. Bodiřoga-Vukobrat, N., Francisković, T., Pernar, M., (2006). <i>Mobbing</i> , Zagreb: Society of Psychologists of the Primorje-Gorski Kotar County. 2. Cooper Cary L., Campbell Quick, James, Schabracq Marc J. (Eds), (2009). <i>International Handbook of Work and Health Psychology, Third Edition</i> , Chichester, West Sussex: Wiley-Blackwell. 3. Benson, Herbert, (2001). <i>Reaction of relaxation</i> , Zagreb: Algorithm.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The condition for taking the final exam is to achieve the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grade from the written exam and the grade from the class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>30%</td></tr></table>						Criteria	Weight share	Written exam	70%	Activities	30%
Criteria	Weight share											
Written exam	70%											
Activities	30%											

12. Assessment criteria - explanation	The exam consists of 10 essay-type questions that require knowledge and understanding of theoretical and practical knowledge as well as their application in concrete situations. The passing grade criterion is 60% of the exam being answered correctly. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what is written, or does not respond, a result of 0 points is recorded. Class activity is evaluated according to the following criteria: • constructive participation in group discussions • quality of participation in individual tasks • degree of engagement in group exercises Although the oral exam is not provided as a mandatory part of the evaluation process, it will take place: if the student is unable to take the written exam for objective reasons, if with an average written exam grade of 2.4 or 3.4 or 4.4 he/she wants a higher grade, and if the teacher in question decides so for some other reason.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Sustainable tourism development management		Year	2	Semester	3								
Course Name	Socially responsible business in tourism		Code	9190	ECTS	6								
Lecturers	Asst. Prof. Dijana Pletikosa													
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30								
Course Description														
1. Course objectives	Develop the necessary competencies for the successful creation of business and social value by respecting the principles of corporate social responsibility in tourism, and by integrating economic, environmental and social dimensions into business. Introduce students to models of successful corporate social responsibility management through concrete business cases with the aim of exploring how successful tourism companies develop a social responsibility strategy that is aligned with their long-term needs.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Comment on the concept of socially responsible business in tourism. 2. Analyze the advantages of socially responsible business. 3. Formulate a new role for companies in society. 4. Assess the role and importance of stakeholders in tourism. 5. Propose a process for implementing socially responsible business in tourism. 6. Propose policies and action plans for socially responsible business of tourism companies.													
3. Content	Introduction: historical development and theories of social responsibility; factors that led to changes in the social contract, i.e. the role of companies in society; justification of a new way of doing business. Contemporary issues of business ethics: the ethical cycle as one of the methods of understanding the dynamics of ethical decisions. The process of socially responsible business in tourism: management - integration and implementation of socially responsible behavior in a company through policy and practice; models of communication between companies and stakeholders about their socially responsible business activities (reporting, reports and standards). Social responsibility initiatives: business cases of leading companies in tourism. Development of socially responsible business: new challenges awaiting companies in tourism in the future; analysis of the differences between CSR 1.0. and CSR 2.0.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, research, project development and presentation, and written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Project	2								
7. Required literature	1. Blowfield, M. and Murray, A. (2008) <i>Corporate Social Responsibility, A Critical Introduction</i> , Oxford: Oxford University Press;													
8. Additional literature	1. Pletikosa, D. (2019). <i>Working materials for DOPUD</i> . Internal script. Zagreb: Vern' 2. Crane, A., McWilliams, A. and Matten, D., Moon, J. and Siegel, D. (2008) <i>Handbook of Corporate Social Responsibility</i> , Oxford: Oxford University Press 3. Stanwick, P.A. and Stanwick, S.D. (2009) <i>Understanding Business Ethics</i> , New Jersey: Pearson International Edition 4. Omazić, A. et.al. (2012) <i>Collection of Case Studies of Corporate Social Responsibility</i> , Zagreb: HRPSOR, EFZG;													
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.													
10. Exam access requirements	A student is required to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The written exam can be taken by students who have completed the assigned research, developed and presented the project and seminar paper assigned to them at the beginning of the course. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, a score of 0 points is recorded.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight Ratio</td></tr><tr><td>Written exam</td><td>50%</td></tr><tr><td>Seminar</td><td>30%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>						Criteria	Weight Ratio	Written exam	50%	Seminar	30%	Activities	20%
Criteria	Weight Ratio													
Written exam	50%													
Seminar	30%													
Activities	20%													

12. Assessment criteria - explanation	Written exam: students take it at the end of the lectures, within the deadlines set for it. The written exam consists of several questions, and the student is expected to give short and clear answers to the questions that are exclusively related to the teaching material and issues covered in the lectures and exercises Essays are evaluated through evaluation of focus on the task, elaboration of the topic and the reality of personal reflections and attitudes. Teamwork and activity are evaluated according to activities of preparation and participation in exercises, constructive involvement in discussions during lectures and engagement in team tasks.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Sustainable tourism development management		Year	2	Semester	3
Course Name	Innovative entrepreneurship in tourism		Code	6821	ECTS	5
Lecturers	Sr. Lect. Gordana Ćorić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Develop the necessary competencies for the successful launch of an entrepreneurial venture and for solving the fundamental problems of entrepreneurial practice in tourism in an innovative way. Instruct students in the possibilities of systems for supporting and encouraging entrepreneurship, but also in innovative approaches to financing entrepreneurial ventures in tourism as a response to contemporary trends.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Compare basic concepts in entrepreneurship and different forms of entrepreneurship in tourism 2. Assess the purposefulness and sources of innovation and apply thinking techniques for innovative solutions in entrepreneurship 3. Propose a space for innovative entrepreneurial activity, taking into account the specificities of the tourism product 4. Propose thinking techniques for innovative solutions in entrepreneurship 5. Critically assess different business models for innovative entrepreneurship 6. Assess the possibilities of innovative approaches to financing and support systems for entrepreneurial activity in tourism					
3. Content	Basic concepts in entrepreneurship: entrepreneur, entrepreneurship, entrepreneurial opportunity, entrepreneurial idea. Different forms of entrepreneurship: family, rural, internal, social, and opportunities in tourism. Innovation and tourism: innovation, purposeful innovation and sources of innovation, social innovation. Specificities of the tourism product and space for innovative entrepreneurial activity. Thinking techniques for innovative solutions in entrepreneurship (design thinking). From idea to business opportunity to business - different business models for innovative entrepreneurship. Entrepreneurship - a lever for (tourism) development of a destination. Financing entrepreneurial activity in tourism: sources of financing, innovative approaches to financing and a system of support for entrepreneurial activity in tourism. Examples of innovative entrepreneurial activity in accordance with trends in modern tourism.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and completion of practical work, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Project	2
7. Required literature	1. Ćorić, G. (2021). <i>Innovative Entrepreneurship in Tourism</i> (script with lecture excerpts). Zagreb: VERN' University, and <u>parts of publications:</u> <u>Golob, B. (2009). <i>Innovation from Idea to Market: A Handbook for Creating New Products, Services and Business Models</i>. Rijeka: Dragon d.o.o./BICRO.</u> 1. <u>Golob, B. (2012). <i>Innovation of business models</i>. Rijeka: Science and Technology Park of the University of Rijeka/EEN</u>					
8. Additional literature	1. Brusić, A., Cvitanović, V., Gregov, Z., Kutnjak, V., Tomić, D. and Žanić, V. (2009). <i>Entrepreneurship I</i> (textbook). Zagreb: Business Class Library, Grupa VERN doo. (parts) 2. Group of authors (2012). <u>Entrepreneurship in the service of the community: Collection of papers on social entrepreneurship</u>. Zagreb: National Foundation for the Development of Civil Society. 3. Alpeza, M. et al. (2022). <i>Reports on small and medium-sized enterprises in Croatia – 2021: SMALL AND MEDIUM-SIZED ENTERPRISES IN CROATIA IN THE CONDITIONS OF THE COVID-19 PANDEMIC</i>. Zagreb: CEPOR - Center for Small and Medium Enterprises and Entrepreneurship Development Policy (taken from: <u>https://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf</u>)					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	A student is required to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has participated in 20% or more of the classes is required to fulfill the assigned obligations that students perform in class. Instructions for creating these tasks/exercises, their scope and method of submission/defense will be regularly received by students via Eduneta, TEAMS or e-mail. It is recommended that students fulfill the obligations as they are assigned, and the deadline for submitting all prescribed papers is no later than 7 days before the exam date.					

	A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the next academic year. The written exam can be taken by students who have completed all their obligations related to exercises and project preparation and whose work on the project has been positively assessed. Benefits offered during the course (e.g. writing a preliminary exam, etc.) apply exclusively to students who regularly attend classes and fulfill their assigned obligations on time. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others or artificial intelligence, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.)										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if <u>all of the listed criteria are assessed positively</u>. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>40%</td></tr> <tr> <td>Project</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criteria	Weight share	Written exam	40%	Project	40%	Activities	20%		
Criteria	Weight share										
Written exam	40%										
Project	40%										
Activities	20%										
12. Assessment criteria - explanation	The written exam is taken at the end of the lectures and within the deadlines set for it. The grade from the written exam is positive if at least 60% of the possible points are achieved. The project is evaluated through the evaluation of focus on the task, the quality of the elaboration of the topic and the reality of personal reflections and attitudes. The project will be based on information collected during the mandatory fieldwork. Activity in class is assessed according to preparation activities and participation in exercises, constructive involvement in discussions during lectures, and attendance percentage. <table> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 – 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </table>	Points	Grade	60 - 69	2	70 – 79	3	80 - 89	4	90-100	5
Points	Grade										
60 - 69	2										
70 – 79	3										
80 - 89	4										
90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University	
Program	Sustainable tourism development management		Year	2	Semester	3
Course Name	Integrated marketing communication in tourism		Code	6822	ECTS	5
Lecturers	Assoc. Prof. Diana Plantić Tadić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To introduce students to the concept of integrated marketing communication, i.e. the development, process and application of different forms of marketing communication with the market. To develop an understanding of the importance of integrating different forms of marketing communication, including alternative forms of promotion and marketing communication for the needs of brand management of modern tourism entities.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish between the basic theoretical concepts of integrated marketing communication 2. Compare forms of integrated marketing communication with a focus on their advantages and disadvantages 3. Evaluate the importance and role of individual forms of integrated marketing communication in promoting tourism entities 4. Analyze the role of alternative forms and social networks and internet marketing in the modern promotion of an organization and/or product 5. Critically judge the role of marketing communication for the purpose of (re)branding or (re)positioning an individual brand 6. Design an integrated marketing communication strategy for an individual tourism business organization					
3. Content	1. The concept and meaning of integrated marketing communication in modern business in tourism; 2. Advertising as a function of marketing communication in tourism; 3. The importance of direct marketing, sales promotion and personal selling within the framework of integrated marketing communication with a special focus on the business of tourist entities; 4. PR and publicity from the aspect of integrated marketing communication in tourism; 5. Alternative forms of promotion in integrated marketing communication of tourist organizations; 6. Marketing communication for the needs of brand management (branding) and (re)positioning in tourism; 7. Digital marketing with reference to application in tourism					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and development of a project, taking an oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2.5	Project	1.5
7. Required literature	1. De Pelsmacker, P, Geuens, M. and Van Den Bergh, J. (2013). Marketing Communications: a European Perspective, 5th edition, Pearson Education Limited. 2. Teaching Materials					
8. Additional literature	1. Chaffey, D. and Fiona Ellis-Chadwick (2019). Digital Marketing: Strategy, Implementation and Practice, 7th edition, Pearson Education Limited. 2. Hall, R. (2015). Brilliant Marketing, 2nd edition, Pearson Education Limited. 3. Kotler, P., Keller, Martinović (2014). Marketing Management, 14th edition, Zagreb: Mate. 4. Kotler, P., Keller, .K. L. (2016). A Framework for Marketing Management, 6th edition, Pearson Education Limited. 5. Koler, P., Bowen, J.T. and Makens (2010). Marketing in Hospitality, Hoteliers and Tourism, Zagreb: Mate. 6. Krajnović, A., Sikirić, D., Hordov, M. (2019). Digital Marketing: A New Era of Market Communication. Zadar: University of Zadar. 7. Ružić, D, Biloš, A. and D. Turkalj (2014). E-marketing, 3rd revised and supplemented edition, Osijek: EFOS.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The condition for taking the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. In addition to 70% attendance, to take the exam in advance, it is necessary to process one of the offered business cases, bring it to the exam itself, and prepare a presentation of the entrance paper with a ppt presentation. To take the regular exam period, it is necessary to create a project assignment and send it in an e-version to the email diana.plantic-tadic@vern.hr no later than 7 days before the exam period, and submit the printed version of the work, written, at the exam itself. A ppt presentation is not prepared for regular exam periods.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				

Project	25%
Oral exam	60%
Activities	15%

12. Assessment criteria - explanation

Entry paper: for *pre-term* - consists of a professional analysis and treatment of one of two or more offered business cases in the form of a seminar paper that is submitted to the exam itself, and a presentation of the student's solutions and recommendations for the selected business case, with a ppt presentation during the exam itself. The entry paper (business case treatment) is valid only once for the pre-term.

Oral exam: in addition to the presentation and discussion on the given topic, at the pre-term and each regular term, the student is asked at least one theoretical question (depending on the student's level of commitment to the class and the demonstrated acquired knowledge). If the student does not pass the oral exam in the pre-term, he/she prepares a project assignment for the next regular exam term, where he/she will be orally examined again.

Project assignment: for the regular exam term - represents the design of an integrated marketing communication strategy in the function of (re)branding the selected tourism entity. The work should be prepared in the form of a seminar paper and the e-version of the work should be sent by the given deadline (no later than 7 days before the exam date) to the email address:

diana.plantic-tadic@vern.hr, and the printed version should be brought to the exam itself.

Class activity: includes the following elements: regular attendance (%), active participation in class, observations of the student's preparation for class, results achieved in regular short tests, exercises or questionnaires, contribution to the success of class through active and constructive participation in problem discussions.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Sustainable tourism development management		Year	2	Semester	3								
Course Name	Security and management of crisis situations in tourism		Code	9194	ECTS	5								
Lecturers	Prof. Vlatko Cvrtila													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	Develop the necessary competencies to identify security challenges and risks in the tourism industry, and their impacts on national economies. Introduce students to models of strategic security analytics in the tourism industry and develop the ability to recognize risks at the local level. Develop the necessary knowledge and skills needed to design and create plans for crisis management, risk reduction in tourism companies and destinations, as well as strategic communication plans.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Analyze the relationship between security, economy and tourism 2. Present strategic analytics methods for identifying security risks at the global and regional levels 3. Design indicators that indicate the occurrence of risks in tourism 4. Formulate key content for risk assessment at the local level 5. Design risk reduction plans 6. Design strategic communication content in crisis situations													
3. Content	Global environment, security challenges and risks. Tourism industry in the global security environment. Regional challenges and risk analyses. Localization of security problems and tourism reputation issues. Risk assessment at the global and local level. Security culture and the importance of security in the economy with an emphasis on tourism. Legal frameworks for business security. Private security and technical security. Security organization in business organizations in tourism. Security protocols and procedures. Preparation of security plans and implementation in business entities in tourism. Strategic communication in crisis situations. Crisis management and rebuilding trust.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and writing of a seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Project	1.5								
7. Required literature	1. Mihaljević, B, Šoljić, A., Markotić, I. (2023), Event Organization in Tourism and Crisis Management, Business School Integral Security and Development Zagreb, Zagreb.													
8. Additional literature	1. Tarlow, Peter E., (2014), Tourism security : strategies for effectively managing travel risk and safety, Elsevier, London.													
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.													
10. Exam access requirements	A student is required to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. Students who have completed a project that has been positively evaluated can take the written exam.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project</td><td>25%</td></tr><tr><td>Activities</td><td>15%</td></tr></table>						Criteria	Weight share	Written exam	60%	Project	25%	Activities	15%
Criteria	Weight share													
Written exam	60%													
Project	25%													
Activities	15%													
12. Assessment criteria - explanation	Written exam: students take it at the end of the lectures they have attended within the stipulated deadlines. The written exam lasts 60 minutes. It consists of 26 questions of varying degrees of complexity, which are worth a maximum of 40 points. Students who achieve 20-25 points will receive a passing grade, 26-30 points good, 31-35 points very good and 36-40 points excellent. The allotted time is 60 minutes.													

	Project: the assessment criteria are: focus on the task, elaboration of the topic and the reality of personal reflections and offered solutions. Activity in class: the grade for this criterion is influenced by the results of short tests for review at the end of the lecture.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Sustainable tourism development management		Year	2	Semester	3								
Course Name	Human Resources Management in Tourism		Code	9193	ECTS	5								
Lecturers	Sr. Lect. Zoran Komar													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	Develop the necessary competencies for successful human resources management in tourism companies, taking into account the strategic role and responsibilities of the human resources management function. Instruct students in the key processes of the human resources function in tourism and best practices for making appropriate decisions related to human resources in tourism companies, both in current conditions and in the challenges brought by global trends.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Review the concept and historical development, key objectives, and determinants of the human resources management function 2. Identify the strategic role and responsibilities of the human resources management function 3. Valorize the key processes of the human resources function in tourism 4. Propose appropriate decisions related to human resources in tourism companies 5. Analyze the specifics of employee relations 6. Assess the impact of global trends on human resources management in tourism													
3. Content	Introduction to the human resources management function: concept and historical development; key objectives, organizational models and determinants of the human resources management function. Strategic role and responsibilities of the human resources management function: organization of the human resources management function. Practices of modern human resources management: traditional transactional and transformational activities. Key processes of the human resources function in tourism: organizational design; recruitment, selection and employment; talent training and development; compensation and benefits; training and development; employee relations. Peculiarities of human resources management in tourism in the Republic of Croatia, neighboring countries, the EU and the world. The human resources management function in an integral business efficiency model. Global trends and future challenges in human resources management in tourism: corporate culture and employee engagement.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and writing of a seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Project	2								
7. Required literature	1. Dessler, G.. (2015). Human Resources Management. Zagreb: Mate d.o.o.													
8. Additional literature	1. Noe, A. R., Hollenbeck, R., J., Gerhart, B., Wright, M.,P., (2006) <i>Management of human potential</i> , Zagreb: Mate. 2. Ulrich, D., Schiemann, W.A., Sartain, L., eds. (2015). The Rise of HR. Alexandria: HR Certification Institute.													
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.													
10. Exam access requirements	A student is required to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. A condition for taking the final exam is a positively graded project assignment. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project</td><td>30%</td></tr><tr><td>Activities</td><td>10%</td></tr></table>						Criteria	Weight share	Written exam	60%	Project	30%	Activities	10%
Criteria	Weight share													
Written exam	60%													
Project	30%													
Activities	10%													
12. Assessment criteria - explanation	Written exam: students take the exam at the end of the lectures they have attended within the stipulated deadlines. Students who earn 90% or more points will receive an excellent grade, those who earn between 80 and 89.99% points													

	will receive a very good grade, those who earn between 70 and 79.99% points will receive a good grade, and those who earn between 60 and 69.99% points will receive a satisfactory grade. In the case of an <i>online</i> exam, there is a possibility of substituting the written exam by solving a project assignment that covers knowledge of the entire material. The passing criterion is also 60% of successfully completed project assignment. Seminar paper: the assessment criteria are: focus on the assignment, elaboration of the topic, and the reality of personal reflections and offered solutions. Activity in class: the grade from this criterion is also influenced by the noticeable activity of preparation and participation in exercises, and constructive inclusion in discussions during lectures. Although the oral exam is not envisaged as a mandatory part of the assessment process, it will be held: if the student is unable to take the written exam for objective reasons, if with an average written exam grade of 2.4 or 3.4 or 4.4, they want a higher grade, and if the subject teacher so assesses for some other reason.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Sustainable tourism development management		Year	2	Semester	3
Course Name	EU funds and programs		Code	4085	ECTS	4
Lecturers	Assoc. Prof. Irena Đokić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Provide a comprehensive overview of the EU Structural Funds, Common Agricultural Policy funds intended for rural development and Union Programs. Deepen understanding of the possibilities of using Structural Funds as instruments of EU regional policy. Know how companies and other institutions in the fields of research, innovation, environmental protection, education, youth, media, culture and citizens can access Union funds and programs. Deepen understanding of the possibilities of financing projects from the European Social Fund, the field of culture and the EU Common Agricultural Policy and its implementation in the Republic of Croatia. Know how to use tools for evaluating project proposals.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. List the instruments of cohesion policy and explain the objectives of using EU funds and programs; 2. Identify ways in which EU funds (ESF, ERDF, EFRR) can be obtained and used in the implementation of individual activities; 3. Explain how investment and development-investment projects intended for development and industrial companies, in the field of culture and media, and projects in the agricultural and food sector are managed; 4. Discuss examples of regional cooperation projects and determine similarities and differences; 5. Review basic information about the procedure and purpose of the evaluation procedure, and evaluate the summary of the project proposal					
3. Content	This course will cover the following topics and subtopics: 1. Cohesion Policy Instruments: 1.1. General information about the European Social Fund (ESF) - Objectives and eligible regions of the ESF; Who applies and who uses ESF funds?; How to access ESF funds?; Benefits that the ESF can bring to an individual - examples 1.2. Transition and strengthening of institutions; 1.3. Human resources development 2. How to access European Regional Development Fund (ERDF) funds? - Innovation as a basis for company development in the project preparation phase; Preparing a company for project thinking in the project preparation phase; Examples of industrial and development projects. 3. Regional development and cross-border cooperation - how to finance cross-border, transnational and inter-regional cooperation projects (INTERREG)? 3.1. Regional development - what are regions and why are they important in the context of Cohesion Policy?; 3.2. Cross-border cooperation – objectives and programmes; 3.3. South-Eastern Europe (SEE) and Mediterranean (MED) – case studies/examples 4. How to finance projects through Union programmes? - Culture, Erasmus for All – basic information on programmes, examples of projects; HORIZON 2020 - Programme for research, technological development and innovation; COSME - Programme for the competitiveness of enterprises and SMEs 5. Common agricultural policy – funds intended for rural development 5.1. Common agricultural policy – historical context and development of rural development measures; 5.2. Rural development measures in the period 2014-2020. experiences – Rural development measures in the period 2023-2027; 5.3. Examples of projects financed from funds intended for rural development 6. Seminar paper/evaluation of project proposals - Instructions for writing a seminar paper, selection of topics; General information about evaluation, and instructions for evaluating the project summary and full project proposal; Example of an evaluated summary and full project proposal (example of a "hard" (infrastructure) and "soft" project (e.g. education, campaign, etc.)					
4. Admission requirements	There are no prerequisites that must be met in order to take this course.					
5. Student obligations	Attendance at classes, preparation of a seminar paper or evaluation of a complete project proposal, taking a written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5
					Continuous assessment	0.5
7. Required literature	1. European Commission - Directorate-General for Employment, Social Affairs and Inclusion (2016). European Social Fund - Investing in People. Retrieved from file:///C:/Users/idokic/Downloads/esf_brochure_hr.pdf (08.03.2018) 2. MRRFEU (2017). Regional Development Strategy of the Republic of Croatia for the period up to the end of 2020. https://razvoj.gov.hr/UserDocsImages/O%20ministarstvu/Regionalni%20razvoj/razvojne%20strategije/Strategija%20regional%20razvoja%20Republika%20Hrvatske%20za%20razdoblje%20do%20kraja%202020._HS.pdf (03/08/2018) 3. European Commission, (2021) Next generation EU, https://europa.eu/next-generation-eu/index_en 4. European Commission (2011). <i>Mini Country Report/Croatia, Thematic Report 2011 under Specific Contract for the Integration of INNO Policy Trend Chart with ERAWATCH (2011-2012)</i>, Brussels: European Commission. Retrieved from http://ec.europa.eu/enterprise/policies/innovation/files/countryreports/croatia_en.pdf (12/02/2016)					

	5. Aralica, Z. (2009). <i>The role of the R&D sector in Croatia's approach to the EU</i>, (pp. 101-108). Zagreb: Croatian Society for Systems 6. Christensen, C. M. (2011). <i>The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business</i>. New York: HarpersBusiness Essentials, ISBN 0062060244 (selected chapters) 7. Devin, L., Austin Dee, R. (2012), <i>The Soul of Design: Harnessing the Power of Plot to Create Extraordinary Products</i>, Stanford: Stanford University Press. ISBN: 9780804757201 (selected chapters) 8. Croatian Chamber of Commerce (2013). <i>Common Agricultural Policy: What, Why and How?</i>, Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480								
8. Additional literature	1. Ulwik, W. A. (2005). <i>What Customers Want; Using Outcome Driven Innovation to Create Break through Products and Services</i>. New York: McGraw-Hill (selected chapters) 2. European Commission (2014). <i>Erasmus+ Programme Guide</i>, Retrieved from http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus-plus-programme-guide_en.pdf 3. European Commission-Directorate-General for Research and Innovation (2014). Horizon 2020 in brief. Retrieved from https://ec.europa.eu/programmes/horizon2020/sites/horizon2020/files/H2020_HR_KI0213413HRN.pdf (08.03.2018.) 4. Ministry of Agriculture (2015) Rural Development Programme: list of measures with basic information. Zagreb: Ministry of Agriculture Retrieved from http://ruralnirazvoj.hr/files/documents/MPS_program-ruralnog-razvoja-RH_200x275_v6-LQ.pdf 5. European Commission (2021), Directorate-General for Agriculture: https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_hr								
9. Quality monitoring	Evaluation of course performance by student survey.								
10. Exam access requirements	A student is required to attend at least 20% of the total number of teaching hours provided for in the study program. A student who has attended less than 20% of the classes may exceptionally make up for the lack of teaching hours, in a manner determined by the course instructor. A student who has attended less than 15% of the total number of teaching hours during an academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Entry seminar paper</td><td>30%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	60%	Entry seminar paper	30%	Activity	10%
Criteria	Weight share								
Written exam	60%								
Entry seminar paper	30%								
Activity	10%								
12. Assessment criteria - explanation	WRITTEN EXAM: The written part of the exam can be taken in advance after completing the course. The grade for the written part of the exam is positive if the student has achieved at least 60% accuracy in the answers from the three exam sections (collectively). The grading scale according to the accuracy of the answers: sufficient (60-70%), good (71-83%), very good (84-94%), excellent (95-100%). A passed written part of the exam is valid until the end of the current academic year. ENCLOSURE SEMINAR PAPER: 'Objectives of using cohesion policy instruments'; 'Possibilities of using cohesion policy instruments in the Republic of Croatia' and other topics in agreement with the lecturer. CLASS ACTIVITY - includes: regular class attendance, student preparation for class in the form of reading assigned literature, class activity, contribution to the success of class through presentation of results and active and constructive participation in problem discussions.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University											
Program	Sustainable tourism development management		Year	2	Semester	3										
Course Name	Creative tools in management		Code	10603	ECTS	4										
Lecturers	Prof. Stud. Sendi Deželić															
Teaching Method and Hours	Lectures	15	Exercises	15												
Course Description																
1. Course objectives	The aim of the course is to introduce students to the processes of creativity, their importance in the 21st century as one of the main characteristics that separates humans from artificial intelligence. The course teaches how to encourage, develop, and maintain creativity in a business context. Students will be introduced to various creative techniques and tools that serve to extract maximum creative potential. Special emphasis will be placed on developing techniques, generating ideas, and selecting and evaluating techniques.															
2. Expected learning outcomes	Upon successful completion of the course, students will: - Argue the importance of creativity, its encouragement and maintenance in modern business. - Evaluate the elements of creative culture and new ways of collaboration and communication. - Apply and implement creative tools and techniques on an example in an organization. 1. Choose a specific creative technique and use it to solve a problem or create a new product or service of your choice.															
3. Content	Creativity, idea, innovation, new age. Other people's ideas, modification. Ethics. Encouraging, developing and maintaining creativity. Good and bad ideas. Obstacles to creativity. Creative team, creative culture and organization. New ways of collaboration, communication and marketing of ideas. Creative processes (5I). Creative techniques (Disney Strategy, Hall of Fame, Brainstorming, Brainwriting, Mind Map, etc.)															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes															
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Activities	0.5										
					Activities	0.5										
7. Required literature	Green, A. (2007): Creativity in public relations. HUOJ, Zagreb (selected chapters) Korkut, D., Kopal, R. (2018). Creativity 4.0: evolution and revolution, Kerschhoff, Zagreb (selected chapters)															
8. Additional literature	Antoljak, V., Kosović, M., (2018): Design thinking for non-designers – how to solve business problems and innovate successfully. Školska Byres, T.H., Dorf, R.C., Nelson, A.J. (2015): Technological entrepreneurship: from idea to company. Technical University, Zagreb Srića, V. (2004): Inventive manager in 100 lessons. Delfin Znanje, Zagreb															
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.															
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Written essay															
11. Exam implementation and assessment criteria	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>10%</td></tr><tr><td>Exercises and presentations</td><td>10%</td></tr><tr><td>Essays</td><td>10%</td></tr></table>						Criteria	Weight share	Written exam	70%	Activities	10%	Exercises and presentations	10%	Essays	10%
Criteria	Weight share															
Written exam	70%															
Activities	10%															
Exercises and presentations	10%															
Essays	10%															
12. Assessment criteria - explanation	/															
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.															

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Sustainable tourism development management		Year	2	Semester	4						
Course Name	Methods of writing professional papers		Code	2356	ECTS	6						
Lecturers	Sr. Lect. Zrinka Gregov											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The goals of the course are to train students for the most successful choice of topic, efficient preparation and oral defense of specialist diploma theses. To train students to recognize, articulate, define and solve specific business and research problems as easily as possible, applying scientifically relevant methods and procedures.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish research problems and research subjects and define research objectives 2. Correctly use and cite available sources of information, databases and appropriate professional and scientific literature. 3. Develop research hypotheses and/or research questions that are related to research objectives 4. Make decisions about the choice of appropriate research methods that enable obtaining relevant data and information. 5. Construct survey questionnaires and differentiate measurement scales 6. Formulate questions for interviews and focus groups and apply basic facilitation skills 7. Propose useful management tools for analyzing and comparing businesses 8. Design research, select appropriate statistical processing of results, interpret research results and formulate relevant recommendations for practice.											
3. Content	Basic principles of the scientific research approach. Types of research according to different criteria. Ethical challenges in the research process. Identification of the research problem and research topic. Defining basic goals, hypotheses or research questions. Selecting an appropriate sample. Basic determinants, advantages and disadvantages of individual methods. Measurement scales. Composing a research instrument. Metric characteristics of measurement instruments. Observation in natural conditions. Conducting interviews. Facilitation of focus groups. Basic features of a case study. Basic management tools. Planning, organizing and implementing the research process. Choosing the correct statistical data processing. Data processing, analysis and interpretation.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attend lectures and exercises, pass a written exam, develop and defend a research proposal.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Research	2.5						
7. Required literature	• Tkalec Verčić, V., Sinčić Ćorić, D. and Pološki Vokić, N. (2010). <i>Manual for Research Methodology</i>. Zagreb: MEP d.o.o. • VERN' Polytechnic (2017). <i>Working Instructions for Specialist Graduate Thesis</i>. Zagreb: VERN' Polytechnic. • Teaching Materials for Lectures and Exercises											
8. Additional literature	1. Lamza Posavec, L. (2021). <i>Social Research Methodology: Basic Insights</i>. Zagreb: Institute of Social Sciences Ivo Pilar. 2. Žugaj, M., Dumičić, K. and Dušak, V. (2006). <i>Fundamentals of Scientific Research: Methodology and Methodology</i>. Faculty of Organization and Informatics Varaždin. 3. Marušić, M. and Vranešević, T. (2001). <i>Market Research</i> (5th ed.). Zagreb: ADECO. 4. Smith, M. (2019) <i>Research Methods in Accounting</i> (5th ed.). London: SAGE.											
9. Quality monitoring	Observation and evaluation of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The condition for obtaining a second signature and access to the written exam is a minimum of 20% attendance in classes. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. To take the final exam, the student must create and defend a draft of their research in the form of a Power Point presentation during regular exercises. If this is not done in class, a 10-15 page seminar paper must be created according to the Working Instructions for Writing Seminar Papers and presented during regular consultations.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>40%</td></tr><tr><td>Research</td><td>40%</td></tr></table>						Criteria	Weight share	Written exam	40%	Research	40%
Criteria	Weight share											
Written exam	40%											
Research	40%											

	Activities	20%
12. Assessment criteria - explanation	The written part of the exam consists of questions that test knowledge of basic terminology from research methodology. 60% of the material is required to pass. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, the result is 0 points. The research draft examines how much the student has adopted the form of writing a draft and whether he has acquired the competence of structuring his own research idea. Activity assessment is an assessment of student engagement in lectures and exercises.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information					VERN' University	
Program	Sustainable tourism development management		Year	2	Semester	4
Course Name	Application for the competition		Code	5341	ECTS	4
Lecturers	Assoc. Prof. Irena Đokić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Knowledge and understanding of parts of the tender documentation for the selected tender Knowledge of the methodology for preparing a project proposal Learned to create a logical matrix, fill out the application form, prepare the methodology and project budget Experience in preparing project documentation for the selected tender Experience in teamwork on a complex task					
2. Expected learning outcomes	After completing the semester, students will be able to: 1. analyze the tender documentation 2. propose the sequence of actions required to prepare a project proposal 3. explain the relevance of the selected topic in relation to the goals and priorities of each tender 4. prepare project documentation (logical matrix, application form, methodology, project budget) 5. develop a specific project proposal in a team 6. evaluate the quality of the prepared project proposal					
3. Content	This course rounds off the elective course "EU module" by applying what has been learned in the previous three semesters in a practical way. Students develop a project proposal based on a real call for proposals and prepare complete project documentation in order to gain practical experience in submitting project proposals and receive relevant feedback on this. During the preparation, students work in teams of 3-4 members, with continuous support from their mentors.					
4. Admission requirements	Previous EU module courses completed, successfully passed exam in previous 2 or 3 semesters					
5. Student obligations	Active participation in teamwork during the group preparation of the project proposal					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Project	1
7. Required literature	European Commission (2008) Guidelines for Project Cycle Management, Brussels: European Commission. (https://struktrunifondovi.hr/wp-content/uploads/2017/06/Smjernice_z_a_.pdf)					
8. Additional literature	European Commission - Center of Excellence in Project Management (CoEPM ²) (2023) Project Management Methodology - Guide 3.1, Brussels, Luxembourg: European Commission (https://op.europa.eu/en/publication-detail/-/publication/97cc2f12-c648-11ee-95d9-01aa75ed71a1)					
9. Quality monitoring	Continuous monitoring through work with a mentor throughout the semester					
10. Exam access requirements	Active participation in teamwork					
11. Exam implementation and assessment criteria	Students present the final version of the project proposal in front of a committee of two members.					
12. Assessment criteria - explanation	The grade will be a combination of the final presentation of the project proposal, the active engagement of individuals in teamwork in developing the project proposal, and regular class attendance.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University
Program	Sustainable tourism development management	Year	2	Semester	4
Course Name	Start-up management	Code	9304	ECTS	4
Lecturers	Sr. Lect. Gordana Ćorić				
Teaching Method and Hours	Lectures	15	Excercises	15	Total 30
Course Description					
1. Course objectives	<i>Start-ups</i> start as small entrepreneurial ventures, but from the very beginning they have a clear tendency to grow and multiply (scalability). Since they differ from the way of working/doing business in large corporations, it is necessary to gain new insight into the issues of launching and managing a sustainable <i>start-up</i> entrepreneurial venture, and how to enable continuous exposure to innovative activities, introduce innovations (e.g. by using the <i>design thinking</i> approach), use available resources and incentive programs (incubators, hubs, <i>co-working spaces</i>, etc.), and become familiar with different and alternative sources of financing (business angels, venture capital, ethical banks, <i>crowdfunding</i>, etc.). The importance of developing an innovation system and capacity as a necessary platform for producing innovations and constantly discovering one's own creative potential and systematic innovation in order to add new value will be highlighted. The main objectives of this course are to enable students to manage their business and/or entrepreneurial future by integrating the knowledge acquired during their studies and directing them towards designing and managing a <i>start-up</i> project, and to gain competitive advantages in the labor market by adopting and using specific entrepreneurial knowledge and skills in planning <i>start-up</i> ventures.				
2. Expected learning outcomes	After completing the course and completing the assignment, students will be able to 1. Describe the conditions and business climate that encourage and support creativity, creative thinking and innovation, map the ecosystem for encouraging innovative <i>start-up</i> entrepreneurship, and provide recommendations for its greater efficiency 2. Present an innovative idea, identify a business opportunity, consider potentials and realization factors, demonstrate an understanding of the resources needed to transform an idea into an innovative venture, and develop an appropriate business model 3. Indicate the possible development of a company's innovative capacity, argue for the need to develop awareness of the importance of investing in a company's innovation capacity, and make recommendations for the implementation and financing of projects to improve a company's innovation capacity, 4. Prepare the implementation of a Design Thinking project in practice to solve complex business problems, and make a plan for applying the <i>design thinking</i> process to create concrete solutions in a business environment, for a specific product or service 5. Develop and apply their own innovation model that will enrich the existing <i>start-up</i> project or venture, and in addition to its success and sustainability, contribute to the development of the company in which the venture will operate. Present a project proposal for running an innovative company (from finding potential to commercializing potential innovations) 6. Evaluate the suitability of various innovative sources of growth financing for a specific <i>start-up</i> company, and recommend the most appropriate ones for the implementation and financing of innovation and development projects				
3. Content	MODULE 1: <i>Start-up</i> entrepreneurship. Motives for entry into entrepreneurship. Mapping sources of resources and encouragement of start-up entrepreneurship. Innovations and entrepreneurship; Practice, sources, types and examples of innovative <i>start-ups</i>. Examples of innovations. Intellectual property, assessment of innovation capacity, technology transfer. Learning from mistakes. Coopetition. Initial definition of the concept and framework of a <i>start-up</i> entrepreneurial venture (<i>Effectuation entrepreneurship, Technopreneurship. Momentum effect. Reinvention.</i>) MODULE 2: Business idea - from idea and innovation to project, entrepreneurial opportunity, needs research, creation and testing of solution proposals, etc. Tools for developing a <i>start-up</i> entrepreneurial venture (<i>Business Model Canvas, Lean management, ...</i>). MODULE 3: Elaboration of the organization's strategy for innovation management, their commercialization, obtaining the necessary resources and venture development, communication with stakeholders and partners. Finalizing proposals for the development of an innovative company, making recommendations for the long-term improvement of innovation capacities at the company level. MODULE 4: Introduction to <i>Design Thinking</i> (tools, processes, step-by-step application). Integration of <i>Design Thinking</i> into company strategy. Examples of the development of new services. Development of appropriate business model(s) for innovation management, testing and verification, scenario sketching. Organizing for innovation – formal and informal organization, coordination. MODULE 5: Business models. Innovation output, processes and innovation strategies (new product strategies, proactive new product development process, practices that shorten product development cycles and assess actual progress). Making recommendations for the development of an innovative company and long-term improvement of innovation capacities at the company level. Business incubators and accelerators. MODULE 6: Sources of financing for start-up companies. Microcrediting. <i>Bootstrapping</i> funding. FFF. Venture capital funds. Business angels. Group funding (<i>crowdfunding</i>). <i>Crowdsourcing</i>. Alternative sources of financing. Ethical banks. Cryptocurrencies - virtual currencies. Local currencies. Financial consulting. Finalization of management and financing proposals for <i>start-up</i> ventures.				
4. Admission requirements	There are no prerequisites for taking this course.				

5. Student obligations	Attendance at classes, participation in fieldwork, conducting assigned research, participation in the preparation, development and presentation of projects (individually or in pairs).										
6. Monitoring student progress and associated ECTS credits	Classes 1	Written exam 1	Project 2								
7. Required literature	1. Script based on current literature (compilation): - Golob, B. (2009). <i>Innovation from idea to market. A handbook for creating new products, services and business models</i>. Rijeka: Dragon doo - Osterwalder, A. and Pigneur, Y. (2014). <i>Creating business models</i>. Školska knjiga, Zagreb - Ries, E. (2013). <i>Lean startup: how today's entrepreneurs use continuous innovation to create fully successful businesses</i>. Zagreb: Mate.										
8. Additional literature	- Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). <i>Report on Small and Medium-Sized Enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019</i>. Zagreb: CEPOR – Center for the Development of Small and Medium-Sized Enterprises and Entrepreneurship Policy (retrieved from: www.cepor.hr/wp-content/uploads/2021/01/izvjesce-2020-HR-web.pdf). - Alpeza, .M. et al. (2022). <i>Report on small and medium-sized enterprises in Croatia - 2021: "SMALL AND MEDIUM-SIZED ENTERPRISES IN CROATIA UNDER THE CONDITIONS OF THE COVID-19 DISEASE PANDEMIC"</i>. Zagreb: CEPOR CEPOR – Center for the Development Policy of Small and Medium Enterprises and Entrepreneurship (taken from: http ps://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf) - Golob, B. (2012). <i>Innovation of business models</i>. Rijeka: University of Rijeka Science and Technology Park/EEN - Nikolić, G. and Zorić, D. (2014). <i>Development of start-up culture in Croatia in the function of economic development</i>. Practical management (professional journal for management theory and practice 5.2, pp. 98-102). - Entrepreneurial notebooks published by the Osijek Entrepreneurship Center, PODI, Center for Civil Initiatives, etc. - Senor, D. (2014). <i>Start-up nation: the secret of the Israeli economic miracle</i>. Zagreb: Profil. - Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2021). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2019-2020</i>. Zagreb: CEPOR. (retrieved from: http://www.cepor.hr/wp-content/uploads/2015/03/WEB-GEM-201920.pdf) - StartupReport-2022-Q1, StartupReport-2022-Q2, StartupReport-2022-Q3, StartupReport-2022-Q4 - Thiel, P. (2015). <i>Zero to one: observations on startup companies, or how to build the future</i>. Zagreb: Večernji list - Tupek, K.L. and Čorić, G. (2018). The impact of entrepreneurial incubators on idea generation and the success of start-up projects in Croatia. <i>Entrepreneurship Education - E4E</i>, 8 (1), 125-152. Retrieved from https://hrcak.srce.hr/202733.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The opportunity to write a midterm exam can be used by students who have an attendance rate of more than 50%. A minimum of 20% attendance is required, as well as positive participation in classes and assigned research, and continuous work on the project. For the purpose of taking the exam, a student can compensate for insufficient activity by preparing and submitting an entrance (seminar) paper or similar assignment. The entrance paper is assigned after missed class participation, and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose attendance rate is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>20%</td></tr><tr><td>Start-up projects</td><td>50%</td></tr><tr><td>Class activity and research</td><td>30%</td></tr></table>			Criteria	Weight share	Written exam	20%	Start-up projects	50%	Class activity and research	30%
Criteria	Weight share										
Written exam	20%										
Start-up projects	50%										
Class activity and research	30%										
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between multiple answers and essay questions. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. Evaluation of the <i>start-up</i> project (collection of points - part of the points is collected based on compliance with the set deadlines, part for quality, part as <i>feedback</i> or feedback on the presentation) and Evaluation of class activities is carried out in every class, because the teaching is of the workshop type. Individual activities, pair activities, and team/group activities are conducted. Students who do not come to class will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. The evaluation of research for project and teaching purposes is carried out after receiving initial instructions and guidelines, and is conducted based on meeting deadlines, assessing the effort put in, the quality of the results, and comparing them with the best papers/research in the group.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.										

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Sustainable tourism development management		Year	2	Semester	4								
Course Name	Organizational change management		Code	10052	ECTS	4								
Lecturers	Sr. Lect. Zoran Komar													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The fundamental goal of this course is to shed light on the psychological and other mechanisms behind the introduction of organizational changes that are largely responsible for the success or failure of reform and/or transition processes, especially in crisis situations and periods. In addition, students will be introduced to recent findings on the change (and crisis) management process, positive and negative examples of the introduction of organizational changes, and the activities of people responsible for managing human resources before, during, and after the introduction of changes.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, types, drivers, processes and models of introducing organizational changes; 2. identify psychosocial and other causes of success and failure of planned organizational changes; 3. connect the factors of organizational crisis and change and analyze their cause-and-effect relationships; 4. critically assess the dimensions of organizational capacity for change; 5. recognize the role of the human factor in the processes of reorganization, restructuring, takeover, merger and other organizational changes; 6. value the importance and role of leadership in the process of introducing organizational changes; 7. select the tasks and responsibilities of human resources management in introducing organizational changes.													
3. Content	Nature, types, drivers, processes and models of introducing organizational changes. The influence of psychosocial factors - abilities, experiences, emotions, values, motivation, social perception, interpersonal relationships, intragroup dynamics on the final outcomes of planned changes. External and internal causes of organizational crises, consequences of crises and their effects on the planning and implementation of organizational changes. Criteria and dimensions of the organization's ability (capacity) to implement changes. Behavior of organizational leadership before, during and after the transition. Key activities and responsibilities of human resources management in the process of organizational change.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attending lectures and exercises, seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1								
7. Required literature	1. Kotter, John P., (2009). <i>Leading changes</i> , Zagreb: Lider press.													
8. Additional literature	1. Lawson, Emily, Price, Colin, (2003). The psychology of change management, McKinsey Quarterly. Luecke, Richard, (2004). <i>Change and transition management</i> , Zagreb: Zgombić & partners. 2. Kotter, John P., (2009). <i>The sense of urgency</i> , Zagreb: Lider press..													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies, and a positively graded seminar paper. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positive grade in the written exam. In the process of acquiring the status of a passed exam, the grades from the written exam, the project assignment, and the grade of class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project assignment</td><td>30%</td></tr><tr><td>Class activity</td><td>10%</td></tr></table>						Criteria	Weighting	Written exam	60%	Project assignment	30%	Class activity	10%
Criteria	Weighting													
Written exam	60%													
Project assignment	30%													
Class activity	10%													
12. Assessment criteria - explanation	The written exam consists of 10 essay-type questions that require understanding and application of acquired theoretical and practical knowledge. The criterion for a passing grade is 60% of a correctly solved exam. The project task is evaluated according to the following criteria: • originality in the approach and processing of the project task • quality, i.e. relevance and recency of the information sources used • quality of argumentation and development of the topic and logical coherence of the topic													

- quality of language and graphic design of the content
- creativity in presentation of information

Class activity is evaluated according to the following criteria:

- constructive participation in group discussions
- quality of participation in individual tasks
- degree of engagement in group exercises
- attitude towards the course, teacher, group colleagues and work duties.

Although the oral exam is not provided as a mandatory part of the evaluation process, it will be held: if the student is from objective reasons for not being able to take the written exam, if with an average written exam grade of 2.4 or 3.4 or 4.4 they want a higher grade and if the subject teacher so assesses for some other reason.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information				VERN' University	
Program	Sustainable tourism development management	Year	2	Semester	4
Course Name	Professional practice	Code	9203	ECTS	5
Lecturers					
Teaching Method and Hours	Total		160		

Course Description

1. Course objectives	The main goal of professional practice is to apply the acquired knowledge and skills of performing highly professional management tasks in the field of tourism and hotel industry (tourism management, ie organization, planning and marketing of tourism), which are based on the postulates of sustainable development; tasks of organization and management of tourism in a tourist destination, i.e. various professional tasks in all types of tourist and hospitality organizations; and the successful management of tourism at the destination with the protection of all natural and cultural resources, but also the preservation of the owner's interest in achieving adequate profit and the interest of the local population. The objectives of the practice are also focused on the concretization of the preparation of the graduation thesis.
2. Expected learning outcomes	1. Apply acquired specialized knowledge in solving specific work tasks in a real work environment in which the internship is carried out. 2. Solve more complex business processes independently or in a team. 3. Demonstrate an understanding of social responsibility, sustainability and ethical action within the work process. 4. Choose a method of communication appropriate to the business environment and situation. 5. Apply new technologies and creative solutions in business. 6. Demonstrate the ability to adapt to work in an international environment. 7. Prepare a Report on the completed specialist internship.
3. Content	A) INTERNSHIP REPORT (written by unemployed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution) 2. Description of the company/institution 3. Description of the tasks the student performed during the internship 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could have from the thesis 7. Conclusion B) WORK REPORT (written by employed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution/department) 2. Description of the company/institution/department 3. Description of the job/jobs that the student does 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could gain from the graduate thesis 7. Conclusion The recommended scope of the report is about 5 pages, with technical formatting according to the instructions for writing seminar papers published on student portals.
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice
5. Student obligations	Attending internships, performing assignments and work at internships, writing internship reports, appropriate behavior in the organization.
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held specialist practice. Evaluation of mentors in the organization.
10. Exam access requirements	Submitted documents Consent of the organization, Certificate of completed specialist practice and Report.
11. Exam implementation	There is no numerical grade, only a passing grade of 'DONE'.

and assessment criteria	
12. Assessment criteria - explanation	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Journalism			Year	1	Semester	1	
Course Name	Academic writing			Code	10267	ECTS	4	
Lecturers	Asst. Prof. Maja Kolega							
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4
	Total	40						

Course Description

1. Course objectives	The aim of the course is to convey to students the basic methodological principles of writing professional and scientific papers. In addition to the theoretical part, the aim is to fully train students through continuous practical exercises to independently create professional and scientific papers, with an emphasis on writing essays, seminar and final papers, forms that they will encounter during their undergraduate studies. Students will learn what elements professional and scientific papers include, how to approach the research process before writing the paper, how to draft a paper, and what methodology to use for individual papers. Special emphasis is placed on selecting and collecting literature, citing references, and respecting copyright. The aim of the course is to introduce students to the scientific functional style of the Croatian language and to train them to use it in academic papers. Through practical tasks, attention will also be paid to the oral presentation of academic papers.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Outline the structure and concept of a professional paper 2. Choose a professional paper methodology 3. Demonstrate the collection, processing and referencing of literature 4. Identify and define the work hypothesis, objectives and research questions 5. Interpret the results of the conducted research 6. Demonstrate knowledge and use of the scientific functional style of the Croatian language 7. Demonstrate oral presentation of professional paper							
3. Content	Introductory lecture, science and classification, types of scientific and professional papers (emphasis on seminar and final theses). The process of creating a professional and scientific paper. Collection and processing of literature. Development of theoretical frameworks. Research part of the paper: research questions, goals and hypotheses. Methods and types of research. Results and processing of research results. Literature citation. Introduction/conclusion/summary. Language and style. Technical and structural elements of writing a paper. Ethics. Presentation.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Regular attendance at classes, writing practical exercises, participating in seminar classes, and studying assigned literature.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Seminar	1	Continuous assessment	1
7. Required literature	1. Tkalac Verčić, A., Sinčić Ćorić, D., Pološki Vokić, N. (2010) Handbook for Research Methodology. Zagreb: M.E.P.							
8. Additional literature	1. Oraić Tolić, D. (2011) Academic letter. Zagreb: Naklada Ljevak 2. Zelenika, R., (2000) Methodology and technology of scientific and professional work (fourth edition). Rijeka: Faculty of Economics, University of Rijeka 3. Reips, U.-D., & Bosnjak, M. (Eds.). (2001). Dimensions of Internet Science. Lengerich: Pabst 4. Hooley, Marriott, J., Wellens, J. (2012) What is Online Research? Using the Internet for Social Science Research, Bloomsbury Academic 5. Working instructions for the final paper, VERN' University, 2021. 6. Instructions for the preparation of seminar papers, VERN' University, 2021.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The requirements for taking the written exam are regular attendance at classes of at least 70% and a written seminar/research paper. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	1st midterm exam	30%						

	2nd midterm exam	30%
	Seminar	40%

12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. During the semester, the student writes a seminar/research paper that is graded from insufficient (1) to excellent (5), and which carries 40% of the total grade for the course. The sum of the points for all parameters and the average of all grades obtained makes up the final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Journalism			Year	1	Semester	1	
Course Name	Croatian linguistic culture			Code	10268	ECTS	5	
Lecturers	Prof. Lana Hudeček, Asst. Prof. Danijela Unić							
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4
	Total	40						
Course Description								
1. Course objectives	To introduce students to the problems associated with the everyday use of the Croatian language in journalistic practice, to introduce students to current normative language manuals and instruct them on how to use them most effectively and critically, to warn them about possible language dilemmas they might encounter in their future work, to lay the foundations for competent and creative thinking about language; to instruct them on how to find answers to language questions that are not found in manuals.							
2. Expected learning outcomes	After successfully completing this course, the student will be able to: 1. Define some of the most important rules of the Croatian standard language. 2. Apply these rules by analogy in cases that were not given as examples. 3. Identify language errors in newspaper texts and media language in general. 4. Create a written text without language errors. 5. Express their opinion with arguments on individual unresolved problems of the language norm. 6. Use language normative manuals.							
3. Content	Croatian standard language, definition and characteristics; Croatian language as a system; basic normative manuals: spelling, grammar, dictionary, advisor; multifunctionality of the standard language; normativeness of the standard language; normative levels; orthographic level (from trivial to complex orthographic problems, navigating the current orthographic situation of different orthographic practices); phonological level (accentuation, sound changes); morphological level (normative problems by word types: nouns, adjectives, pronouns, verbs, etc.); formation problems (synonymous words of the same root formed by two suffixes - mastering the rules of formation that enable independent judgment of normative correctness); syntactic problems (connecting words: groups, sentences, text); lexical problems (meaning and use of individual words, paronyms, pleonasms, anglicisms, internationalisms); names (names of places, inhabitants, personal names and surnames).							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Class attendance, active attitude towards the course (participation in discussions, asking questions, writing assignments and completing tasks, e.g. preparing for a lecture); writing and presenting a seminar paper							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Seminar	1		
7. Required literature	1. Hudeček, L., Mihaljević, M. (2013) Croatian at the matura. Institute of Croatian Language and Linguistics. pp. 1 – 83.							
8. Additional literature	1. Croatian orthography of the Institute for Croatian Language and Linguistics (www.pravopis.hr) 2. Težak, S., Babić, S. (2004) Croatian grammar – a manual for primary language education. Zagreb: Školska knjiga							
9. Quality monitoring	Monitoring and evaluation of teaching; course evaluation; student poll							
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70% and a submitted seminar paper. Students who have an attendance rate of more than 50% by the 7th week of classes are eligible to take the 1st midterm exam. Students who passed the 1st midterm exam at the end of the semester take the 2nd midterm exam. Students who did not take the midterm exam or did not pass it take the exam. To take the 2nd preliminary exam or exam, you must have an attendance rate of more than 70%. To pass each preliminary exam or exam, you must have more than 60% points. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance rate of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course leader. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, a score of 0 points is recorded.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	1st midterm exam	40%						

	2nd midterm exam	40%
	Seminar	20%

12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The maximum score that can be obtained on the exam is 100, and on each preliminary exam, a maximum of 50 points. Preliminary exam scale: 31 – 35 sufficient; 36 – 40 good; 41 – 45 very good; 46 – 50 excellent Exam scale: 61 – 70 sufficient 71 – 80 good 81 – 90 very good 91 – 100 excellent During the semester, the student prepares one seminar that can be graded from insufficient (1) to excellent (5). Students who do not hold their seminar, but only submit it in written form, can receive a maximum grade of good (3). A student may take the oral exam in agreement with the professor if the exam grade is at the cut-off point.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University	
Program	Journalism			Year	1	Semester	1	
Course Name	Media industry			Code	10265	ECTS	5	
Lecturers	Sr. Lect. Marija Volarević Sršen							
Teaching Method and Hours	Lectures	20	Seminars and workshops	16	Midterms	4	Total	40
Course Description								
1. Course objectives	The course will provide students with insight into the functioning and organization of the media industry, as well as new trends in the industry and audience research. Students will learn to distinguish between <i>copyright</i> , creative, cultural and media industries. They will be introduced to technological changes that affect and change business models and jobs within the media industries.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic concepts related to the media and the media industry. 2. Describe the historical development of individual media in the context of media industries. 3. Interpret and present independently realized research work related to the course material. 4. Interpret new trends in media industries. 5. Recognize and define individual jobs within individual media industries.							
3. Content	The course consists of lectures, student seminars and presentations. During the lectures, students will have the opportunity to find out how the individual media industry functions, how it is structured, how individual media industries were created and how they function today. According to the available data, the media industry in Croatia and the region will be discussed in particular. New trends in that branch and possible jobs in accordance with market needs will be explained to the students.							
4. Admission requirements	There are no special requirements for enrolling in the course, but for the sake of additional literature and media examples, knowledge of the English language is desirable.							
5. Student obligations	Attendance of lectures, preparation of seminars and presentations, active participation in classes, taking a preliminary exam or written exam and, if necessary, an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	2		
7. Required literature	1. <i>Introduction to Media</i> (2011) edited by Zrinjka Peruško, Zagreb : Naklada Jesenski i Turk : Hrvatsko Sociološko društvo. 2. <i>The Twenty-first-century Media Industry</i> (2010) ed. John Allen Hendricks, NY: Lexington books. (selected chapters)							
8. Additional literature	1. Analysis of the Media Sector of the Republic of Croatia (2022), Ministry of Culture and Media of the Republic of Croatia 2. Joseph Turow (2012) <i>Media Today I and II</i> , Introduction to Mass Communications, Clio, Belgrade 3. McCloud, Scott (2016) <i>How to Read Comics</i> , Mentor, Zagreb. 4. Tirard, Laurent (2011) <i>Film Lessons</i> , Meandar, Zagreb. 5. McLuhan, Marshal (2008) <i>Understanding Media</i> , Golden Marketing-Technical Book, Zagreb. 6. The Empire of Media, collection of texts, pr. Dražen Katunarić (2012) Litteris, Zagreb. 7. Inglis, Fred (1997) <i>Media Theory</i> , AGM, Zagreb. 8. Briggs, A. Kobli, P. (2005) <i>Introduction to Media Studies</i> , Clio, Belgrade. 9. Chandler, D. Munday, R. (2011) <i>Oxford Dictionary of Media and Communication</i> , Oxford Uni. Press, London. 10. Chomsky, N. (2002) <i>Media, Propaganda and the System</i> , What Are You Reading, Zagreb.							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70%, seminar paper and presentation. Only students who have an attendance of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. To take the 2nd preliminary exam or the exam, it is necessary to have an attendance of more than 70%. Students who did not take the preliminary exam or did not pass it, take the exam. To pass each of the preliminary exams or exams, it is necessary to collect more than 60% of the points. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the regulations, and in agreement with the course instructor.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the listed criteria are assessed positively.							

	Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight Fraction</th></tr> <tr> <td>1. colloquium</td><td>35%</td></tr> <tr> <td>2. colloquium</td><td>35%</td></tr> <tr> <td>Seminar</td><td>30%</td></tr> </table>	Criteria	Weight Fraction	1. colloquium	35%	2. colloquium	35%	Seminar	30%
Criteria	Weight Fraction								
1. colloquium	35%								
2. colloquium	35%								
Seminar	30%								
12. Assessment criteria - explanation	The exam is taken by answering comparative-analytical questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge and understanding of topics and material from the required literature and lectures are assessed. The exam is graded from 0 to 40 points, the midterm exam from 0 to 20 points. Midterm exam scale: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent. & 36 - 40 excellent. Students work on a seminar paper during the semester using the Internet and suggested literature. They present the results to the group from the 10th to the 12th week of classes.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Journalism			Year	1	Semester	1	
Course Name	Basics of communication studies			Code	10266	ECTS	5	
Lecturers	Asst. Prof. Stana Odak Krsić							
Teaching Method and Hours	Lectures	16	Exercises	16	Midterms	4	Consultations	4
	Total	40						
Course Description								
1. Course objectives	The aim of the course is to introduce students to the science of communication through theory and exercises, its development, process and application of various forms of communication in modern times. Communicology is based on situational analysis. In addition to situational analysis, students will learn about ways of communicating that are appropriate and understandable and, as such, generally acceptable. Students will use examples to learn the structure and principles of communication in various forms and practice ways of implementing and evaluating communication channels. The course also includes speaking exercises.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Explain basic concepts in communication - Interpret the prerequisites, importance and characteristics of the act of communication - Describe the process of the emergence and development of forms of communication - Identify communication factors, forms and types of communication - Describe the process of communication in accordance with the principles of modern communication channels After successfully completing the speaking exercises, students will be able to: - List and describe the characteristics of a good radio and television speaker - Read journalistic texts interpretively							
3. Content	Communications as an interdisciplinary science. Current communication theories. Communication, its types and features. Verbal and non-verbal communication. Historical development of communication. Interpersonal communication. Public (social) communication. Media communication. Psychology of communication. Communication and semiotics. Communication competences in everyday life. Films: Chaplin Charlie: Modern times'; Jolson Al 'Jazz singer', Slavica, Ciguli Miguli, All the Presidents Man, Frost - Nixon, Wag the Dog...							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, regular reading of assigned literature and preparation and presentation of seminar papers, regular viewing of assigned films as well as preparation of seminars on the watched topic, taking preliminary exams and possibly a written exam in case of unsuccessful passing of the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Seminar	1	Exercises	0.5
7. Required literature	• Reardon, K., Interpersonal Communication, Alinea, Zagreb, 1998.							
8. Additional literature	1. Assa, Briggs (2007) Social History of Media, Pelago, Zagreb 2. McLuhan, Marshall (2008): Understanding Media, Golden Marketing-Technical Book, Zagreb 3. Inglis, Fred (1997): Media Theory, Barbat, AGM, Zagreb 4. Paese, Allan (2002): Body Language. AGM, Zagreb, 2002. 5. Aristotle, (1989): Rhetoric. Forward, Zagreb, 1989. 6. Rot, Nikola (2004): Signs and Meanings, Plato, Belgrade 7. Škarić, Ivo (2000): Foundations of Contemporary Oratory. Školska knjiga, Zagreb, 2000.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade in assignments/seminar work. Writing assignments is an obligation for every student, without which it is not possible to pass the course. The student is required to continuously monitor his/her success (achieved number of points and attendance percentage). A student who has not achieved the right to a signature (less than 70% attendance in class and/or a negative grade during class) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the attendance percentage).							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						

	1st midterm exam	35%
	2nd midterm exam	35%
	Seminar	30%

12. Assessment criteria - explanation	Writing assignments/seminar work includes theoretical treatment of given topics and is done individually. In addition to the quality of processing topics and especially the type and method of research, the final evaluation is also affected by the form, as well as (non)compliance with deadlines for their delivery. If the student does not submit his assignment on time - the grade will be reduced. The final exam (written part) consists of four types of exam questions - rounding questions (so-called a, b, c questions), supplemental questions, essay-type questions and questions with conclusions (remembering tasks) that test knowledge and acquisition of theoretical knowledge. The written exam can be taken in two parts (colloquium). For a positive grade, it is necessary to achieve at least 60% points on the test. If the student is not satisfied with the grade, he can take the exam again, but in that case the grade already obtained is no longer valid. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. The sum of the points for all parameters and the average of all grades obtained make up the final grade in the percentage table.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University							
Program	Journalism			Year	1	Semester	1						
Course Name	Contemporary Croatian history in the European context			Code	10269	ECTS	5						
Lecturers	Assoc. Prof. Hrvoje Klasić												
Teaching Method and Hours	Lectures	16	Seminars and workshops	16	Midterms	8	Total	40					
Course Description													
1. Course objectives	To introduce students to the political and legal development of Croatian statehood, with a special emphasis on the period of the 20th and early 21st centuries. To enable students to understand the fundamental processes, concepts and factors of this development. To point out to students the necessity of understanding the past in order to successfully understand and anticipate the present and future. To instruct students in viewing Croatian history in a broader geopolitical context.												
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. List the basic processes and concepts from contemporary Croatian state and legal history 2. Identify the main factors in the state and legal development of Croatia 3. Interpret controversial topics from contemporary Croatian history 4. Critically analyze primary and secondary sources 5. Recognize the cause-and-effect relationship between the (Croatian) past and present												
3. Content	The entry of Croats into the Yugoslav community; The position of Croats in the Kingdom of Serbs, Croats and Croats/Yugoslavia; World War II in Croatia; The creation of the socialist federation; The foreign policy position of socialist Yugoslavia; The historical role of Josip Broz Tito; The attitude towards political dissenters; The attempt to redefine Croatia's position in the SFRY - the Croatian Spring; The economic and social crisis of the 1980s; The collapse of communism and the beginnings of multi-party politics in Croatia; The struggle for independence and international recognition; Croatian society in the 1990s; Croatia as part of Euro-Atlantic integration												
4. Admission requirements	There are no special requirements for enrolling in the course.												
5. Student obligations	Attendance of lectures and exercises, taking a preliminary exam and possibly a written and oral exam in case of failure to pass the preliminary exam.												
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Seminar	1.5							
7. Required literature	1. Bilandžić, D. (1999). Croatian modern history. Zagreb: Golden marketing												
8. Additional literature	1. Ramet, S. (2009). Three Yugoslavias, State Building and the Challenge of Legitimacy 1918–2005. Zagreb: Golden Marketing												
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey												
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70% and submitted and presented seminar papers. Only students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the 1st midterm exam. Students who have passed the 1st midterm exam at the end of the semester take the 2nd midterm exam. To take the 2nd midterm exam or exam, it is necessary to have an attendance rate of more than 70%. Students who did not take the preliminary exam or did not pass it will take the exam. To pass each preliminary exam or exam, it is necessary to collect more than 60% of the points. A student whose regular attendance in classes is less than 40% cannot make up for the absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the regulations and in agreement with the course instructor.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1st midterm exam</td><td>30%</td></tr><tr><td>2nd midterm exam</td><td>30%</td></tr></table>							Criteria	Weight share	1st midterm exam	30%	2nd midterm exam	30%
Criteria	Weight share												
1st midterm exam	30%												
2nd midterm exam	30%												

	Seminar 1	20%
	Seminar 2	20%

12. Assessment criteria - explanation

The exam is taken by writing a test questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points.

Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent ; Scale exam: 24 - 27 sufficient 28 - 31 good 32 - 35 very good 36 - 40 excellent

If the teacher has reasonable doubt that the result on the written exam was not achieved without help of others, may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded.

During the semester, the student prepares two seminar papers that are evaluated with grades from insufficient (1) to excellent (5).

The student can take an oral exam if he/she wants to take a higher grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Journalism		Year	1	Semester	1								
Course Name	Introduction to journalism		Code	10264	ECTS	6								
Lecturers	Lect. Snježana Babić Višnjić, Asst. Prof. Tamara Kunić													
Teaching Method and Hours	Lectures	20	Excercises	20	Total	40								
Course Description														
1. Course objectives	The course should introduce students to the basics of journalism as a social activity and profession in the context of specific social and political circumstances in Croatia and the world, and place this form of public communication in the context of communication sciences. Students will be provided with knowledge of the best forms of domestic and international journalism and will be shown how to master writing basic newspaper types through practical exercises.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Interpret the terminology and principles of journalism as a scientific field 2. Interpret the social role of the media 3. Demonstrate the competencies of a communicator in mass communication 4. Demonstrate, through practical work, the performance of basic journalistic tasks 5. Create simple journalistic types and forms 6. Demonstrate skills in collecting and verifying data and reporting.													
3. Content	Lectures are modernly designed, multimedia and interactive, with many concrete examples on selected topics. Students will gain practical knowledge and learn about essential professional issues during the exercises. Students will practice collecting and verifying data, and writing basic journalistic types. The following topics will be covered in the lectures: Definition of journalism. Basic concepts of journalism as a profession. Professional reporting standards. The role of the communicator. The social role of the media. The influence of the media on individuals. Government and the media. The rights and responsibilities of journalists. Basics of reporting: how to collect information, report on various events and topics. Students will write 4 practical exercises during the semester and through practical work they will prepare for independent performance of journalistic tasks in newspapers and on portals.													
4. Admission requirements	There are no special requirements for enrolling in the course													
5. Student obligations	Regular attendance at classes, writing practical exercises and essays, participating in seminar classes, and studying assigned literature													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Exercises	3								
7. Required literature	- Malović, Stjepan: Fundamentals of Journalism, Golden Marketing-Technical Book, Zagreb, 2005 (pp. 5-83; 185-215); - Sheridan Burns Lynette: Understanding Journalism, Media Research Publishing House, 'Be a Journalist' Library, Zagreb, 2009 (pp. 3 - 124)													
8. Additional literature	1. Mihovilović Maroje: Professional Journalist, Profil international, Journalism School, Zagreb 2007. (pp.17-37)													
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey													
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The conditions for taking the written exam are regular attendance at classes of at least 70% and at least 2 practical exercises submitted and graded. The exercises must be completed before the first exam period. Make-up for exercises is not possible, except in justified cases that must be communicated officially. Regular students who do not collect points from at least 4 exercises before the first exam period lose the right to sign and take the exam. Only students who have an attendance rate of more than 50% by the 7th week of classes and have submitted and graded 2 practical exercises have the right to take the 1st preliminary exam. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam.													
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1st midterm exam</td><td>20%</td></tr><tr><td>2nd midterm exam</td><td>20%</td></tr><tr><td>Exercises (4 x 15%)</td><td>60%</td></tr></table>						Criteria	Weight share	1st midterm exam	20%	2nd midterm exam	20%	Exercises (4 x 15%)	60%
Criteria	Weight share													
1st midterm exam	20%													
2nd midterm exam	20%													
Exercises (4 x 15%)	60%													
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, the midterm exam from 0 to 20 points.													

	Midterm exam scale: 11 - 12 sufficient; 13 - 15 good; 16 - 17 very good; 18 - 20 excellent Exam scale: 21 - 24 sufficient, 25 - 32 good, 33 - 36 very good, 37 - 40 excellent During the semester, the student writes 6 practical exercises, which are ultimately evaluated collectively with a grade from insufficient (1) to excellent (5), which carries 60% of the total course grade. The exercises are individually graded with points ranging from 0 to 10 points, and a student can receive a maximum of 60 points from practical exercises. The scale for forming the final grade from the exercises is: 31 - 36 sufficient; 37 - 45 good; 46 - 53 very good; 54 - 60 excellent. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he wants to apply for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Journalism			Year	1	Semester	2	
Course Name	Social history of media and journalism			Code	10275	ECTS	4	
Lecturers	Lect. Tomislav Štuka							
Teaching Method and Hours	Lectures	24	Seminars and workshops	8	Midterms	4	Consultations	4
	Total	40						
Course Description								
1. Course objectives	Introduction to the historical, social and communication foundations of the journalism profession. Gaining insight into the historical dynamics and social context of the development of journalism and the media, and the influence of their communication practices on shaping society and constituting the public sphere. Introduction to the historical and social context of the development of journalism and mass media in Croatia.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify the basic historical, social and communication foundations of journalism 2. Explain the social context and interactions of modernization, media development and the journalism profession 3. Identify and describe the most significant epochs in the development of media and journalism 4. Describe the historical dynamics of the influence of journalism and media on the shaping of the public sphere 5. Describe and explain the specifics and dynamics of the emergence and development of journalism and mass media in Croatia 6. Compare the development of newspaper content in a socio-historical context.							
3. Content	Historical, social and communication foundations of the journalistic profession 'Gutenberg's Galaxy' Social modernization, printing and journalism Innovations in printing technology and the eras of print journalism Development of radio media and journalism Television and journalism Digital revolution, citizen journalism and the 'cult of amateurs' Journalism and media in Croatia - historical and social perspective Journalism and the public sphere Comparison of newspaper content from different eras.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Lecture attendance, presentation/seminar paper, discussion participation, exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1		
7. Required literature	1. Najbar-Agičić, M. (2015). History of journalism: A brief overview. Zagreb: Ibis grafika and University of North.							
8. Additional literature	- Gocini, Đ. (2001). History of journalism. Belgrade: Clio. - Sapunar, M. (2002). General history of journalism. Zagreb: ITG. - Novak, B. (2005). Croatian journalism in the 20th century. Zagreb: Golden marketing - Technical book. - Briggs, A., Burke, P. (2011). Social history of media: From Gutenberg to the internet. Zagreb: Pelago.							
9. Quality monitoring	Observation and evaluation of teaching, student survey.							
10. Exam access requirements	Students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam. Students who have not taken the preliminary exam(s) or have not passed them will take the exam. The condition for taking the written exam is a regular attendance rate of at least 70%. Students who have an attendance rate of more than 40% and less than 70% can make up for their absences by preparing and submitting a compensatory seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. agree on a compensatory topic in a timely manner and submit the seminar paper. Students whose regular attendance rate is less than 40% cannot make up for their absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	1st midterm exam	30%						

	2nd midterm exam	30%
	Seminar	25%
	Activities	15%

12. Assessment criteria - explanation

The exam (colloquium or comprehensive exam) consists of tasks in written form that test the student's theoretical knowledge and their understanding of concepts and procedures from the subject of the course. If the teacher has well-founded doubts that the result of the written exam was achieved with the help of other persons or with the use of academically and ethically inappropriate means, he can schedule an additional oral examination. If, in such a case, the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Journalism		Year	1	Semester	2		
Course Name	English as a media language		Code	10274	ECTS	4		
Lecturers	Sr. Lect. Svea Kršul							
Teaching Method and Hours	Exercises	32	Midterms	4	Consultations	4	Total	40
Course Description								
1. Course objectives	To introduce students to the specific features of the English language used in print, electronic and new media, professional terms and typical structures for certain media. To enable students to understand the language of radio and television journalists and to monitor and translate content on websites. To consolidate relevant language skills adapted to the needs of future journalists. To improve their knowledge of the English language and develop awareness of the specificities of the language and style of certain media.							
2. Expected learning outcomes	After successfully completing this course, the student will be able to: 1. Recognize the specific features of the language of print, electronic and new media 2. Apply these specific features in portfolio works 3. Identify the linguistic features of the speech of radio and television presenters 4. Apply terms and collocations of the language of the profession related to print, electronic and new media 5. Interview and present on a professional topic in English.							
3. Content	Structural and stylistic characteristics of newspaper headlines, newspaper columns and types of articles, the language of radio hosts, understanding the production process, planning the order of news, the language of television production, documentary programming, technical vocabulary of websites, planning and writing a blog, the language and collocations of new media							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Class attendance, active attitude towards the course (participation in discussions, asking questions, completing assignments in class, organizing portfolios and proofreading texts written in class for homework); presentation							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Oral exam	1	Portfolio	1
7. Required literature	- Nick Ceramella and Elizabeth Lee (2008) Cambridge English for the Media, Cambridge University Press, Cambridge - Daily newspapers, weeklies, radio and television programs, websites, blogs in English							
8. Additional literature	- Wynford Hicks (2005) English for Journalists, Routledge, London and New York - Sally Adams with Wynford Hicks(2006) Interviewing for Journalists, Routledge, London and New York - Gavin Dudeney(2000) The Internet and the Language Classroom, Cambridge University Press, Cambridge - Nicholas Abercrombie & Brian Longhurst (2007) The Penguin Dictionary of Media Studies(2007) Penguin Reference Library, London - Paul Sanderson (2001) Using Newspapers in the Classroom, Cambridge University Press, Cambridge - Tony Harcup (2014) Oxford Dictionary of Journalism, Oxford University Press, Oxford							
9. Quality monitoring	Monitoring and evaluation of teaching; course evaluation; student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70%, submission of a portfolio, and a presentation. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% but less than 70% is obliged to make up for the lack of teaching hours in accordance with the regulations, and in agreement with the course instructor.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	Written exam	50%						
	Portfolio	25%						
12. Assessment criteria - explanation	Oral exam	25%						
	The grade for the written exam is positive if the student has received more than 60% of the points. The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the course are assessed. The exam is graded from 0 to 40 points. Exam scale: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to							

	what is written, or does not respond, a score of 0 points is recorded. Oral exam - presentation - 25% (preparation, verbal and non-verbal communication, structure, etc.) Presentations are held during the semester according to a pre-agreed schedule. Failure to meet deadlines affects the grade of the presentation. Portfolio - 25% (the grade is formed according to the number and quality of papers and the organization of the portfolio).
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Journalism			Year	1	Semester	2	
Course Name	Media language and the basics of journalistic style			Code	10276	ECTS	4	
Lecturers	Prof. Lana Hudeček							
Teaching Method and Hours	Lectures	16	Seminars and workshops	16	Midterms	4	Consultations	4
	Total	40						
Course Description								
1. Course objectives	To introduce students to the principles of different functional styles in the Croatian standard language, to the diversity, characteristics and problems of the language of the media, primarily through a multitude of current examples, to make them aware that language and style in journalistic use of language need to be stylistically and normatively adapted to the type of media, type of newspaper or magazine, type of show, type of column or feature, interlocutor, reader or target audience, etc. The aim of the course is to upgrade and expand the knowledge acquired in the Fundamentals of Croatian Linguistic Culture course and to encourage students to independently research and observe media linguistic diversity.							
2. Expected learning outcomes	After successfully completing this course, the student will be able to: 1. Define the rules that govern different functional styles (especially journalistic and administrative) and language use in a specific medium/genre. 2. Identify language use inappropriate for a particular functional style and with respect to the medium and/or genre. 3. Define permissible deviations from standard language rules in journalistic style. 4. Adapt their language and style to the needs of different media, newspapers/magazines, newspaper columns or broadcasts, 5. Create quality journalistic text in different genres. 6. Create a text written in an administrative style (application, resume, meeting invitation, etc.).							
3. Content	Functional styles of the Croatian standard language: literary, artistic, colloquial, administrative, scientific and journalistic; the relationship between a particular genre of journalistic style and its language of texts; the status of errors in the standard language, the foundations of administrative style, the influence of English on the Croatian language at all levels: orthographic, phonological, creative and syntactic, Anglicisms and English words in the language of the media. The language of various media works; the language of printed matter, radio, television and online reporting; the language of daily newspapers - comparative analysis; the language of specialized magazines (business magazines, women's magazines, youth magazines, lifestyle magazines, etc.) and newspaper columns (the language of crime stories, the language of sports columns, etc.) and supplements; the language and style of newspaper headlines and covers; the language of individual television shows; linguistic specificities typical of a particular media or genre work; media stylistics; stylistic figures in media texts; linguistic principles of spoken reporting and written reporting; work on specific media textual (oral or written) achievements.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance at classes, active attitude towards the course (participation in discussions, asking questions, completing tasks, e.g. preparing for lectures); writing and presenting seminar papers and essays							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1		
7. Required literature	1. . Blagus Bartolec, G., Hudeček, L., Matas Ivanković, I., Mihaljević, M. (2016). 555 language tips. Zagreb: Institute for Croatian Language and Linguistics.							
8. Additional literature	1. Hudeček, Lana, Mihaljević, Milica (2009) Media Language. Zagreb: Croatian University Press. 2. Silić, Josip (2006) Functional Styles of the Croatian Language. Zagreb: Disput. 3. Hudeček, L. 2005. Linguistic Characteristics of Newspaper Titles, HDPL Proceedings, Split 2006, pp. 297 – 305 4. Lana Hudeček, Milica Mihaljević, Draft for a Multilevel English-Croatian Contrastive Analysis. Proceedings of the Institute of Croatian Language and Linguistics 31, Zagreb 2005, pp. 107–153 6. Language and Media - One Language: Many Worlds. 2006. (editor: Jagoda Granić) Croatian Society for Applied Linguistics. Zagreb, Split.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the second preliminary exam/written exam are regular attendance of at least 70%, a presented and submitted seminar paper. Only students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the first preliminary exam. To take the second preliminary exam or exam, it is necessary to have an attendance rate of more than 70%.							

	To pass each preliminary exam or exam, it is necessary to collect more than 60% of points. A student whose regular attendance rate is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in in agreement with the course instructor.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>40%</td></tr> <tr> <td>2nd midterm exam</td><td>40%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	40%	2nd midterm exam	40%	Seminar	20%
Criteria	Weight share								
1st midterm exam	40%								
2nd midterm exam	40%								
Seminar	20%								
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. A maximum of 100 points can be obtained on the exam, and a maximum of 50 points on each preliminary exam. Preliminary exam scale: 31 – 35 sufficient; 36 – 40 good; 41 – 45 very good; 46 – 50 excellent Exam scale: 61 – 70 sufficient; 71 – 80 good; 81 – 90 very good; 91 – 100 excellent During the semester, the student prepares one seminar paper that can be graded from insufficient (1) to excellent (5). Students who do not hold their seminar, but only submit it in written form, can receive a maximum grade of good (3). A student may take the oral exam in agreement with the professor if the exam grade is at the cut-off point.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Journalism		Year	1	Semester	2
Course Name	Print media attitudes and practices		Code	10271	ECTS	4
Lecturers	Lect. Tomislav Klauški					
Teaching Method and Hours	Lectures	16	Seminars and workshops	8	Exercises	8
	Consultations	4	Total	40	Midterms	4

Course Description

1. Course objectives	To teach students how to write news and reports, what they must contain to be interesting and understandable to the audience. To show what news can be and how it is obtained. To introduce them to when a news story begins with the answer to the questions: who, what, where, when, why and how. To introduce them to reporting skills, to introduce them to how to use press releases, speeches and quotes in the media, and to hold press conferences. To introduce students to reporting, especially sectoral reporting and the way of monitoring events from day to day.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Identify an event that could be news or a report for readers 2. Identify the event according to the rules of journalism 3. Research the event in order to accurately convey it to readers 4. Assess which information is important and which is not 5. Integrate the information provided into a whole 6. Choose a piece of information to start writing a news story or report 7. Create a news story or report suitable for publication.					
3. Content	The basics of writing news and reports: what is news, how to get news, when a news or report begins with an answer to the questions who, what, when, where, why and how. Press releases: who gives them and when, and how the media use them. Speech: how to follow a speech and how to report from it. Quote: what is a quote and when to quote the interlocutor. Press conferences: who and when calls press conferences and how to report from them. World news: how to collect and process them. Report: what is a report, how to report from an accident, how to report from government institutions, how to report on the economy and consumption, how to follow events in healthcare, how to follow technology and ecology, how to report on culture and pop culture and how to report on sports. How to follow events that last several days.					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, taking a preliminary exam and/or written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Exercises	1
7. Required literature	1. Kovach, B. and Rosenstiel, T. (2006). Elements of journalism, Podgorica, CID and the Media Institute of Montenegro 2. Mihovilović, M. (2008). Professional journalist, Zagreb, Profil					
8. Additional literature	• Ruß-Mohl, S (2005) Journalism, Belgrade, CLIO					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70%, 2 practical exercises taught and graded, and 1 seminar submitted/presented. Only students who have an attendance rate of more than 50% by the 7th week of classes and have submitted and graded one practical exercise are entitled to take the 1st preliminary exam.					
	Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To take the 2nd preliminary exam or exam, you must have an attendance rate of more than 70%, submit and grade 2 practical exercises, and submit and present a seminar paper.					
	To pass each preliminary exam or exam, you must collect more than 60% of points.					
	A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is required to make up for the lack of teaching hours in accordance with the regulations and in agreement with the course instructor.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				

	1st midterm exam	25%
	2nd midterm exam	25%
	Exercises	30%
	Seminar	20%

12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of journalism are assessed. The exam is graded from 0 to 50 points, the preliminary exam from 0 to 25 points. Scale preliminary exam: 15 - 16 sufficient; 17 - 19 good; 20 - 22 very good; 23 - 25 excellent Scale exam: 30 - 34 sufficient 35 - 39 good 40 - 44 very good 45 - 50 excellent During the semester, the student writes 2 practical exercises, which are ultimately evaluated collectively with a grade from insufficient (1) to excellent (5), which carries 30% of the total grade for the course. The exercises are individually graded with points ranging from 0 to 15 points, and a student can receive a maximum of 30 points from practical exercises. The scale for forming the final grade for exercises is: 18 - 20 sufficient; 21 - 24 good; 25 - 27 very good; 28 - 30 excellent During the semester, the student prepares one team seminar, which is graded from insufficient (1) to excellent (5), and which carries 20% of the total grade for the course. The student can take an oral exam if he wants to be eligible for a higher grade. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond, a score of 0 points is recorded.
	13. Communication methods Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Journalism			Year	1	Semester	2	
Course Name	Radio journalism			Code	10272	ECTS	5	
Lecturers	Sr. Lect. Silvija Londero Šimleša							
Teaching Method and Hours	Lectures	16	Excercises	12	Midterms	4	Fieldwork	4
	Consultations	4	Total	40				

Course Description

1. Course objectives	The course will instruct students in the basics of radio journalism and the rules of writing for the radio medium, and will introduce them to basic radio information concepts. Students will gain knowledge about the specifics of radio information programs, through which they will become familiar with different forms of radio information content. Students will be able to independently produce radio news and shows, and will also become familiar with the rules of editing radio information programs. Lectures are multimedia, with many concrete examples accompanying the theoretical part.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic concepts in radio programming. 2. Describe different forms of radio news content. 3. Distinguish the rules of writing for radio media from other media platforms. 4. Apply acquired knowledge in specific examples of radio news and broadcast production. 5. Analyze radio programming through elements covered in class. 6. Demonstrate the ability to edit radio news broadcasts through independent production.					
3. Content	The following topics will be covered in the lectures: basic concepts of radio news programs, radio media development, radio organization, writing for the radio, speaking on the radio, forms of news programs, radio news structure, editing of radio news shows, reporting in times of emergency, radio journalist, media convergence. Students will apply the knowledge acquired in the theoretical part of the class through exercises on concrete examples of the production of radio news, broadcasts and other radio content. informative program.					
4. Admission requirements	There are no special requirements for enrollment.					
5. Student obligations	Regular attendance at classes, writing exercises, writing two midterms or a written exam, and studying the assigned literature.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Exercises	2
7. Required literature	Mučalo, Marina: Radio - the Medium of the 20th Century, AGM, Zagreb, 2002. Law on Electronic Media NN 111/2021					
8. Additional literature	Geller, Valerie: Beyond Powerful Radio, Elsevier, 2011					
9. Quality monitoring	Observations and evaluations of teaching; student survey.					
10. Exam access requirements	The requirements for taking the written part are regular attendance of at least 70% and submission of two exercises. Only students who have an attendance rate of more than 50% and have passed one exercise by the 7th week of classes are entitled to take the 1st preliminary exam. To pass the 1st preliminary exam, it is necessary to collect more than 60% of points. Students who have passed the 1st preliminary exam and have passed two exercises will take the 2nd preliminary exam at the end of the semester. Students who did not take the preliminary exam or did not pass it will take the exam. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				
	1st midterm exam	30%				
	2nd midterm exam	30%				
	Exercises	40%				
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material and by designing and presenting a project assignment (radio station format with an analysis of all elements covered in class). Each question in the exam questionnaire carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the course are assessed. The exam is graded from					

	0 to 40 points, the preliminary exam from 0 to 20 points. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Scale exam: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent The project assignment is evaluated through four parameters, each of which brings five points: 1. understanding of the program segments that make up the format of the radio station; 2. structure of program and non-program elements of the radio station; 3. development of radio shows and other parts of the radio station's speech program; 4. creativity. Project assignment scale: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent During the semester, the student prepares two exercises that can be graded from insufficient (1) to excellent (5). Scale of points: 8 - 9 sufficient; 10 - 11 good; 12 - 13 very good; 14 - 15 excellent Radio exercises are evaluated through five parameters, each of which brings three points: 1. understanding of the news production process; 2. understanding the structure of the news; 3. understanding the rules for using audio tones in the news; 4. style, grammar and spelling; 5. overall impression. A student may take the oral exam if his/her grade is borderline and he/she wishes to apply for a higher grade. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the score is recorded as 0 points.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Journalism			Year	1	Semester	2	
Course Name	Television journalism			Code	10273	ECTS	5	
Lecturers	Asst. Prof. Tamara Kunić							
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4
	Total	40						
Course Description								
1. Course objectives	The course aims to introduce students to the history of the emergence and basics of television, the most influential electronic mass medium of the 20th and first decade of the 21st century. Students should learn the laws that regulate electronic media in the Republic of Croatia and the Croatian Radio and Television Act. In addition to the basics of television development and the division into public and commercial services, students should learn the basics of television performance, get to know television forms and learn the basics of writing news for television. As part of the exercises, students should learn to independently design and write a television news story.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the historical development of television in the world and in Croatia and the position of television in the new digital and Internet environment 2. Critically interpret the basic provisions of the law regulating the work of electronic media and the HRT Act 3. Demonstrate the basics of television production in the newsroom 4. Prepare for basic TV formats and the basics of writing for television – design, write and prepare a television news story and report for production and broadcast 5. Interpret the basics of television appearances/performances.							
3. Content	The course consists of interactive lectures and exercises. In the theoretical part, students will learn about the development of television media throughout history. They will also learn about the laws that regulate the work of television. The first part focuses on history, explaining the basic division into public service and commercial TV, the differences and legal frameworks of functioning, based on examples from the country and the world. The important roles that television has had in history and today will be explained, as well as the way it functions through newsrooms and the way it is managed. In the exercises, students will learn to write for television. They will learn to create news that should be ready for production and television broadcasting. A special part of the course will be dedicated to personal appearance on television in the presentation of information, as well as the organization of field work by a television journalist in the newsroom.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures, preparation and presentation of exercises, active participation in classes, taking a preliminary exam or written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	2		
7. Required literature	1. Perišin, Tena: Television News, Medijska istraživanja, Zagreb, 2010. (chapters: 1. Faces of Television, 2. History of Television - from Entertainment to Politics, 3. Introduction to Forms of Television Journalistic Expression,) 2. Letica, Zvonko: Television Journalism, Disput, 2003. (Part One: The Journalist and His Medium, Part Two: Basic Skills, Part Three: Forms of Expression) 3. Electronic Media Act https://narodne-novine.nn.hr/clanci/sluzbeni/2021_10_111_1942.html 4. HRT Act http://narodne-novine.nn.hr/clanci/sluzbeni/2010_12_137_3515.html							
8. Additional literature	1. Matković, Damir, Television Program, Školska knjiga, Zagreb, 2019. 2. Kovačić, Zoran; Šantić, Neven, 25 years of private electronic media in Croatia, Voice of Media, Zagreb, 2011.							
9. Quality monitoring	Observation and evaluation of teaching, student survey.							
10. Exam access requirements	The conditions for taking the written exam are the award of a 2nd signature, which requires regular attendance at classes of at least 70%, a written and presented seminar paper (Electronic Media Act, HRT Act), and written and graded exercises 1 and 2. Only students who have an attendance rate of more than 50% by the 7th week of classes and who have written and presented a seminar paper and written a positively graded Exercise 1 have the right to take the preliminary exam 1. Students who have passed preliminary exam 1 take the preliminary exam 2 at the end of the semester. Students who have not taken or passed preliminary exam 1 take the exam. To take the 2nd preliminary exam or exam, you must have an attendance rate of more than 70%. To pass each preliminary exam or exam, you must collect more than 60% of points. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

	A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>1st midterm exam</td><td>30%</td></tr> <tr> <td>2nd midterm exam</td><td>30%</td></tr> <tr> <td>Exercise 1</td><td>20%</td></tr> <tr> <td>Exercise 2</td><td>20%</td></tr> </table>	Criteria	Weight share	1st midterm exam	30%	2nd midterm exam	30%	Exercise 1	20%	Exercise 2	20%
Criteria	Weight share										
1st midterm exam	30%										
2nd midterm exam	30%										
Exercise 1	20%										
Exercise 2	20%										
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent. Scale exam: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent. During the semester, the student prepares two exercises, which are evaluated with grades from insufficient (1) to excellent (5). Exercises are evaluated through 5 parameters, each of which brings 3 points: 1. understanding of the process of creating a given format; 2. understanding of the structure of the format; 3. understanding of the relationship between image and text; 4. style, grammar and spelling; 5. overall and visual impression. Scale of points: 7 – 8 sufficient; 9 – 10 good; 11 – 12 very good; 13 – 15 excellent.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Journalism			Year	1	Semester	2	
Course Name	The art of reporting			Code	10270	ECTS	4	
Lecturers	Lect. Snježana Babić Višnjić							
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4
	Total	40						

Course Description

1. Course objectives	Students are introduced to the basics of writing news and reports, basic newspaper types, and acquire the ability to independently report for the media. Students are introduced to the importance of good writing, the value of news, and techniques for writing headlines and the principles of the inverted pyramid. In practical exercises, students practice writing news by collecting data from individual events and using them to write their own news, reports, and articles.					
2. Expected learning outcomes	1. Conduct independent data collection at an event 2. Assess the value of news 3. Demonstrate independent writing of news about an event using various writing techniques and writing appropriate newspaper types. 4. Demonstrate independent assessment of an event and the way of reporting on an event. 5. Demonstrate understanding of journalistic communication methods. 6. Apply the basics of presenting an event to the media public.					
3. Content	The following topics will be covered in the lectures: Collecting data at the scene of an event, assessing the value of news, the art of talking to news sources and witnesses, determining which elements of the news to use, and what writing style to use. During the semester, students will write 4 practical exercises, two of which are actually newspaper writing. Through practical work, they will prepare for independent performance of journalistic tasks. Students acquire the skills of collecting and selecting information, writing news and reports, and practice reporting from events and press conferences in real time (sending short news to online editions of newspapers or portals). Special attention is paid to techniques for collecting and verifying data from multiple independent sources, eyewitness statements, and correctly quoting interlocutors. During the semester, students will be introduced to sectoral reporting through lectures by guest lecturers. Practical exercises are conducted in the field. Exercises are planned and conducted in such a way that all current events are covered journalistically. Students write texts simulating editorial conditions, and then analyze them in detail in class.					
4. Admission requirements	In accordance with the study requirements					
5. Student obligations	Attendance of lectures and exercises, study of assigned literature, writing practical exercises, taking quizzes and/or exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Continuous assessment	1
7. Required literature	1. Malović, Stjepan: Fundamentals of Journalism, Technical Book – Golden Marketing, Zagreb, 2006, chapter The Art of Reporting					
8. Additional literature	1. Rus-Mol, Stefan: Journalism, Clio, Belgrade, 2005, chapters "Journalistic tools" and "Journalistic production process" 2. Specialist journalism, edited by Barry Turner, Richard Orange, Routledge, 2013.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The condition for taking the written exam is regular attendance of at least 70% and submission and grading of at least 3 practical exercises by the first exam deadline. Only students who have an attendance rate of more than 50% by the 7th week of classes and have submitted and graded 2 practical exercises have the right to take the 1st preliminary exam. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To pass each of the preliminary exams or exams, it is necessary to collect more than 50% of points. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor. Compensation for practical exercises is not possible.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				
	1st midterm exam	25%				
	2nd midterm exam	25%				
	Exercises	50%				

12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. Intermediate exam scale: 31 - 39 sufficient; 40 - 46 good; 47 - 52 very good; 53 - 60 excellent. Exam scale: 31 - 39 sufficient, 40 - 46 good, 47 - 52 very good, 53 - 60 excellent. During the semester, the student writes 4 practical exercises and teaches two. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The student may take the oral exam if he/she wishes to take the exam for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Journalism			Year	2	Semester	3	
Course Name	Photojournalism			Code	10470	ECTS	4	
Lecturers	Lect. Krasnodar Peršun							
Teaching Method and Hours	Lectures	16	Excercises	12	Midterms	4	Fieldwork	8
	Total	40						
Course Description								
1. Course objectives	The aim of this course, which consists of lectures and exercises, is to sharpen and sensitize the perception of future media workers for visual information, as well as training in timely spotting, extracting, shaping and adapting to the form of photography, those visual information that are essential for successful operation in the media market. The focus of the course is on the practical work of students in the form of photography, but also in multimedia forms with an appropriate theoretical framework.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Demonstrate independent work in the field to create visual photo content for the presentation of visual news information • Develop knowledge, skills and understanding that will enable them to communicate visual media messages through practical work on photography • Demonstrate understanding of photographic semantics and their sovereign application in frame composition to create ambiguous and creative visual media material; • Independently analyze, evaluate and distinguish, and in the production of visual news or TV content, isolate and apply quality photo work • Integrate knowledge of the forms of visual journalistic forms, their creation and proper implementation into media content depending on the platform for which they are used.							
3. Content	The course is a synergy of lectures, presentation of visual documents in the form of PPT presentations, short informative video clips and photographs, mandatory student field exercises and joint analyses of student works and discussions under the supervision of the lecturer. The teaching material of the lectures consists of extended thematic units: architecture, portrait, reportage and landscape photography for newspaper photography, and is linked to the basic knowledge acquired through the course New Media Narratives - Journalism 2.0. The tendency is to expand the theoretical framework of the acquired basic knowledge through layered research and analysis of the application of basic visual newspaper forms of portrait, architecture, reportage and landscape photography for a newspaper article, and through detailed pragmatic, practical work of mandatory student practical exercises of photographing these four most important photo forms in printed and digital newspaper publications to perfect the skill of visual expression. Students are expected to be maximally engaged in the creation of photographic works for mandatory independent student exercises, and to submit a final paper that is a selection of their best works. Through lectures and exercises on the basics of photography, students are introduced to the basic forms of photographic processes within media platforms, acquire theoretical knowledge and practical skills in creating and producing photographic materials, and apply photography in individual media systems. They then master the basics of shooting using standard photo techniques, integrating the knowledge and skills from lectures and exercises. Accordingly, they form a critical attitude towards the visual requirements of modern media platforms that arise when creating newspaper articles.							
4. Admission requirements	No special requirements for enrollment							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and/or written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.	Exercises	2		
7. Required literature	1. Lecture notes - ppt presentations 2. Michael Freeman (2012), The Photographers story The art of visual narrative vision– Ilex 3. Ang Lee (2009), How to photograph absolutely everything – DK 4. Gisele Freund (1981), Photography and society – Graphic Institute of Croatia 5. Milan Fizi (1966 and 1982) Photography theory, practice, creation – Ognjen Prica, Zagreb and Graphic Institute of Croatia							
8. Additional literature	1. Scott Kelby (2006), Photoshop Handbook for Digital Photographers - Miš, Zagreb 2. John Hedgecoe (1978), All About Photography and Photogravure - Mladost, Zagreb							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							

10. Exam access requirements	The conditions for taking the written exam and being awarded the 2nd signature are regular attendance at classes of at least 70% and submission of individual and group exercises. Only students who have an attendance rate of more than 50% by the 7th week of classes and have submitted all 4 independent photography exercises (architecture photography for a newspaper article, portrait photography for a newspaper article, reportage photography for a newspaper article, and landscape photography for a newspaper article) have the right to take the 1st preliminary exam at the end of the semester. Students who have passed the 1st preliminary exam take the 2nd preliminary exam at the end of the semester. Students who did not take the preliminary exam or did not pass it will be allowed to take the exam if they submit all independent photography exercises and the group video exercise by January 28, 2022. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points. A student whose regular class attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="312 622 651 779"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>20%</td></tr> <tr> <td>2nd midterm exam</td><td>20%</td></tr> <tr> <td>Exercises</td><td>60%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	20%	2nd midterm exam	20%	Exercises	60%
Criteria	Weight share								
1st midterm exam	20%								
2nd midterm exam	20%								
Exercises	60%								
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, and the preliminary exam from 0 to 20 points. Preliminary exam scale: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Exam scale: 24 - 27 sufficient 28 - 31 good 32 - 35 very good 36 - 40 excellent During the semester, the student works on 4 independent photography projects that are evaluated with a grade from insufficient (1) to excellent (5). At the end of the semester, the student submits a final selection of photographic works, which forms an integral part of the final grade. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded. The student can take an oral exam if he wants to answer for a higher grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	Journalism		Year	2	Semester	3
Course Name	Writing in print		Code	10471	ECTS	4
Lecturers	Lect. Tomislav Klauški					
Teaching Method and Hours	Lectures	16	Seminars and workshops	8	Excercises	8
	Total	40			Midterms	8
Course Description						
1. Course objectives	Instruct students on how to write an article and what it must contain in order to be understandable and interesting to the audience. Show them how to recognize a good story and what topics can be covered. Introduce them to how creativity makes an article more interesting to read and captures the attention of readers. Instruct students on the interview as a journalistic genre and the techniques of conducting and writing interviews with a focus on authorization. Introduce students to reportage, analysis, roundtable reporting, feuilleton (sub-list) and the rules of relations with sources					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Identify an event, phenomenon or person of interest to the public according to the rules of journalism 2. Select an event and phenomenon that could be a topic for an article, reportage and a person of interest for an interview 3. Research an event or phenomenon in order to convey them to readers 4. Assess which components of an event, phenomenon or person are important and which are not 5. Integrate the offered elements of an event, phenomenon and response in an interview into the entirety of a journalistic text 6. Choose information with which to start writing an article, interview, reportage, analysis and feuilleton 7. Create a text suitable for publication					
3. Content	Basics of writing an article: how to recognize a story, propose it to the editor, and how to write it creatively to capture the reader's attention. Interview: a reason for a conversation, an agreement with the interlocutor, how to win over an unapproachable interlocutor, whether authorization is needed, creating good relationships with the interlocutor, how to conduct a conversation with different interlocutors. Reportage: about events, places, people - warm human stories, stories about successful people. Analysis: what can be analyzed, how to analyze people, events, organizations, necessary elements for analysis, data analysis - data journalism. Illustrations: photography and infographics, how to get an idea and select it, collaboration with photographers and illustrators. Confrontation, round table and panel discussion: what is a topic, how to select participants, moderation, writing. Feuilleton or sub-list: what is a topic, how to research and how to write.. Sources: rules for dealing with sources of information.					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and/or written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Seminar	1
					Exercises	1
7. Required literature	1. Bill Kovach & Tom Rosenstiel, (2006) Elements of journalism, Belgrade, CID					
8. Additional literature	1. Metzler, K. (2006). Creative Interviewing, Podgorica: CID and the Media Institute of Montenegro 2. Ruß-Mohl, S (2005) Journalism, Belgrade: CLIO					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The requirements for taking the written exam and being awarded the 2nd signature are regular attendance at classes of at least 70%, completing and grading 2 practical exercises, and submitting/presenting 1 seminar paper. Only students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam. To pass the 1st preliminary exam, it is necessary to collect more than 60% of points. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it will take the exam. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the regulations and in agreement with the course instructor.					
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					

and assessment criteria	Criteria	Weight share
	1st midterm exam	25%
	2nd midterm exam	25%
	Exercises (V1 15% + V2 15%)	30%
	Seminar	20%
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of journalism are assessed. The exam is graded from 0 to 50 points, the preliminary exam from 0 to 25 points. Scale preliminary exam: 15 - 16 sufficient; 17 - 19 good; 20 - 22 very good; 23 - 25 excellent Scale exam: 30 - 34 sufficient 35 - 39 good 40 - 44 very good 45 - 50 excellent During the semester, the student writes 2 practical exercises, which are ultimately evaluated collectively with a grade from insufficient (1) to excellent (5), which carries 30% of the total grade for the course. The exercises are individually graded with points ranging from 0 to 15 points, and a student can receive a maximum of 30 points from practical exercises. The scale for forming the final grade for exercises is: 18 - 20 sufficient; 21 - 24 good; 25 - 27 very good; 28 - 30 excellent. During the semester, the student prepares one team seminar, which is graded from insufficient (1) to excellent (5), and which carries 20% of the total grade for the course. The student can take an oral exam if he wants to be eligible for a higher grade. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond, a score of 0 points is recorded.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University				
Program	Journalism			Year	2	Semester	3			
Course Name	Legal-political system and media law			Code	10476	ECTS	4			
Lecturers	Sr. Lect. Dolores Radovčić, Lect. Ivana Vrcić									
Teaching Method and Hours	Lectures	16	Seminars and workshops	4	Excercises	12	Midterms	4		
	Consultations	4	Total	40						
Course Description										
1. Course objectives	To introduce students to the structure of the state, its characteristics and functions, state institutions, and the current media legislation in the Republic of Croatia. To enable them to understand the position and responsibility of the media in the overall communication process, and to understand the place and role of media participants in general. To enable them to recognize and identify legal and ethical issues related to legal regulation in the field of media, and to critically reflect on the place, role, and significance of the media.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Explain the structure of the state, its characteristics and functions • List state institutions in the Republic of Croatia • Identify the basics of the legal system and its components 4. Define the media in legal terms 5. Recognize the legal institutes of media legislation 6. Apply individual legal regulations and legal institutes in specific cases 7. Recognize illegal actions in the media and the consequences of such actions 8. Critically examine the relationship between existing media regulations in the Republic of Croatia and the EU.									
3. Content	Introduction to the subject; State and law; Structure and elements of the state, Legal system; Separation of powers - Legislative; Judicial; Executive; Other state institutions in the Republic of Croatia; Law and legal norms;; Right to access information; Concept of information and request for exercising rights; Concept and role of the media; Freedom of the media; Right to correction of published information (denials); Media disputes and judicial protection; Violation of personality rights; Compensation for damages; Electronic media and publications; Audiovisual commercial communications; Agency for Electronic Media; Council for Electronic Media; Protection of minors; Croatian News Agency, role and activities; Croatian Radio and Television, bodies and role									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking a preliminary exam and possibly a written and oral exam in case of unsuccessful passing of the preliminary exam									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	0.5	Continuous assessment	0.5	Homework	0.5
7. Required literature	1. Basics of Law for Entrepreneurs and Managers, Vrcić, I., VERN 2020, selected chapters: Introduction, Organization of State Power, Legal System 2. Constitution of the Republic of Croatia (selected chapters) 3. European Convention for the Protection of Human Rights and Fundamental Freedoms 4. Data Secrecy Act 5. General Data Protection Regulation - Regulation (EU) 2016/679 6. Law on the Right to Access Information 7. Law on Media (selected institutes) 8. Law on Electronic Media (selected institutes) 9. Regulation on the Protection of Minors 10. Law on HRT 11. Law on HINA									
8. Additional literature	1. Francois, W., «Mass Media Law and Regulation» 2. European Convention on Transfrontier Television 3. Criminal Code (selected chapters) 4. Law on Obligations (selected chapters) 5. Alaburic, V.: «Manual on Freedom of Public Expression» and «Media Legislation of the Republic of Croatia»									
9. Quality monitoring	Observations and evaluations of teaching; student survey.									
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Making up for absences for the 1st preliminary exam is not possible. The second partial exam (K2) is allowed to be taken by a student who has met the following criteria:									

	- regularity in classes of at least 70% * - achieved a second signature in the subject. A student with a lower regularity may take the following exam periods if he/she: has made up for and submitted the entrance paper to the lecturer. The topic of the entrance paper is assigned by the lecturer, and the student submits and explains it immediately after submission during the consultation period set by the lecturer, and no later than one week before the exam period. The student should take into account the deadline for applying for the exam, i.e. submit and explain the entrance paper in a timely manner. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is to pass the written exam, or both of its parts.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>40%</td></tr> <tr> <td>2nd midterm exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Seminar</td><td>10%</td></tr> </tbody> </table>	Criterion	Weight share	1st midterm exam	40%	2nd midterm exam	40%	Activities	10%	Seminar	10%
Criterion	Weight share										
1st midterm exam	40%										
2nd midterm exam	40%										
Activities	10%										
Seminar	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts (colloquium). These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam in all subsequent deadlines. The written exam consists of tasks that test knowledge of the content according to the learning outcomes. Formation of the grade from the written exam: 0%-50% 1 (insufficient) 50%-65% 2 (sufficient) 65%-80% 3 (good) 80%-90% 4 (very good) 90%-100% 5 (excellent) If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the result is recorded as 0 points. The activity is evaluated by independently creating tasks and homework. For a positive grade from the assignments, at least six completed assignments must be submitted to the lecturer. The presentation is graded and is mandatory for each student as a criterion for the final grade. A negative grade from the presentation is corrected during a consultation period set by the lecturer.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University									
Program	Journalism			Year	2	Semester	3								
Course Name	Production processes on television			Code	10469	ECTS	5								
Lecturers	Lect. Robert Tomić Zuber														
Teaching Method and Hours	Lectures	20	Excercises	16	Midterms	4	Total	40							
Course Description															
1. Course objectives	The course should introduce students to the fundamental specificities of television and television journalism, within which students learn about the production process and the creation of the most important television formats and shows within the news program. They should be introduced and instructed in the functioning and differences of public and commercial services. Students should master the skill of writing for television and, through practical exercises, independently produce a television report.														
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain and distinguish the specific features of television in relation to other media. 2. Distinguish between public and commercial television services. 3. Explain the process of producing programs and content on television. 4. Distinguish between television formats and understand the process of creating television formats. 5. Independently organize and create a television report, as well as live reporting. 6. Independently design and create a television report. 7. Design a short mosaic show and prepare an interview.														
3. Content	The course is conducted through interactive lectures and practical classes, achieved through exercises as part of lectures at the VERN' Polytechnic, and one of the TV news editorial offices. During the lectures, students will be introduced to the characteristics and specificities of television and television journalism, the functioning of public and commercial services, and production. The role of all members of the television crew in the field and in the editorial office will be explained to them (journalist, cameraman, sound engineer, lighting engineer, editor, producer, editor) and the process of producing reports and shows in the news program. During the seminar classes, students will independently create a report, from idea to realization, through writing exercises for television. They will also design a short mosaic show that will contain the reports that the students created during the seminar classes.														
4. Admission requirements	There are no special requirements for enrolling in the course.														
5. Student obligations	Attendance of lectures, completion of TV exercises, active participation in classes, taking midterm exams and studying literature.														
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Activities	1.5	Activities	1.5							
7. Required literature	1. Perišin, Tena: Television News, Media Research, Zagreb, 2010.														
8. Additional literature	Medoff, Norman, Kaye, Barbara: Electronic media – Then, Now and Later, Focal Press, 2011.														
9. Quality monitoring	Observations and evaluations of teaching; student survey.														
10. Exam access requirements	The requirements for taking the written exam and being awarded the 2nd signature are regular attendance at classes of at least 70% and completing and grading four TV exercises. In the event that the student does not complete the TV exercises, he/she must re-enroll and take the course. Only students who have an attendance rate of more than 50% by the 7th week of classes have the right to take the 1st preliminary exam. To pass the 1st preliminary exam, it is necessary to collect more than 60% of points. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it will take the exam. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the regulations, and in agreement with the course instructor.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1st midterm exam</td><td>30%</td></tr><tr><td>2nd midterm exam</td><td>30%</td></tr><tr><td>Exercises</td><td>40%</td></tr></table>							Criteria	Weight share	1st midterm exam	30%	2nd midterm exam	30%	Exercises	40%
Criteria	Weight share														
1st midterm exam	30%														
2nd midterm exam	30%														
Exercises	40%														
12. Assessment criteria -	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material														

explanation	and understanding of the topics covered in the course are assessed. The exam is graded from 0 to 60 points, the preliminary exam from 0 to 40 points. Scale preliminary exam: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent Scale exam: 32 - 38 sufficient; 39 - 45 good; 46 - 52 very good; 53 - 60 excellent During the semester, the student creates TV exercises that can be graded from insufficient (1) to excellent (5). Exercises are evaluated with 5 parameters, each of which is worth 10 percent of the grade: understanding the process of creating news, or reports; understanding the structure of the report; understanding the relationship between image and text; understanding the types of frames and their role in creating the report; style, grammar and spelling. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. There is no possibility of making up the assigned tasks from the Exercises part of the course. The student can take an oral exam if he wants to be eligible for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Journalism			Year	2	Semester	3	
Course Name	Radio production			Code	1047	ECTS	4	
Lecturers	Sr. Lect. Silvija Londero Šimleša							
Teaching Method and Hours	Lectures	8	Excercises	22	Midterms	4	Fieldwork	2
	Consultations	4	Total	40				
Course Description								
1. Course objectives	The course will introduce students to the basics of radio production and will familiarize them with the basic terms of production of radio speech and audio content. Students will acquire knowledge about the production of radio speech and audio content, and all the specifics of radio program production. Students will be able to independently produce radio content, according to the rules of the profession and production elements covered in class. The lectures are multimedia, with many concrete examples that follow the theoretical part.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basic concepts of radio production. 2. Describe different types of radio production content. 3. Distinguish between the production of radio speech and audio content. 4. Apply the acquired knowledge in specific examples of radio content production. 5. Analyze and distinguish production elements in the preparation of radio content. 6. Demonstrate the ability to produce radio content through independent production.							
3. Content	The following topics will be covered in the lectures: basic concepts of radio production, distinguishing between the production of radio speech content and audio content, radio news production, production of specialized shows, production of radio content, production elements in the production of radio content, radio producer, radio audio producer, editing of radio content, production of radio shows, radio production and multimedia, radio production and marketing, radio production and radio hosts, relationship with listeners in the production of radio content. Students will apply the knowledge acquired in the theoretical part of the course through exercises on concrete examples of the production of an hour of radio program with appropriate speech and audio content and production elements covered in the course.							
4. Admission requirements	There are no special requirements for enrollment.							
5. Student obligations	Regular attendance at classes, taking two midterms or a written exam, and studying the assigned literature.							
6. Monitoring student progress and associated ECTS credits	Classes		1		Written exam		3	
7. Required literature	1. Mučalo, Marina: Radio - the Medium of the 20th Century, AGM, Zagreb, 2002. 2. Law on Electronic Media NN/12/2009							
8. Additional literature	1. Geller, Valerie: Beyond Powerful Radio, Elsevier, 2011							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	The requirements for taking the written part are regular attendance of at least 70% and submission of two exercises. Only students who have an attendance rate of more than 50% and have passed one exercise by the 7th week of classes are entitled to take the 1st preliminary exam. To pass the 1st preliminary exam, it is necessary to collect more than 60% of points. Students who have passed the 1st preliminary exam and have passed two exercises will take the 2nd preliminary exam at the end of the semester. Students who did not take the preliminary exam or did not pass it will take the exam. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	1st midterm exam		50%					
	2nd midterm exam		50%					

12. Assessment criteria - explanation	The exam consists of a radio program production task. Knowledge of the material and understanding of the topics covered in the course are assessed, as well as their practical implementation. The 1st preliminary exam consists of the preparation and production of a short radio program for Radio VERN' (program announcement). The 2nd preliminary exam consists of a project task - preparation and production of an hour of Radio VERN' program. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. Preliminary exam scale: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Exam scale: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Journalism			Year	2	Semester	3	
Course Name	Media theory			Code	10468	ECTS	4	
Lecturers	Lect. Stanislav Bender							
Teaching Method and Hours	Lectures	32	Midterms	4	Consultations	4	Total	40
Course Description								
1. Course objectives	This course addresses the main theoretical issues, approaches, and applications of communication studies with a special focus on mass media theories. Over the course of the semester, historical, current, and practical aspects of each of the several major areas of mass media theory will be addressed. The course aims to encourage students to consider the place of media theory in the discipline of communication studies and in everyday life, with emphasis on key concepts and historically important texts, taking into account our contemporary media environment.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to : 1. Distinguish between the main research traditions in media studies 2. Compare and evaluate the main theoretical directions in media studies 3. Explore the interdisciplinary nature of the field of media theory 4. Describe the way in which theory is used in the analysis of media phenomena 5. Integrate key theories into the evaluation of a media text either as part of a historical or contemporary example of media practices, users, development and regulation 6. Recognize the practical importance of theory.							
3. Content	The course consists of lectures, presentations of visual and audio materials, exercises, discussions, and student papers. During the semester, students are expected to complete all reading and writing assignments regularly and on time, and to actively participate in class. The course will provide an overview of past and present views on the concept of media communication, describe the social and cultural theoretical framework for studying media, and indicate the relationship of media studies to other subjects in the social sciences and humanities. The course will also address and discuss how different media theories contribute to different views on how media and communication function in society and among people.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation and participation in classes, taking a preliminary exam and/or written exam							
6. Monitoring student progress and associated ECTS credits	Written exam	2	Seminar	1	Exercises	1		
7. Required literature	1. W.J. Severin , James W. Tankard, Communication Theories: Origins, Methods and Uses in the Mass Media, New York, United States, 2000. (textbook) 2. Hannah Arendt, Truth and Lies in Politics, Belgrade, Filip Višnjić, 1994. 3. Brian McNair, 'Politics, Democracy and the Media', in Introduction to Political Communication, Faculty of Political Sciences, Zagreb, 2003. 4. Adorno, Theodor; Horkheimer, Max, "Cultural Industry", in Dialectics of Enlightenment. Philosophical Fragments. Sarajevo: Veselin Masleša, 1989. 5. Immanuel Kant, 'What is Prosititeljstvo?' in Legal and Political Writings, Political Culture, Zagreb, 2000. 6. Benjamin, Walter. 'A Work of Art in the Age of Its Technical Reproduction', Zagreb: Contemporary Literary Theories, 1986. 7. Roland Barthes, 'Myth Today' in Mythology, Zagreb, Naklada Pelago, 2009. 8. Marshall McLuhan, "The Medium is the Message" in Understanding Media, Zagreb, Golden Marketing / Technical Book, 2008. 9. Other educational materials that students will receive during the course.							
8. Additional literature	1. Asa Briggs, Peter Burke, Social History of Media: From Gutenberg to the Internet, Zagreb: Pelago Publishing House, 2011. 2. Jürgen Habermas, Public Opinion - Research in the Field of a Category of Civil Society, Kultura, Belgrade, 1969. 3. Günter Anders, The World as Phantom and Matrix: Philosophical Considerations on Radio and Television, Novi Sad, Prometej, 1996. 4. Guy Debord, The Society of Spectacle, Zagreb, Arkzin, 1999. 5. Dallas W. Smythe, "On the Audience Commodity and its Work", Durham, M. and Kellner, D. in Media and Cultural Studies: Keywords. Malden: Blackwell Publishing, 1981.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70%. Only students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam.							

	Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To take the 2nd preliminary exam or exam, you must have an attendance rate of more than 70%. To pass each preliminary exam or exam, you must collect more than 60% of points. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>30%</td></tr> <tr> <td>2nd midterm exam</td><td>30%</td></tr> <tr> <td>Seminar</td><td>25%</td></tr> <tr> <td>Activities</td><td>15%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	30%	2nd midterm exam	30%	Seminar	25%	Activities	15%
Criteria	Weight share										
1st midterm exam	30%										
2nd midterm exam	30%										
Seminar	25%										
Activities	15%										
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. The student can take an oral exam if he wants to apply for a higher grade. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Exam scale: 24 - 27 satisfactory 28 - 31 good 32 - 35 very good 36 - 40 excellent During the semester, the student works on a seminar paper in the form of a final essay, which is evaluated with a grade from insufficient (1) to excellent (5). Active and meaningful participation in classes is also evaluated with a grade from insufficient (1) to excellent (5). A prerequisite for such participation is reading the required literature according to the curriculum.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Journalism		Year	2	Semester	3		
Course Name	Introduction to digital and online media		Code	10478	ECTS	5		
Lecturers	Lect. Tomislav Klauški, Sr. Lect. Marija Volarević Sršen							
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4
	Total	40						

Course Description

1. Course objectives	This course covers the basics of online and digital media, as well as online journalism, and explains their origin and development, methods of distribution, financing, use in journalism, and deals with the function and use of social networks. Students will be introduced to the technical and conceptual tools necessary to understand digital technology in the creation of media content. During the semester, the course will focus on how the modern media industry uses digital technology. Students will develop the basic knowledge and skills they need to be able to create different types of digital content themselves.								
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Describe and explain the advantages and disadvantages of digital media compared to traditional media 2. Interpret convergence and consolidation as dominant trends in online media 3. Use the advanced Internet for the production of journalistic content. 4. Apply the basic elements of style in writing for online media platforms 5. Demonstrate the use of social networks in the production and distribution of online media content.								
3. Content	The course consists of lectures and exercises. The exercises are thematically based on the lectures. In the introductory lectures, digital communication, the history of the emergence of digital media, the basic concepts and differences between digital and traditional media, and the perspectives of journalism in the new media environment will be discussed. As part of the course, students will be required to submit a seminar paper. During the lectures, they will learn how to read the web, how it is loaded, how it is edited, and what the behavior of users and audiences is on digital platforms. The course is designed to provide students with the fundamental knowledge and conceptual and practical tools necessary to understand and participate in the processes of mass communication that is mediated online. We will strive to develop a range of skills that include research, writing, editing, and presentation. We offer students the broad theoretical, historical, and critical perspectives they need to understand and analyze these media processes.								
4. Admission requirements	There are no special requirements for enrolling in the course.								
5. Student obligations	Attendance of lectures, participation in exercises, preparation and presentation of exercises, active participation in classes, taking a preliminary exam, or written exam.								
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Portfolio	1.5			
7. Required literature	• Brautović, Mato, Online journalism, Školska knjiga, Zagreb, 2011.								
8. Additional literature	1. Bridggs, Mark, Journalism Next: A Practical Guide to Digital Reporting and Publishing, 3rd Revised Edition 2. Franklin, Bob; Hamer, Martin; Hanna, Mark; Kinsey, Marie; Richardson, John, Key Concepts in Journalism Studies, 2005, SAGE								
9. Quality monitoring	Observation and evaluation of teaching, student survey.								
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70% and a submitted seminar paper. Only students who have an attendance rate of more than 50% by the seventh week of classes are entitled to take the first preliminary exam. To pass the first preliminary exam, it is necessary to collect more than 60% of points. Students who have passed the first preliminary exam take the second preliminary exam at the end of the semester. Students who did not take the preliminary exam or did not pass it take the exam. A student whose regular attendance rate is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. For the purpose of taking the written exam or preliminary exam at the end of the semester, a student whose attendance rate is more than 40% and less than 70% can make up for absences by writing and submitting additional papers. Additional papers are assigned by the subject lecturer and are submitted during the lecturer's consultation period. The student should take care of the deadline for applying for the exam, i.e. submit the entrance exam in a timely manner, no later than 5 days before the deadline for applying for the exam.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>1st midterm exam</td><td>30%</td></tr></table>					Criterion	Weight share	1st midterm exam	30%
Criterion	Weight share								
1st midterm exam	30%								

	2nd midterm exam	30%
	Seminar	40%

12. Assessment criteria - explanation

The final exam grade is obtained by averaging the exam grade and the seminar paper grade.

If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student demonstrates a significant lack of knowledge compared to the written one, a score of 0 points is recorded.

The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material. The second part covers the second half and is written after the end of classes. These two partial written exams make up the Summer Pre-Term. In the following exam term, that is, the Summer Term, students who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed.

The grade for the written exam is positive if the student has received more than 60% of the points.

The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the course are evaluated.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Journalism			Year	2	Semester	4	
Course Name	Ethics and deontology of journalism			Code	10497	ECTS	4	
Lecturers	Lect. Tomislav Štuka							
Teaching Method and Hours	Lectures	16	Seminars and workshops	8	Excercises	8	Midterms	4
	Consultations	4	Total	40				
Course Description								
1. Course objectives	Introduction to the basic concepts of ethics and deontology of journalism as "applied ethics" of the journalistic profession. Gaining insight into the self-regulatory standards of the journalistic profession and the fundamental values on which the credibility and integrity of the journalistic profession are based. Introduction to professional codes of journalistic conduct and adoption of criteria for judging correct journalistic work through the analysis of practical examples from the profession.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify and explain the basic concepts of journalism ethics 2. Explain the contemporary social context of the journalistic profession 3. Identify and explain professional journalistic standards 4. Analyze and comment on the criteria for violating the standards of the journalistic profession 5. Compare the basic provisions of journalistic codes 6. Analyze and comment on examples of ethical choices from everyday journalistic practice.							
3. Content	Basic concepts: morality, ethics, deontology of journalism, media, public sphere. Journalism and the modern world, media 'regimes' and social preconditions for journalistic standards. Areas of responsibility of journalists and professional journalistic standards. Criteria for violating journalistic standards and the "7 deadly sins of journalism". Potential sources of endangerment of journalistic standards. Codes of the journalistic profession. Audiovisual works with journalistic themes and examples of moral professional choices. Analysis of practical examples from journalistic practice, exercises in ethical judgment.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, preparation of presentations/seminar papers, submission of essays, participation in discussions, taking quizzes and/or exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1		
7. Required literature	1. Malović, S., Ricciardi S., Vilović, G. (2007). Journalism Ethics. Zagreb: ICEJ and University Bookstore. 2. Bertrand, C.-J. (2007). Media Deontology. Zagreb: ICEJ and University Bookstore. 3. Code of Honor for Croatian Journalists (www.hnd.hr)							
8. Additional literature	1. Cornu, Daniel (1999). Ethics of Information. Belgrade: Clío. 2. The Post (2017), film, directed by Steven Spielberg 3. Spotlight (2015), film, directed by Tom McCarthy 4. Nightcrawler (2014), film, directed by Dan Gilroy 5. All President’s Men (1976), film, directed by Alan J. Pakula 6. Newspaper (2016), TV series 7. The Loudest Voice (2019), TV miniseries 8. Press (2018), TV miniseries							
9. Quality monitoring	Observation and evaluation of teaching, student survey.							
10. Exam access requirements	Students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam. Students who have not taken the preliminary exam(s) or have not passed them will take the exam. The requirement for taking the written exam is a regular attendance rate of at least 70%. Students who have an attendance rate of more than 40% and less than 70% can make up for their absences by writing and submitting a compensatory seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. agree on a compensatory topic and submit the seminar paper in a timely manner. A student whose regular attendance rate is less than 40% cannot make up for their absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						

	1st midterm exam	30%
	2nd midterm exam	25%
	Activities	20%
	Seminar	25%

12. Assessment criteria - explanation	The exam (colloquium or comprehensive exam) consists of tasks in written form that test the student's theoretical knowledge and their understanding of concepts and procedures from the subject of the course. If the teacher has well-founded doubts that the result of the written exam was achieved with the help of other persons or with the use of academically and ethically inappropriate means, he can schedule an additional oral examination. If in such a case the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University			
Program	Journalism			Year	2	Semester	4		
Course Name	Public speaking and oratory in broadcast journalism			Code	10495	ECTS	4		
Lecturers	Sr. Lect. Davor Stanković								
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4	
	Total	40							
Course Description									
1. Course objectives	The aim of the course is to introduce students to the theory of oratory and its application in journalistic practice. The aim is also to adopt the basics of professional standards for presenting certain content for appearances on radio, television and online formats. Through interactive exercises, students are taught to use their voice, speech values, facial expressions and gestures, and to speak fluently using the Croatian standard language according to the rules set by speaking in the media. The aim is also to acquire practical knowledge through exercises and to learn about essential issues related to the media in accordance with new technological possibilities.								
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Describe and explain the basic rules of public speaking and their application in journalism 2. Analyze television speakers based on rhetorical design and speech performance 3. Use speech expressive means for the purpose of logically conveying a message 4. Perform a public appearance in front of TV cameras, i.e. communicate publicly 5. Demonstrate, through practical work, an understanding of verbal and nonverbal communication 6. Demonstrate how to navigate a television studio.								
3. Content	Introduction to oratory. Contemporary speech genres. Listening to speech (imaginative, logical and anticipatory). Analysis of television speakers (rhetorical design and speech performance). Exercises for voice and pronunciation. Good interpretive reading. Verbal communication: voice, pronunciation, intonation, volume, speed, rhythm, pauses, logical emphasis. Using speech expressive means for the purpose of logically conveying a message. Standard Croatian language in the media. Rhetorical figures in journalism. Speech elegance. Speech fluency and dexterity. Fear and stage fright. Nonverbal communication: facial expressions and gestures, behavior in front of cameras and in a television studio. Television etiquette. Time limits for appearances in the media. Regularities of certain formats: reading radio news, hosting a talk television show, commenting on a television broadcast, hosting a YouTube podcast.								
4. Admission requirements	There are no special requirements for enrolling in the course.								
5. Student obligations	Attendance of lectures and exercises, active participation in classes, regular preparation for classes, completion of written assignments and completion of practical exercises								
6. Monitoring student progress and associated ECTS credits	Classes		1	Continuous assessment		3			
7. Required literature	• Škarić, I. and Varošaneć-Škarić, G.: Collective image of the speech of Croatian Television. Speech XI, 2, 1-12, Zagreb, 1994.								
8. Additional literature	• Škarić, I.: Foundations of Modern Speech. Školska knjiga, Zagreb, 2000. • Kišiček, G. and Stanković, D.: Rhetoric and Society. Slap Publishing House, Zagreb, 2014. • Lucas, S.: The Art of Public Speaking. Mate, Zagreb, 2015. • Pease, A. and B.: The Great School of Body Language. Mozaik knjiga, Zagreb, 2011.								
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.								
10. Exam access requirements	Achieved percentage of class attendance (70%), submitted essay and completed practical exercises. Exercises not submitted by the deadline will be graded with a lower grade.								
11. Exam implementation and assessment criteria	During continuous assessments of activities during classes, students collect points that are added up. At the end of the semester, the grade is determined based on the total number of points achieved and the scale.								
	Criteria	Weighting							
	Seminar	20%							
	Continuous assessment	60%							
	Activities	20%							
	Table	Criteria	Weighting						
	Table								

12. Assessment criteria - explanation	The course is considered successfully completed/passed when the student achieves at least 61 points from the above categories. The points are ultimately evaluated with a grade from insufficient (1) to excellent (5), according to the following scale: 61 - 70 sufficient; 71 - 80 good; 81 - 90 very good; 91 - 100 excellent.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Journalism			Year	2	Semester	4	
Course Name	New media narratives - journalism 2.0			Code	10496	ECTS	4	
Lecturers	Lect. Stanislav Bender							
Teaching Method and Hours	Lectures	16	Exercises	16	Midterms	4	Consultations	4
	Total	40						

Course Description

1. Course objectives	Continuation of the course Introduction to Online Journalism that students take in the first year of study. The aim of this course is to introduce students to the broad field of audio-visual culture and teach them to analyze and interpret audio and visual elements in different types of media, and it consists of lectures and exercises. The focus of the course is on the practical work of students and the creation of photographs, infographics and multimedia forms with an appropriate theoretical framework (semiotics). We will explore methods and approaches to new forms of narrative that go beyond text. In doing so, we will analyze and discuss the technological and material conditions of visualization and representation in its social, cultural and historical context.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Recognize and critically evaluate explicit and implicit features of multimedia communication 2. Demonstrate the ability to read, analyze and synthesize in multimedia formats of photography, sound and video, including text and visual elements (image, color, composition, typography...) 3. Develop knowledge and skills through practical work on infographics that will help them independently communicate media messages on a conceptual and technical level 4. Use visual and other forms to effectively express ideas 5. Use basic design principles in planning and developing visual elements through basic tools and programs (graphics, photo processing, editing...) 6. Recognize the implications, challenges and possibilities of organizational dynamics of project-based team tasks 7. Demonstrate an understanding of the basic concepts of artificial intelligence and its application in the production and analysis of multimedia content (e.g. generative tools, visual data analysis, production automation), and critically reflect on the ethical and professional implications of its use in contemporary journalism.					
3. Content	The course consists of lectures, presentation of visual and audio documents, exercises, discussions and student presentations. The lectures deal with an introduction to visual culture and its theoretical and practical implications from painting, photography, graphic design, music, television and film to today's phenomena of modern life; mass media, popular culture, advertising and digital media. The lectures will provide a theoretical framework for exploring the impact of communication technologies such as the Internet, 'smart phones', radio and television on our understanding of the world. During the lectures, the concept of representation and how the power of visual elements (images) construct and shape our ideas, beliefs, behaviors... in short, reality will be discussed in the lectures through various examples. During the semester, students are expected to submit final, team projects (infographics, <i>audio slide-show</i> , <i>mashup</i> ...) which the students will work on in groups. Students write two colloquiums during the semester. At the end of the semester, students will present their final projects. These projects/presentations should consist of audio and/or visual materials that students will prepare during the semester.					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and/or written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Project	1
7. Required literature	1. Lecture Scripts 2. http://datajournalismhandbook.org/1.0/en/ 3. Tufte, Edward R (2001), <i>The Visual Display of Quantitative Information</i> (2nd ed.) - Cheshire, CT: Graphics Press					
8. Additional literature	1. Berger, John (1972). <i>Ways of Seeing</i> . London: British Broadcasting Corporation and Penguin Book					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70%,. Only students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To take the 2nd preliminary exam or exam, it is necessary to have an attendance rate of more than 70% and submit a team project. A student who is not present at the					

	team presentation of the project must, in agreement with the lecturer, present it independently before taking the 2nd midterm exam or exam. To pass each midterm exam or exam, it is necessary to collect more than 60% of points. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course leader.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>30%</td></tr> <tr> <td>2nd midterm exam</td><td>30%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	30%	2nd midterm exam	30%	Project	40%
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1st midterm exam	30%								
2nd midterm exam	30%								
Project	40%								
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Scale exam: 24 - 27 sufficient 28 - 31 good 32 - 35 very good 36 - 40 excellent During the semester, the student works on a Team Project that is evaluated with a grade from insufficient (1) to excellent (5). Team projects are graded according to predefined parameters and all team members receive the same grade for this criterion. A student may take an oral exam if they wish to compete for a higher grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Journalism		Year	2	Semester	4		
Course Name	Public relations		Code	10498	ECTS	4		
Lecturers	Asst. Prof. Marija Slijepčević							
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4
	Total	40						
Course Description								
1. Course objectives	The aim of the Public Relations course is to provide students with insight into the practice of communication with all stakeholders, internal, external and professional audiences. Through the acquisition of basic theoretical knowledge, practical skills in planning and implementing projects are mastered. The emphasis is on a practical approach to learning, through best practices and projects that are based in the environment, and the goal is to be useful to the community. Students are required to regularly monitor digital and traditional media, as examples from practice are studied or situations are simulated in a real context.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basic concepts and purpose of public relations 2. Interpret the prerequisites, importance and characteristics of public relations 3. Describe the process of working on a public relations project, its creation, development and implementation 4. Identify communication factors, forms and types, or tools of public relations 5. Analyze the motives for action towards and by public relations 6. Describe the process of communication in public relations in accordance with the principles of modern communication channels							
3. Content	Definition of the science of public relations, media - theory and empirics. Basic terms in OSJ: communication and interaction, verbal communication, non-verbal communication, stakeholder management, internal and external communication, intercultural communication. Mass communication, mass and mass society, concept of mass communication, mass and interpersonal communication, models of communication in OSJ. New media - understanding and management. OSJ tools, OSJ and politics, OSJ and the Internet. Research in OSJ, information processing, media relations.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, regular reading of assigned literature, preparation and presentation of seminar papers, taking preliminary exams and possibly a written exam in case of unsuccessful passing of the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1		
7. Required literature	• Holy, M. (2019). Public Relations Agencies. Zagreb: Školska knjiga • Tench, R., Yeomans, L. (2009). Discovering Public Relations. Zagreb: HUOJ							
8. Additional literature	• Thaker, A. (2007). Public Relations Handbook. Zagreb: HUOJ • Cutlip, S., Center, A., Broom, G. (2010). Public Relations. Zagreb: Mate							
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.							
10. Exam access requirements	Class attendance: According to the University's regulations, class attendance is mandatory. Regular class attendance significantly facilitates mastering the Public Relations course program. A student whose regular attendance is less than 40% cannot take the exam in that academic year and is instructed to retake it in the next academic year. The condition for taking the written exam is a regular attendance of at least 70%. The exception is taking the 1st preliminary exam, which is written halfway through the semester, and which can be taken with at least 50% regularity. For the purpose of taking the written exam, a student can make up for absences (if their regularity is at least 40%) by preparing and submitting an entrance paper assigned to them by the subject teacher. The entrance paper is submitted and explained during the regular consultation period of the subject teacher. The student must take into account the deadline for applying for the exam and submit the paper on time so as not to miss the exam deadline.							
11. Exam implementation and assessment criteria	Seminar	30%						
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. The exam is graded from 0 to 40 points, the midterm from 0 to 20. The midterm scale: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent.							

	The student writes a seminar paper during the semester, which is evaluated with a grade from insufficient (1) to excellent (5), and which carries 30% of the total grade for the course. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. A student can take an oral exam if they wish to compete for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University								
Program	Journalism			Year	2	Semester	4							
Course Name	Radio journalist-host			Code	10494	ECTS	5							
Lecturers	Sr. Lect. Silvija Londero Šimleša													
Teaching Method and Hours	Lectures	18	Excercises	14	Midterms	4	Consultations	4						
	Total	40												
Course Description														
1. Course objectives	The course will introduce students to the rules of radio journalism and introduce them to the basics of radio broadcasting. Interactive classes will enable students to gain knowledge and master the skills of preparing radio content and producing programs "on the air". Through exercises in the radio studio, students will be able to independently present radio news and shows, and through classes they will become familiar with the rules of the radio profession and professional standards of radio presenting and editing programs in modern radio media. The lectures are multimedia and interactive, with many concrete examples and practical knowledge that accompany the theoretical part.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Describe basic speech concepts in a radio program. 2. Recognize and explain different program forms of the radio medium. 3. Apply acquired knowledge in specific examples of radio content production. 4. Analyze and comment on different speech parts of a radio program. 5. Demonstrate the ability to present radio speech content through independent production.													
3. Content	The following topics will be covered in the lectures: basic concepts of the speech program of a modern radio medium; various radio speech forms; production and editing of radio content; presentation of a radio program; recording and editing of audio tones; organization of a radio editorial office; duties and responsibilities of a radio host; communication of a radio host; behavior in a radio studio; radio interview; production and presentation of one's own radio content. Students will apply the knowledge acquired in the theoretical part of the course through exercises on concrete examples of production and presentation of radio content in a modern radio medium program.													
4. Admission requirements	In accordance with the study requirements.													
5. Student obligations	Regular attendance at classes, writing exams, performing practical exercises, and studying assigned literature.													
6. Monitoring student progress and associated ECTS credits	<table><tr><td>Classes</td><td>1</td><td>Written exam</td><td>4</td></tr></table>								Classes	1	Written exam	4		
Classes	1	Written exam	4											
7. Required literature	1. Mučalo, Marina: Radio - A Medium of the 20th Century, AGM, Zagreb, 2002. 2. Geller, Valerie: Beyond Powerful Radio, Elsevier, 2011.													
8. Additional literature	Law on Electronic Media NN/12/2009													
9. Quality monitoring	Observations and evaluations of teaching; student survey.													
10. Exam access requirements	The requirements for taking the exam are regular attendance of at least 70%, based on which the second signature is awarded. Only students who have an attendance rate of more than 50% by the 7th week of classes have the right to take the 1st preliminary exam. To pass the 1st preliminary exam, it is necessary to collect more than 60% of the points. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To pass the exam, it is necessary to collect more than 60% of the points. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.													
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1. colloquium</td><td>50%</td></tr><tr><td>2. colloquium</td><td>50%</td></tr></table>								Criteria	Weight share	1. colloquium	50%	2. colloquium	50%
Criteria	Weight share													
1. colloquium	50%													
2. colloquium	50%													
12. Assessment criteria - explanation	The exam consists of the preparation and presentation of radio program content – content and a radio interview. Knowledge of the material and understanding of the topics covered in the course, as well as their practical implementation, are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent													

	Scale exam: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, a score of 0 points is recorded.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information

Program	Journalism			Year	2	Semester	4	
Course Name	Complex journalistic forms			Code	10492	ECTS	4	
Lecturers	Asst. Prof. Tamara Kunić							
Teaching Method and Hours	Lectures	12	Seminars and workshops	8	Excercises	12	Midterms	4
	Consultations	4	Total	40				

Course Description

1. Course objectives	The course introduces students to writing complex journalistic genres, such as feature articles, reports, interviews, comments, reviews, criticism, reviews and cartoons, which require complex monitoring and reporting. Today's journalism is unfortunately reduced to basic journalistic forms, but the wealth of journalistic expression is great. At the same time, this is a very important characteristic of certain media, and therefore young journalists must master these demanding forms of expression. Students will master the skills of writing complex journalistic genres in all media, but also from the aspect of converged journalism.					
2. Expected learning outcomes	1. Identify and distinguish complex newspaper types that enrich journalistic expression 2. Demonstrate the skill of choosing the best newspaper type to present an event or person 3. Choose independently which newspaper types to prioritize 4. Demonstrate the knowledge and skills necessary for writing complex newspaper types 5. Demonstrate knowledge of complex types of communication.					
3. Content	The lectures will present theoretical aspects of complex journalistic genres. Students will learn about the principles of collecting data for a thematic article, thorough data verification, citation criteria, and selection of interviewees. Special attention will be paid to structuring the article, the attractiveness of titles, subtitles, and leads. The use of sources will also be discussed. For an interview with a public figure, students must make extensive preparations - familiarizing themselves with previously published interviews, studying the interviewee's private and professional biography. The emphasis is on questions that have not been asked in previous interviews, and on mastering the skill of extracting the maximum amount of interesting information from the interviewee through numerous sub-questions. The distinction between a question-and-answer interview and a recounted interview, as well as the rules for authorizing interviews, is discussed. Reporting, as one of the most demanding journalistic genres, is analyzed in detail using examples. It is important to set up the story in a quality and interesting way, and to create a composition with a plot, culmination, and denouement. Particular attention is paid to narrative-investigative reportage. Journalists are introduced to complex types of journalism based on a personal point of view, such as commentaries, reviews, criticisms, reviews and caricatures. Students will be introduced to the way of creating such newspaper types through the guest appearance of an eminent author of those types. In practical work, students will write these types in order to master them and be able to apply them independently when they go to the newsrooms. Practical exercises are carried out in the field and by reading, and the choice of exercises follows what is done in the theoretical part, in the lectures. The exercises are planned and carried out so that the students implement the methods and techniques that we cover in the lectures. After each theoretical unit, the most famous Croatian reporters, commentators, critics, columnists and interview authors will share their experiences with the students at guest lectures.					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attendance of lectures and exercises, study of assigned literature, writing practical exercises, taking tests and/or exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Exercises	1.5
7. Required literature	1. Željka Matković: Bižan, Travelogue from Iran, https://www.jergovic.com/ajfelov-most/zeljka-matkovic-bizan/ 2. Boris Dežulović: The Meaning of Life in Four Match Balls, Globus, 2011., 3. https://www.autograf.hr/esej-o-goranu ivanisevicu-ali-u-inat-zoranu-milanovicu/#more-62553 4. Barbara Matejčić: How Are You?, Heinrich Boll Stiftung, 2016. 5. Eli Sanders : The Bravest Woman in Seattle, The Stranger, 2011. , https://www.thestranger.com/features/2011/06/15/8640991/the-bravest-woman-in-seattle					

8. Additional literature	1. John Hersey; Hiroshima, Sandorf,, 2016. 2. David Garlock: Pulitzer Prize Feature Stories: America's Best Writing, second edition, Blackwell Publishing, 2003. Viktor Ivančić: Nine sections against investigative journalism, 2008. https://www.fabrikaknjiga.co.rs/rec/78/15.pdf								
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.								
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance. Only students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam. To pass each preliminary exam or exam, it is necessary to collect more than 50% points. A student whose attendance rate is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is required to make up for the missing class hours in accordance with the Regulations, and in agreement with the course instructor.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>35%</td></tr> <tr> <td>2nd midterm exam</td><td>35%</td></tr> <tr> <td>Exercises</td><td>30%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	35%	2nd midterm exam	35%	Exercises	30%
Criteria	Weight share								
1st midterm exam	35%								
2nd midterm exam	35%								
Exercises	30%								
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. Scale preliminary exam: 11 - 12 sufficient; 13 - 16 good; 17 - 18 very good; 19 - 20 excellent Scale exam: 21 - 24 sufficient; 25 - 32 good; 33 - 36 very good; 36 - 40 excellent During the semester, the student performs at least 2 practical exercises, which are ultimately evaluated collectively with a grade from insufficient (1) to excellent (5), which carries 30% of the total course grade. Exercises are individually evaluated with points ranging from 0 to 10 points. The scale for forming the final grade from exercises is: 5 - 10 sufficient; 10 - 20 good; 20 - 30 very good; 30 - 40 excellent If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is recorded as 0 points. The student may take the oral exam if he wishes to apply for a higher grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Journalism			Year	2	Semester	4	
Course Name	Filming and editing in video journalism			Code	10493	ECTS	5	
Lecturers	Asst. Prof. (Art) Višnja Skorin							
Teaching Method and Hours	Lectures	12	Excercises	24	Midterms	4	Fieldwork	8
	Consultations	4	Total	52				
Course Description								
1. Course objectives	The main goal of the course is to introduce students to the practical knowledge of video journalism and mobile journalism. Through theory, they will learn about the development of video journalism, the language of film and television, and the types of media content in video journalism. Through practical exercises, students will learn about the language of images, the technical prerequisites for recording with a mobile phone or camera, and learn to critically analyze an AV report. Using recording tools and editing software, they will learn to independently record and edit audio-visual content intended for publication in the media.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Use the basics of film language when creating and evaluating audiovisual content 2. Create/record a sequence or accompanying image independently 3. Design/write a treatment for a TV or MOJO feature 4. Create/record a stand-up, survey, and supporting footage independently 5. Design and write a TV text as preparation for editing 6. Create/edit audiovisual content intended for publication in the media independently 7. Critically analyze the visual and audio components of the feature.							
3. Content	Film language in video journalism. Practical work: practice recording a sequence. Historical overview of television video journalism, production and branding of video content. Equipment for video journalism (Basic equipment for video journalists (digital cameras, mobile devices, DSLR cameras, lighting, microphones, stabilizers.)). Preparation for recording and writing treatment. Practical work: stand-up recording and accompanying material for Breaking news. Practical work: survey recording. Practical work: recording of attachments using the archive. Preparation for editing, writing TV text with OFF. Basics of editing theory. Getting to know the computer program for assembly. View material with timecode. Writing TV text with or without OFF. Montage of image and sound on several audio channels.. Joint viewing and evaluation of finished contributions.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations								
6. Monitoring student progress and associated ECTS credits	Classes	1	Task 1	2	Task 2	2		
7. Required literature	1. Digital video, recording and editing, Višnja Skorin, Algebra school , 2008 2. Teaching presentations							
8. Additional literature	• Jenks, Ch. (2010). Visual culture. Zagreb: Jesenski i Turk. • Ante Peterlić, Fundamentals of film theory • Ken Dencynger, The Technique of Film & Video Editing, fifth edition (pages: 371 - 413)							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	The exam is an evaluation of all completed mandatory filming exercises (sequence, breaking news with stand-up, survey and report with archival material) and edited composite report with OFF and music. To register and take the exam, a second signature and all completed exercises are required. If an exercise is not completed during class, in order to register and take the exam, it must be completed and approved by 26.06. After that, the assignment will be considered incomplete. To register for the exam, it is necessary to have at least three completed exercises. The required attendance to receive a second signature is 70 percent. In the event of attendance below 70 percent, additional work will be assigned in agreement with Professor Skorin.							
11. Exam implementation and assessment criteria	To obtain a grade, it is necessary to register for the full exam. The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. The criteria are: 1. Independent filming exercises (Task 1, 60%) 2. Editing (Task 2, 30%) 3. Activity							
	Criterion	Weight share						
	Task 1	60%						

	Written exam - Task 2	30%
	Activities	10%

12. Assessment criteria - explanation

Students will receive a detailed explanation of each exercise and evaluation criteria in the form of a PPT presentation at the beginning of the semester.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Journalism		Year	3	Semester	5				
Course Name	Investigative journalism		Code	10651	ECTS	5				
Lecturers	Asst. Prof. Marija Slijepčević									
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4		
	Total	40								
Course Description										
1. Course objectives	To acquaint students with the basic theoretical principles of investigative journalism and investigative practice in Croatia and in the world. Point out the methodological differences between descriptive (reporting), interpretive and investigative journalism. Instruct students in the methodology of investigative journalism through familiarization with the elements of a research plan, from choosing a topic and defining a hypothesis to choosing research techniques, forming databases, assessing ethical and technical obstacles, verifying and evaluating data and publishing a research story. Train students for independent creation of concepts and research topics. Explain the differences between investigative journalism in print and electronic media, as well as the influence of new media on investigative journalism. Provide insight into the legal provisions on the obligations of public authorities to access information.									
2. Expected learning outcomes	After successfully completing the course, the student will be able to: 1. Distinguish investigative journalism from descriptive (reporting) and interpretive journalism 2. Identify the advantages of investigative journalism and the difficulties encountered by an investigative journalist 3. Analyze examples of investigative stories 4. Design and create their own text based on the research conducted - from choosing a topic to techniques for collecting and presenting data 5. Explain the value of publishing an investigative story according to the criteria of social importance and public interest 6. Explain the advantages and disadvantages of investigative journalism in print and electronic media 7. Recognize attempts by the advertising industry, economic and political lobbies to influence the production and presentation of investigative stories.									
3. Content	The difference between descriptive (reporting), interpretive and investigative journalism; History of investigative journalism; Social context of investigative journalism: purpose of research, investigative journalism and government, commercial function of investigative journalism, influence of advertising industry; Rules of journalism profession and investigative journalism; Specificities of individual and team investigative work; Influence of new media on investigative journalism; National legislative and political framework: Law on the Right to Access to Information, money trail, globalization and investigative journalism; Methods in investigative journalism: how to recognize investigative journalism; Research process: preliminary research, selection of topic and hypothesis, how to present the hypothesis to the editor or editorial board and justify the financial costs of the research project; List of sources of information: 'whistleblowers' and 'axe sharpeners', possibilities of manipulation and verification of material sources; First contact with the source, protection of the identity of the source of information and the order of contacting the source; Database organization and data linking; Central research: interviewing skills, investigative and journalistic interviews, how to animate the interviewee, secret research; Levels of confidentiality of the interviewee's identity: <i>Not for attribution, background talk, deep background, off the record, on the record</i> ; End of the research process: key interview, data evaluation; Defining the narrative structure - chronological and/or narrative and writing the research topic; Assessing ethical and legal constraints, publishing, promoting and following the topic; In practical exercises, students will practice creating a research plan, and at the end they will have to write their own research topic. Guest lecturers, winners of the HND awards for investigative journalism, will present their own research stories to the students.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, proposal of a research plan concept and development of a research topic, taking a preliminary exam and/or written exam									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Activities	1	Exercises	1.5	Activities	1
7. Required literature	1. Bešker, Inoslav; Obad, Orlanda et al.: Investigative journalism, Press Dana, HND Media Agency, Zagreb, 2004.), pp. 8-212 2. Lee Hunter, Mark; Hanson, Nils et al.: Story -Based Inquiry: A manual for Investigative Journalists, UNESCO, 2011., open access http://unesdoc.unesco.org/images/0019/001930/193078e.pdf open accessjournalism, 3. De Burgh, Hugo et al.: Investigative journalism, context and practice,, Routledge, Taylor@Francis Group, London and New York, 2000., pp. 3-23, 26-47, 89-104, 108-122									
8. Additional literature	1. Hedl, Dragutin: Glavaš - chronicle of one destruction, Novi Libar, Zagreb, 2013									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									

10. Exam access requirements	The requirements for taking the written exam are regular attendance at classes of at least 70% and submission of a research plan concept proposal and a written research topic. Only students who have an attendance rate of more than 50% by the 7th week of classes and who have submitted a research plan concept have the right to take the 1st preliminary exam. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students can only take the 2nd preliminary exam if they have submitted a written research topic and if they have an attendance rate of more than 70%. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="308 618 651 824"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>30%</td></tr> <tr> <td>2nd midterm exam</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>Exercises</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	30%	2nd midterm exam	30%	Activities	20%	Exercises	20%
Criteria	Weight share										
1st midterm exam	30%										
2nd midterm exam	30%										
Activities	20%										
Exercises	20%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after the 7th week of classes, and covers the first half of the material. The second part covers the second half, and is written after the end of classes. These two partial written exams make up the winter pre-term. In the following exam term, i.e. in the winter term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Exam scale: 24 - 27 satisfactory 28 - 31 good 32 - 35 very good 36 - 40 excellent The research plan concept proposal and the development of the research topic are evaluated with grades from insufficient (1) to excellent (5). The student can take an oral exam if he/she wishes to apply for a higher grade.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Journalism			Year	3	Semester	5	
Course Name	Media management and media entrepreneurship			Code	10652	ECTS	4	
Lecturers	Asst. Prof. Ivona Čulo							
Teaching Method and Hours	Lectures	16	Seminars and workshops	10	Excercises	6	Midterms	4
	Consultations	4	Total	40				
Course Description								
1. Course objectives	The media management course aims to acquire and spread knowledge about the management and management of media organizations in all branches of the media industry. Creative media industries contribute more and more to the development of the economy based on knowledge and, with their contribution to GDP, play a special role in the development of the national social community. During the course, students are trained and informed about the basic concepts, theories and functions of media management in all sectors of the media industry. By conducting seminars as part of practical classes, students are trained, through examples and tasks, to independently manage individual functions. management. Students will learn about the internal structure of media companies and sectors and current dynamic processes in media management.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify and explain basic concepts in the field of media management related to the principles of media industry management 2. Demonstrate knowledge of basic skills in managing, planning and controlling the media work process of media organizations and companies 3. Critically analyze the markets for media products and media content from the employer's perspective 4. Identify the knowledge necessary for the interconnection of media and other creative industries and explain the social, political and economic context in which media management operates.							
3. Content	Media management in media industries is faced with numerous challenges that are not typical of social practice in traditional industries. Media management incorporates all key principles and functions of management as a discipline. The content of the course is divided into two parts. The first one is related to the basic principles of management as a scientific discipline and the second one, which deals with the differences and specificities of media business and media management in all sectors of the media industry. Students will also be familiar with media management in profit and non-profit media, as well as in so-called media. of the third sector.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, taking a preliminary exam and/or written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Seminar	1	Project	1
7. Required literature	1. Presentations and lecture notes 2. Turrow, Josef (2009) Media Today: An Introduction to Mass Communication, Parts 1 and 2, Taylor and Francis Group, Routledge							
8. Additional literature	1. M. Buble: Fundamentals of Management, Sinergija, Zagreb, 2012. 2. M. Glaser: Medienmanagement, Ferlage Franz Vahlen, Munich, 2010. 3. Nikodijević, D. (2012), Menadžment masovnih medija, Belgrade: Čigoja 4. Albarran, A. ed. (2006), Handbook of Media Management and Economics, Routledge 5. P. Sikavica, F. Bahtijarević-Šiber and N. Pološki Vokić (2008), Fundamentals of Management, Zagreb: Školska knjiga 6. Nada Zgrabljic Rotar (2020): Digital Age: Mass Media and Digital Culture, Jesenski and Turk							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70%, a written seminar paper, and a submitted and presented team or individual project.							

	Only students who have an attendance rate of more than 50% by the 7th week of classes are entitled to take the 1st preliminary exam. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To take the 2nd midterm exam or exam, you must have an attendance rate of more than 70%. To pass each midterm exam or exam, you must collect more than 60% of points. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has an attendance rate of more than 40% and less than 70% at the end of the semester is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>30%</td></tr> <tr> <td>2nd midterm exam</td><td>30%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> <tr> <td>Project</td><td>20%</td></tr> </tbody> </table>	Criterion	Weight share	1st midterm exam	30%	2nd midterm exam	30%	Seminar	20%	Project	20%
Criterion	Weight share										
1st midterm exam	30%										
2nd midterm exam	30%										
Seminar	20%										
Project	20%										
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 30 points, the preliminary exam from 0 to 15 points. Exam scale: 18-20 sufficient; 21-23 good; 24-27 very good; 28-30 excellent Interim exam scale: 8-9 sufficient 10-11 good 12-13 very good 14-15 excellent During the semester, the student works on 1 individual seminar assignment that is evaluated with a grade from insufficient (1) to excellent (5) and an individual or team project that is evaluated with a grade from insufficient (1) to excellent (5). Team projects are evaluated according to pre-set parameters and all team members receive the same grade for this criterion. The student can take the oral exam if he wants to be eligible for a higher grade. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If, in such a case, the student shows a significant lack of knowledge compared to what was written, or does not respond, the score is 0 points.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Journalism		Year	3	Semester	5		
Course Name	Basics of economic literacy		Code	10653	ECTS	4		
Lecturers	Asst. Prof. Dijana Pletikosa, Lect. Anita Zelić							
Teaching Method and Hours	Lectures	16	Excercises	16	Midterms	4	Consultations	4
	Total	40						
Course Description								
1. Course objectives	The aim of the course is to introduce students to basic economic and financial knowledge, especially adapted to the specific requirements of journalists who cover economic and financial topics in their work, and who do not have a previous formal economic education. The purpose is also to help students understand numbers and how to use complex numerical data, analyses, trends and graphs to compose simple and convincing text that the reader will understand. The structure and topics of the lectures are designed to cover those areas of economics and finance that are frequently covered in the media space, and on whose essential understanding the quality of communication in the media often depends. The aim is to acquire basic skills that enable understanding of macroeconomic concepts, markets and the proper use of data from basic financial reports and their transformation into useful information for the needs of better understanding, regardless of the journalistic form in which the written text will be presented.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain and conceptually differentiate the concepts of economic and financial literacy; 2. Define key theoretical economic concepts and highlight their importance in the context of general economic literacy; 3. Develop an understanding of broader economic issues and analyze the relationship between basic economic concepts; 4. Interpret complex numbers and what they mean as a key part of writing about the economy; 5. Interpret statistical data obtained from government bodies such as the Central Bureau of Statistics; 6. Identify sources of information about private and public companies; 7. Comment on the basic financial results of a company's operations; 8. Evaluate corporate press releases and which of the information offered should be taken;							
3. Content	Economic literacy. Financial literacy. Basic elements of supply and demand. Market mechanism and the economic role of the state. Economic growth and economic cycles. GDP. Types of unemployment. Unemployment rates. Price stability. Inflation. Central bank and monetary policy. Fiscal policy and budget. Fiscal policy tools. International trade and exchange rates. Forms of enterprise organization. Market structures - Monopoly, Perfect competition. Securities. Stocks. Bonds. Basic economic concepts of enterprises: assets, liabilities, income, expenses, cash flow. Risk and return. Basic financial statements: Balance sheet, Income statement, Cash flow statement. Financial indicators: liquidity, debt, profitability and efficiency.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Regular attendance at classes and exercises. Mastery of assigned literature.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1		
7. Required literature	• Samuelson, A. P., Nordhaus, D. W., (2011), Economics, 19th edition, Zagreb: MATE – selected chapters • class materials (lectures and exercises)							
8. Additional literature	1. Lusardi, Annamaria and Olivia S. Mitchell, 2014, “The Economic Importance of Financial Literacy: Theory and Evidence”, Journal of Economic Literature, 52(1), p. 5-44. 2. Gavranović, A. (2011) Business journalism between ethics and profit. Zagreb: Dnevnik d.o.o. Zagreb 3. OECD (2011). Measuring Financial Literacy: Questionnaire and Guidance Notes for Conducting an Internationally Comparable Survey of Financial Literacy. Available at: https://www.oecd.org/finance/financial-education/49319977.pdf 4. Vitt, Lois A., Anderson, C., Kent, J., Lyter, D.M., Siegenthaler, J.K., & Ward, J. (2000). Personal Finance and the Rush to Competence: Financial Literacy Education in the U.S. Institute for Socio-Financial Studies. Available at: https://www.isfs.org/documents-pdfs/rep-finliteracy.pdf							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation Student survey.							
10. Exam access requirements	The exam consists of a written part. The condition for taking the final exam is to have achieved the minimum attendance in classes determined at the level of the Journalism study program. The dates of the final exam are published on the student portal.							
11. Exam implementation	The written exam is a combination of tasks and theoretical questions. Passed exam status is recognized after passing the written exam, graded project assignment, and graded class activity. In the process of concluding the final grade, grades							

and assessment criteria	are taken from the written, oral exam, and class activities with the following shares in the final grade:										
	<table> <tr> <th>Criteria</th><th>Weighted share</th></tr> <tr> <td>1. colloquium</td><td>30%</td></tr> <tr> <td>2. colloquium</td><td>30%</td></tr> <tr> <td>Project</td><td>20%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criteria	Weighted share	1. colloquium	30%	2. colloquium	30%	Project	20%	Activities	20%
Criteria	Weighted share										
1. colloquium	30%										
2. colloquium	30%										
Project	20%										
Activities	20%										
12. Assessment criteria - explanation	WRITTEN EXAM: To pass each of the midterms or exams, it is necessary to achieve more than 60% of the points. The grades on the midterm or written exam reflect the points achieved as follows: Midterm scale: 30 - 34 sufficient; 35 - 39 good; 40 - 44 very good; 45 - 50 excellent Exam scale: 50 - 69 sufficient; 70 - 79 good; 80 - 89 very good; 90 - 100 excellent ACTIVITY IN CLASS - includes: regular class attendance (%), student preparation for class, timely completion of agreed assignments, contribution to the success of class through active and constructive participation in exercises and problem discussions.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University			
Program	Journalism		Year	3	Semester	5		
Course Name	Contemporary international relations		Code	10654	ECTS	4		
Lecturers	Assoc. Prof. Hrvoje Klasić							
Teaching Method and Hours	Lectures	16	Seminars and workshops	16	Midterms	4	Consultations	4
	Total	40						
Course Description								
1. Course objectives	To introduce students to the field of contemporary international relations and interactions that shape conflict and peace processes in the world. To enable understanding of the world in which they live, and the interests of the main international actors. To point out the interactivity of various processes in the globalized world, and the place of Croatia in them. To point out the role of the media as a means of monitoring, but also influencing, certain events and phenomena.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basic international political processes in the contemporary world 2. Identify the main factors in international political relations and their interests 3. Identify the role of Croatia in contemporary international political relations, explain Croatian national interests, and introduce students to the instruments for their realization in global and regional relations 4. Critically analyze key economic and political events and processes in the 20th century							
3. Content	Building on the knowledge acquired through similar courses in previous semesters, this semester will pay special attention to contemporary political and economic relations by studying the following topics: the most important processes, events of the 20th century, the collapse of communist systems, geoeconomic and geopolitical characteristics of the modern world, the rule of a single superpower or a multipolar world, areas of conflict between major socio-political formations, the legacy of the Cold War, the awakening of China and India, the so-called war on terror, political and economic integration based on the experience of the European Union, political relations in Europe, the future of Southeast Europe, the role of the Republic of Croatia in international processes and the realization of Croatian national interests.							
4. Admission requirements	No special conditions							
5. Student obligations	Attendance of lectures and exercises, taking a preliminary exam and possibly a written and oral exam in case of failure to pass the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5	Portfolio	0.5
7. Required literature	1. Mazower, M. (2004), The Dark Continent: The European 20th Century, Zagreb, Prometej							
8. Additional literature	1. Calvocoressi, P. (2003) World Politics after 1945, Zagreb: Globus Publishing House 2. Painter, D. (2002) The Cold War. History of International Relations, Zagreb: Srednja Europa							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the written exam and being awarded the 2nd signature are regular attendance of at least 70%, a submitted and presented seminar paper							
	Only students who have an attendance of more than 50% and a graded portfolio by the 7th week of classes are entitled to take the 1st preliminary exam. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To take the 2nd preliminary exam or exam, it is necessary to have an attendance of more than 70%, a submitted and presented seminar paper, and a graded portfolio. To pass each of the preliminary exams or exams, it is necessary to collect more than 60% of points.							
	A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor.							
	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						

	1st midterm exam	35%
	2nd midterm exam	35%
	Seminar	15%
	Portfolio	15%

12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the course are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Scale exam: 24 - 27 sufficient 28 - 31 good 32 - 35 very good 36 - 40 excellent If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. During the semester, the student prepares one essay and one team seminar, which are graded from insufficient (1) to excellent (5). The student can take an oral exam if he/she wishes to apply for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University											
Program	Journalism			Year	3	Semester	5									
Course Name	Thematic reporting			Code	10655	ECTS	4									
Lecturers	Asst. Prof. Marija Slijepčević															
Teaching Method and Hours	Lectures	16	Exercises	16	Midterms	4	Consultations	4								
	Total	40														
Course Description																
1. Course objectives	The aim of the course is to teach students regional reporting. Students will be shown how journalists in newsrooms specialize in reporting on certain areas (sectors), such as economy, politics, science, crime, judiciary, medicine and the like. Journalists become experts in their field and can provide verified reporting on even the most complex social events. In practical exercises, students practice writing news from different thematic areas.															
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Recognize differences in reporting from individual areas 2. Identify specific reporting features for individual areas 3. Critically evaluate specialization in journalism in Croatian media 4. Demonstrate competence in reporting from various thematic areas 5. Demonstrate independent assessment of events in individual thematic areas.															
3. Content	The lectures will cover the following topics: Why certain thematic areas are covered. How the editorial board assigns journalists to a particular area. Introduction to the specifics of certain areas such as: economy, healthcare, politics, election reporting, science, medicine and health, reporting on minorities and diversity, and war reporting. Guest lecturers, regionally specialized journalists, will introduce students to the specifics of sectoral journalism.															
4. Admission requirements	In accordance with the study requirements															
5. Student obligations	Regular attendance at classes, writing practical exercises, and studying assigned literature															
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1										
7. Required literature	1. Turner, B., Orange, R. (eds). (2013). Journalism specialist. New York: Routledge															
8. Additional literature	1. Malović, Ricchiardi, ed. (1996). Introduction to journalism. Chapter 'Regional reporting' (82-90) 2. Russ-Mohl, Zagorac Keršer (2005). Journalism. Chapter 'Columns and fields of work' (174-224)															
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.															
10. Exam access requirements	A student is required to participate in at least 70% of the total number of teaching hours provided for in the study program. A student who has not fulfilled the obligation from the previous paragraph, but has participated in 40% or more of the classes, is required to make up for the lack of teaching hours in the manner provided for in the teaching plan. Additional work is assigned by the subject lecturer via Eduneta. The student should take into account the deadline for applying for the exam, i.e. submit the entrance work in a timely manner, and no later than 5 days before the deadline for applying for the exam. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. Only students who have an attendance rate of more than 50 by the 7th week of classes have the right to take the 1st preliminary exam. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who have not taken the preliminary exam or have not passed it take the exam. To pass each of the preliminary exams or exams, you need to score more than 60% of points.															
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1st midterm exam</td><td>35%</td></tr><tr><td>2nd midterm exam</td><td>35%</td></tr><tr><td>Seminar</td><td>30%</td></tr></table>								Criteria	Weight share	1st midterm exam	35%	2nd midterm exam	35%	Seminar	30%
Criteria	Weight share															
1st midterm exam	35%															
2nd midterm exam	35%															
Seminar	30%															
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of journalism are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20. Scale preliminary exam: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent Scale exam: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent															

	During the semester, the student writes a seminar paper that is graded on a scale of 1-5. The sum of the points for all parameters and the average of all grades obtained make up the final grade. The student can take an oral exam if he wants to apply for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Journalism			Year	3	Semester	5			
Course Name	TV journalist-host			Code	10656	ECTS	5			
Lecturers	Sr. Lect. Davor Stanković									
Teaching Method and Hours	Lectures	14	Excercises	16	Midterms	4	Fieldwork	2		
	Consultations	4	Total	40						
Course Description										
1. Course objectives	The course should introduce students to the basics of television hosting; enable them to acquire skills and knowledge about how to communicate with the audience via the television screen, as well as convey the experience of television hosts, journalists, and media experts. Through interactive exercises, the goal is to teach students to use their voice, gestures, and facial expressions, and to speak fluently according to the rules set by this mass medium. The course introduces the basics of professional standards for television presenting and editing programs, and explains the tasks of a journalist-host on television. The lectures are modernly designed, multimedia, interactive, with many concrete examples, and students will gain practical knowledge about selected topics during the exercises and will learn about essential issues related to the medium of television in accordance with new technological possibilities.									
2. Expected learning outcomes	After successfully completing the course, the student will be able to: • Demonstrate public communication and on-camera performance skills • Demonstrate how to navigate a television studio in different situations • Show, through concrete examples, an understanding of verbal and non-verbal communication • Describe and explain the characteristics of the television medium and its laws as a whole • Demonstrate, in a self-designed show, the skills of leading, journalism and editing • Adapt their performance to different television genres and shows.									
3. Content	The lectures will cover the following areas: introduction to leadership; verbal and nonverbal communication – basic concepts (frame, plan changes, television time), characteristics of verbal and nonverbal communication, American and European types of presenters, television (presenter) forms – news, newscasts, political magazines, mosaic shows, entertainment shows, sports shows, presentation of examples from Croatia and the world, basics of television studio organization and direction – concepts, method of organization and functioning, communication between studio and direction, language and speech on television – use of standard Croatian language, fluency, pronunciation, gestures, mimicry, exercises for improving speech and voice, working with a phonetician, stage fright and crisis situations – how to overcome stage fright, fear of the camera, behavior in technical and content-related crisis situations, television etiquette – behavior in front of the camera, appearance, style, posture, body position, charm, communicativeness, presentation of good and bad examples, guest appearance of a television stylist, television performance exercises – practice in front of the camera in a television studio, designing and editing a show, writing announcements, talking to guests, one-on-one interviews, hosting debate shows, live reporting, hosting entertainment shows.									
4. Admission requirements	In accordance with the study requirements									
5. Student obligations	Regular attendance at classes, writing exams, performing practical exercises, and studying assigned literature									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Continuous assessment	1				
7. Required literature	1. Letica, Zvonko: <i>Television journalism</i> , Disput, Zagreb, 2003. pp. 321-338. 2. Perišin, Tena: <i>Television news</i> , Media Research, Zagreb, 2010. pp. 93-119.									
8. Additional literature	1. Stephenson , Alan; Reese, David; Beadle, Mary: <i>Broadcast Announcing Worktext: A Media Performance Guide</i> , Focal Press, 2009 or 2013 2. Utterback, Ann S: <i>Broadcast Voice Handbook:How to Polish You On-Air Delivery</i> , Bonus Books, 2001									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The requirements for taking the exam are regular attendance of at least 70%, based on which the second signature is awarded. Only students who have an attendance rate of more than 50% by the 7th week of classes have the right to take the 1st preliminary exam. To pass the 1st preliminary exam, a minimum of 8 points is required. Students who have passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation	<table><tr><td>Criteria</td><td>Weight share</td></tr></table>								Criteria	Weight share
Criteria	Weight share									

and assessment criteria	1. colloquium	50%
	2. colloquium	50%
12. Assessment criteria - explanation	Interview 1 consists of editing and presenting a 5-minute News show based on the offered events of the day. The interview is graded from 0 to 15 points. Interview scale: 0-7 insufficient; 8-9 sufficient; 10-11 good; 12-13 very good; 14-15 excellent. Interview 2 is a live studio interview on a topic of your choice with a free choice of guest, lasting up to 10 minutes. The interview is graded from 0 to 15 points. Interview scale: 0-7 insufficient; 8-9 sufficient; 10-11 good; 12-13 very good; 14-15 excellent. The assessment criteria, each of which can amount to a maximum of 10 percent (10 points) within the colloquium, are: 1. understanding of the topic, 2. understanding of the TV format, 3. ability to select important events, or questions, 4. verbal and non-verbal communication, 5. overall impression If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, a result of 0 points is recorded.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Journalism			Year	3	Semester	5	
Course Name	Editing in practice			Code	10657	ECTS	4	
Lecturers	Lect. Tomislav Klauški							
Teaching Method and Hours	Lectures	18	Excercises	18	Midterms	4	Total	40
Course Description								
1. Course objectives	By combining theory and practice, students are provided with the basic knowledge and skills necessary for editorial work in newspapers, the web, television and radio in the pre-digital and digital era. Students will become familiar with the way the newsroom functions and with the tasks performed by the editor-in-chief, the editor-in-chief and the editors of certain areas (sections). They will be shown the importance of editorial processes, which include: editorial board, story ordering, editorial 'stock exchange', announcement of exclusives and story placement. Students will learn about the differences in the organization of work in former classic newsrooms and today in the conditions of media convergence (newsroom), the legalities of news selection and the basic rules of editing.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Describe the way the newsroom functions: organizational processes and the decision-making pyramid 2. Interpret the characteristics, rights and obligations of the editor-in-chief, members of the editorial board, sections/shows 3. Recognize what knowledge and skills are needed for editing 4. Explain the importance of ethics and self-regulation as an editorial responsibility 5. Analyze the differences in the editing and way of consuming media content of national and local portals 6. Assess whether an event deserves media coverage 7. Outline the rules and processes for ordering a story 8. Demonstrate the basic skills needed to edit news/columns in newspapers, internet portals, television and radio 9. Edit the column and front page of the newspaper, design and edit the web portal, edit the TV news show and edit the radio news show							
3. Content	The course is conducted through interactive lectures that will theoretically introduce students to the basics of editing, and practical exercises that they will do for each media outlet individually: newspapers, internet portals, radio and television. We will introduce students to the organizational structure of the editorial office in each media outlet and the decision-making pyramid, introduce them to the rights and obligations of the editor-in-chief, members of the editorial board and column editors, and the skills that each of them must have in order to successfully edit and manage editorial processes and content. The following lectures will introduce students to editorial processes: the editorial board course, the column course, the editorial 'stock exchange' and ordering a story. One part of the lecture will be dedicated to media convergence and the placement of content on different media platforms within the same media outlet. Through the lecture, they will be introduced to the basic, theoretical rules of news selection: the meaning of the event, the impact on the audience, the content and topicality. Through practical exercises in newspaper and web editorial offices, as well as in radio and TV studios, they will become familiar with the specifics of editorial processes and editing in newspapers, web portals, radio and television. In VERN's radio and TV studio, they will master the skills of presenting television and radio news.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures, preparation and presentation of exercises, active participation in classes, taking a preliminary exam or written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Exercises	2		
7. Required literature	1. Tkalec, Gordana, Krušelj Željko: Editorial - the concept of editing in the pre-digital and digital era, University of North 2019. 2. Malović, Stjepan: Newspaper, University Bookstore, Zagreb, 2003. Chapters: What is done in an editorial office, Organization of a daily newspaper 3. Mihovilovic, Maroje: Professional journalist, Profile 2007., Zagreb, pp. 118-162 4. Brautović Mato: Online journalism, Školska knjiga , Zagreb, 2011.,							
8. Additional literature	1. Vilović, Gordana: History of News, ICEJ, University Bookstore, pp. 139-163, chapter Convergent Journalism							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	The requirements for taking the written exam and being awarded the 2nd signature are regular attendance of at least 70% and completion of all 4 exercises. Only students who have an attendance of more than 50% by the 7th week of classes are eligible to take the first preliminary exam. To pass, it is necessary to collect more than 60% of points. Also, a condition for taking the exam is that all necessary exercises (4 exercises per semester) have been completed before the first exam period.							

	A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who has an attendance of more than 40% and less than 70% at the end of the semester is required to make up for the lack of teaching hours in accordance with the regulations, and in agreement with the course instructor.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>1st midterm exam</td><td>20 %</td></tr> <tr> <td>2nd midterm exam</td><td>20 %</td></tr> <tr> <td>Exercises</td><td>60 %</td></tr> </table>	Criteria	Weight share	1st midterm exam	20 %	2nd midterm exam	20 %	Exercises	60 %
Criteria	Weight share								
1st midterm exam	20 %								
2nd midterm exam	20 %								
Exercises	60 %								
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the course are assessed. The preliminary exam is graded from 0 to 20 points. Preliminary exam scale: 11 - 12 sufficient; 13 - 15 good; 16 - 17 very good; 18 - 20 excellent The exam is graded from 0 to 40 points. Exam scale: 21 - 24 sufficient; 25 - 32 good; 33 - 36 very good; 37 - 40 excellent Students must complete and submit the exercises for the press, web portal, television and radio before the first exam period. There is no possibility of making up the assigned tasks from the Exercises part of the course. The exercises are collectively evaluated with a grade from insufficient (1) to excellent (5), which carries 60% of the total course grade. The exercises are individually evaluated with points ranging from 0 to 15 points, and a student can receive a maximum of 60 points from practical exercises. The scale for forming the final grade from the exercises is: 31 - 36 sufficient; 37 - 48 good; 49 - 54 very good; 55 - 60 excellent. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he wants to apply for a higher grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Journalism			Year	3	Semester	6			
Course Name	Transmedia storytelling in journalism			Code	10658	ECTS	4			
Lecturers	Lect. Robert Tomić Zuber									
Teaching Method and Hours	Lectures	22	Exercises	10	Midterms	4	Consultations	4		
	Total	40								
Course Description										
1. Course objectives	To take the students through the history of the development of transmedia forms of journalism and the specifics of its storytelling, its significance for societies, which are thematic. Getting to know the current trends and circumstances that make up Croatian and global transmedia storytelling in journalism. To acquaint them with the basic terms of interactive multimedia and therefore multi-platform journalism and the history of its emergence and its growing social influence. To warn them about the differences in narrative structures in a particular version of journalism, depending on the platforms on which we publish them. Instruct them on the advantages and consequences of the liberalization of the creation of journalistic works with the advent of multimedia platforms, from liberalization in the technological sense, a context that no longer depends only on educated journalists, to the reach of the audience and its interactive direct influence on the content of journalistic work. To acquaint students with all possible platforms, but also with new technical means of creating interactive journalistic work, as well as the meaning of the difference in the platforms on which they are placed and the means by which they are created. To enable and train the student to independently create interactive journalistic work, in all its project phases. To provide the student with the necessary basic knowledge of the distribution of interactive journalistic transmedia work, adapted to the individual platforms on which it is placed.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Recognize and differentiate the historical stages of storytelling in journalism. 2. Recognize and explain the diversity of multimedia platforms, on which they would like to market journalistic content. 3. Identify and single out a topic worth promoting to the audience, determine in accordance with the platform they use the best narrative structure of their project, knowing the difference between linear and non-linear interactive journalistic work. 4. Adapt the author's and production's and accordingly design the most effective and budget-achievable journalistic topic (from the idea, through the realization of the topic itself, to the multimedia nature and individual peculiarities, depending on the platforms on which it will be adapted in its various forms). 5. Precisely predict and then manage the transmedia distribution of your interactive journalistic work.									
3. Content	Transmedia storytelling in journalism - history and stages of development, its genres and subgenres, the social context of its goals. Linear and non-linear journalistic stories - differences and similarities, foundations for creating journalistic work understandable to the audience. Multimedia platform - its definition and the diversity of platforms, and thus the tools it uses to reach its audience. Dramaturgy of interactive journalistic work - understanding its difference, based on the type of platform on which the project will be placed. Production of a transmedia-told journalistic story - its different phases and peculiarities. Recording processes with new technology, and editing of recorded material adapted to them. Marketing of the finalized interactive transmedia journalistic work - proposal of topics, choosing a topic, researching it, recording and editing, and uploading the journalistic topic. Monitoring reactions to recorded journalistic topics - follow up.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance at lectures and exercises and active participation. Project: production development of a transmedia project.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2				
7. Required literature	1. Porting transmedia storytelling to journalism, Kevin T. Moloney 2. Transmedia strategies in journalism, Renira Rampazzo Gambarato									
8. Additional literature	1. Challenges and opportunities of transmedia journalism, Geane C. Alzamora 2. Transmedia Journalism as a Post-Digital Narrative, Kevin Moloney									
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.									
10. Exam access requirements	Class attendance, completed project.									
11. Exam implementation	<table><tr><td>Criteria</td><td>Percentage share</td></tr></table>								Criteria	Percentage share
Criteria	Percentage share									

and assessment criteria	1. colloquium	25%
	2. colloquium	25%
	Project	30 %
	Activities	20%

12. Assessment criteria - explanation

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13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Journalism	Year	3	Semester	6							
Course Name	Media literacy and fact-checking	Code	10728	ECTS	4							
Lecturers	Asst. Prof. Marija Slijepčević											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The aim of the Media Literacy and Fact-Checking course is to enable students to gain an insight into the practice of fact-checkers and the settings of media literacy as a propulsive area in the study of the information environment. Through the acquisition of basic theoretical knowledge, as well as practical exercises, the practical skills of checking sources and information in the media environment are mastered. Students are required to think critically about the media environment and sources of information.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basic concepts and purpose of media literacy. 2. Interpret the development and significance of fact-checkers in the global and local environment. 3. Describe the fact-checker work process 4. Analyze issues related to the operation of fact-checkers 5. Demonstrate tools and techniques used in the areas of media literacy and fact-checking.											
3. Content	Disinformation and information disorders. Media literacy. Fact-checkers: reasons for creation, distribution, types, work methodology, professionalization, associations, issues of reach and trust. Application and examples. News and information analysis exercises.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, regular reading of assigned literature, preparation and presentation of seminar papers, taking preliminary exams and possibly a written exam in case of unsuccessful passing of the preliminary exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1						
7. Required literature	• Grbeša Zanzerović, M., Nenadić, I. (2022). Strengthening society's resistance to misinformation: Analysis of the situation and guidelines for action. Zagreb: Agency for Electronic Media.											
8. Additional literature	• Wardle, C., Derakhshan, H. (2017). Information Disorder: Toward an interdisciplinary framework for research and policy making. Council of Europe. • Paul, P. V. (2017). Fake news, alternative facts, post-truths, misinformation, misinterpretation – and other challenges associated with knowledge generation. American Annals of the Deaf, 162(1): 3-7. • Nyhan, B., Reifler, J. (2012). Misinformation and Fact-checking: Research Findings from Social Science. New America Foundation Media Policy Initiative Research Paper. • Lim, C. (2018). Checking how fact-checkers check. Research and Politics, 7(9), 1-7. • Graves, L., Cherubini, F. (2016). The rise of fact-checking sites in Europe. Reuters Institute for the Study of Journalism. • Graves, L., Nyhan, B., Reifler, J. (2015). The Diffusion of Fact-Checking; Understanding the growth of a journalistic innovation. The American Press Institute.											
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.											
10. Exam access requirements	Class attendance: According to the University's regulations, class attendance is mandatory. Regular class attendance significantly facilitates mastering the Public Relations course program. A student whose regular attendance is less than 40% cannot take the exam in that academic year and is instructed to retake it in the next academic year. The condition for taking the written exam is a regular attendance of at least 70%. The exception is taking the 1st preliminary exam, which is written halfway through the semester, and which can be taken with at least 50% regularity. For the purpose of taking the written exam, a student can make up for absences (if their regularity is at least 40%) by preparing and submitting an entrance paper assigned to them by the subject teacher. The entrance paper is submitted and explained during the regular consultation period of the subject teacher. The student must take into account the deadline for applying for the exam and submit the paper on time so as not to miss the exam deadline.											
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Percentage</td></tr><tr><td>Written exam</td><td>60 %</td></tr><tr><td>Project</td><td>40 %</td></tr></table>						Criteria	Percentage	Written exam	60 %	Project	40 %
Criteria	Percentage											
Written exam	60 %											
Project	40 %											

12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. The exam is graded from 0 to 20 points. Exam scale: 12 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent. During the semester, the student creates a project assignment, which is evaluated with a grade from insufficient (1) to excellent (5), and which carries 40% of the total grade for the course. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he wants to apply for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Journalism		Year	3	Semester	6
Course Name	Political journalism		Code	10862	ECTS	4
Lecturers	Lect. Tomislav Klauški					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To introduce students to the theory and practice of political journalism, its forms and specificities, to enable students to independently understand and distinguish contemporary journalistic practices, and to enable them to adopt new terminology related to the subject.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. distinguish and explain basic theoretical and technical concepts in the field of political journalism; 2. describe the basic values of journalism, the development of journalism and forms of political journalism - its functionality, advantages and disadvantages; 3. describe and compare the processes of producing journalistic content; 4. explain the forms, methods and concepts related to the political journalism sector; 5. independently create individual journalistic content in the field of political journalism; 6. use the basic principles of ethical behavior in political journalism.					
3. Content	Defining political journalism, the role of journalists, the objectivity and bias of journalists, the political orientation of journalists, editorial policy and political orientation of the media, sectoral monitoring of the work of political parties, monitoring of the Croatian Parliament, the Croatian Government and the Office of the President of Croatia, sectoral coverage of local politics, monitoring of elections and election campaigns, political interviews, political commentaries, audience bias.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, regular reading of assigned literature, preparation and presentation of seminar papers, taking preliminary exams and possibly a written exam in case of unsuccessful passing of the preliminary exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Seminar	2
7. Required literature	1. Presentations from classes 2. Malović, Stjepan, Fundamentals of Journalism, Golden Marketing - Technical Book, Zagreb, 2005. 3. Malović, Stjepan, Introduction to Journalism, Biblioteka Press, Zagreb, 1996. 4. Mast, Claudia, The Alphabet of Journalism - Handbook, Konrad Adenauer Stiftung, Zagreb, 2018.					
8. Additional literature	1. Professional and scientific articles and book chapters, according to the topic and the choice of the lecturer.					
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.					
10. Exam access requirements	According to the University's normative acts, attendance is mandatory. A student whose regular attendance is less than 40% cannot take the exam in that academic year, and is instructed to retake the course in the next academic year. The condition for taking the written exam is regular attendance of at least 70%. For the purpose of taking the written exam, a student can make up for absences (if their regular attendance is at least 40%) by preparing and submitting an entrance paper assigned to them by the subject teacher. The entrance paper is submitted and explained during the regular consultation period of the subject teacher. The student must take into account the deadline for applying for the exam and submit the paper on time so as not to miss the exam deadline.					
11. Exam implementation and assessment criteria	% ☐					
12. Assessment criteria - explanation	The exam is considered passed and a grade is entered if all the criteria mentioned are evaluated positively. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information

Program	Journalism			Year	3	Semester	6	
Course Name	Sports journalism			Code	10863	ECTS	4	
Lecturers	Lect. Jura Ozmec							
Teaching Method and Hours	Lectures	14	Excercises	8	Fieldwork	8	Total	30

Course Description

1. Course objectives	The course should teach students that sport is not just entertainment, but a very serious part of life, and on this basis, prepare sports journalists theoretically and practically for work in sports editorial offices of various media, and with the acquired knowledge, enable them to work in them. The influence of the media on individual athletes and sports organizations through the work of a sports journalist must be positive, and for this to be the case, a sports journalist must learn to base any criticism on fact, aware that he has a privilege that many want, but do not have. The role of a sports journalist as a very responsible person in the process of creating a report on a sports event, athlete or sports environment (for example, during a public discussion on the Sports Act), and the process of creating news, reports, featurettes, reviews or comments, is the most important part of the course.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the social importance of sports journalism and sports, primarily in Croatia 2. Identify sports differences, respect every athlete, support so-called "small" sports, learn the basics of rules 3. Apply theoretical knowledge to current examples in sports journalism in different media 4. Create sports content in different media and of different sizes, directly at the event or as an analysis 5. Critically analyze a sports event, athlete, audience, actions of the authorities, the work of the Croatian Olympic Committee or the State Office 6. Present the breadth of a sports event from different aspects (from the results and evaluation of athletes, to the social image) 7. Distinguish between the negative aspects of doping, betting, and match-fixing and be able to present them					
3. Content	In the theoretical part, it is important to go through the basics of the history of sports journalism, along with mastering the basics of the history of sports, Olympism, the Olympic Movement, the IOC and the Croatian Olympic Committee. Topics covered include: negative aspects related to sports (doping, betting, match-fixing, violence), ethics in sports journalism, the basics of the structure of national sports associations and international sports federations, the organization and conduct of major sports competitions, the press center and work in it, the relationship with athletes and coaches, sports terminology, law and construction, the functioning of sports in Croatia, and the specifics of sports journalism in different media, attitudes towards sports. During the semester, students will have practical exercises, through which they will demonstrate the creation of sports news, reports and, subsequently, reports, reviews and comments, through direct contact with athletes at a sports event (e.g., a handball match, a table tennis match, an athletics meeting, etc.), and they will also learn specifically about the accreditation system and the work of press services or press centers. An important part is getting to know the work of sports newsrooms on television, radio and print media. Students will be encouraged to visit the sports event themselves and report on it.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations						
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Continuous assessment	1.5
7. Required literature	Vasilj, Miroslav. Sports journalism. Zagreb/Sarajevo/Mostar: Biblioteka komunikacija, Synopsis, 2014					
8. Additional literature	- Jajčević, Zdenko. 225 years of sports in Croatia. Osijek: Shooting Association of the Osijek-Baranja County, 2009. - Gizdić, Jurica. Croatian Olympians and Distinguished Athletes. Zagreb: HOO, 2016. - Lecture notes					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey					
10. Exam access requirements	A minimum of 70% attendance in classes, and 4 practical exercises submitted and graded. A student whose attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the Regulations, in agreement with the course instructor. Making up for practical exercises is not possible.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions:					
	Criteria	Weight share				

	Written exam	40%
	Exercises	60%

12. Assessment criteria - explanation

The exam is taken by writing an exam questionnaire, which consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points, the preliminary exam from 0 to 20 points, according to the given grading scale for the preliminary exam: 12-13 sufficient, 14-15 good, 16-17 very good, 18-20 excellent
Scale for the exam: 24-27 sufficient, 28-31 good, 32-35 very good, 36-40 excellent
A student writes 6 practical exercises per semester, which are ultimately collectively evaluated with grades from insufficient (1) to excellent (5), which carry 60% of the total course grade. The exercises are individually graded on a scale of 0-10, so that a student can receive a maximum of 60 points from the exercises. The scale for forming the final grade from the exercises is: 20-29 sufficient, 30-39 good, 40-49 very good, 50-60 excellent.
The student can take an oral exam if he/she wishes to apply for a higher grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Journalism				Year	3	Semester	6
Course Name	Television show				Code	10727	ECTS	4
Lecturers	Lect. Robert Tomić Zuber							
Teaching Method and Hours								
	Lectures	8	Exercises	12	Fieldwork	10	Total	30

Course Description

1. Course objectives	The course should introduce students to the basics of television programming, enable them to acquire skills and knowledge about how to create television formats, creative work on designing shows, creating their content, and introduce them to production needs and processes in creating a television show. Through interactive exercises, the goal is to teach students to distinguish between types of television shows, design the format of shows, as well as their content. The course introduces the basics of professional standards for television editing and explains the tasks of creative staff on television. The lectures are modernly designed, multimedia, interactive, with many concrete examples, and on selected topics, students will gain practical knowledge during exercises and will learn essential issues related to the medium of television in accordance with new technological possibilities. Fieldwork will directly introduce students to the production of television shows.										
2. Expected learning outcomes	After successfully completing the course, the student will be able to: 1. Distinguish between television formats and types of television shows 2. Recognize and interpret the characteristics of the television medium and its laws as a whole 3. Design television formats 4. Create the content of the show 5. Understand the editorial and production tasks involved in creating a television show 6. Demonstrate journalistic and editing skills in a show they have designed themselves 7. Adapt their work to different television genres and shows.										
3. Content	The following areas will be covered in the lectures: introduction to types of television shows: news, daily, political magazines, mosaic shows, entertainment shows, sports shows, presentation of examples from Croatia and the world; basics of designing, shaping and creating television shows: the creative process of designing the format of the show, the importance of teamwork, division of tasks; basics of organizing a television studio and directing: concepts, methods of organization and functioning, communication between the studio and directing; rules for editing television shows: creating scripts and show content, designing and researching topics, finding interlocutors; basics of producing television shows: what production conditions must be met in order for a show to be created, preparing a cost estimate, what is the role and tasks of producers, the importance of designing adequate scenography, graphics, costumes, lighting; creating a mosaic television show: in practical work, students will design their own mosaic show, create different television forms, edit and host the show.										
4. Admission requirements	In accordance with the study requirements										
5. Student obligations	Regular attendance at classes, completion of practical exercises and study of assigned literature										
6. Monitoring student progress and associated ECTS credits	Classes	1	Continuous assessment	1	Project	2					
7. Required literature	/										
8. Additional literature	/										
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.										
10. Exam access requirements	The requirements for taking the exam are regular attendance at classes and practical exercises of at least 70%, on the basis of which a second signature is awarded. The exam is taken through practical exercises. Only students who have an attendance of more than 50% by the 7th week of classes are entitled to take the practical exercise. To pass the exercise, a minimum of 8 points must be collected. Students who have not completed the practical exercises will be allowed to take the exam. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1. colloquium</td><td>50%</td></tr><tr><td>2. colloquium</td><td>50%</td></tr></table>					Criteria	Weight share	1. colloquium	50%	2. colloquium	50%
Criteria	Weight share										
1. colloquium	50%										
2. colloquium	50%										

12. Assessment criteria - explanation	The exercise consists of active participation in creating a mosaic show. The exercise is graded from 0 to 15 points. Exercise scale: 0-7 insufficient; 8-9 sufficient; 10-11 good; 12-13 very good; 14-15 excellent. The assessment criteria, each of which can be worth a maximum of 3 points within the exercise, are: 1. understanding of the topic, 2. understanding of the TV format, 3. ability to complete the practical part of the task, 4. willingness to work in a team and engage, 5. overall impression. If the teacher has reasonable doubts that the result of the exercise or written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what was done or written, or does not respond, a score of 0 points is recorded.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Journalism	Year	3	Semester	6
Course Name	Mandatory media internship	Code	10662	ECTS	8
Lecturers					
Teaching Method and Hours	Total				120

Course Description

1. Course objectives	The main goal of the Mandatory Media Practice is to test and apply certain acquired knowledge and skills, such as for example shaping news and more complex types of journalism, using adequate tools and technologies for the production and processing of visual, sound and other content, producing journalistic content for different media, designing and writing a journalistic text, creating journalistic audio-visual or multimedia interactive content intended for publication in print media, on radio, television or other digital media, to recognize and apply basic techniques of relations with the public, and develop and maintain relations with the media and other publics. The objectives of the internship are also focused on making initial personal contacts in the media industry, which can be of great importance for a future career, and on the concretization of the final thesis.
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.
3. Content	After completing the mandatory professional practice, the student is obliged to submit a Report on the completed professional practice. The report consists of the following elements: 1. cover 2. content 3. work diaries 4. mentor's report 5. possible recommendations 6. conclusion The report should contain all the mentioned elements in the indicated order. During the professional practice, the student keeps a weekly work diary. The diary is written by day and it describes all the tasks that the student performed that day during the practice. Diaries are signed by the mentor and the student in the place provided for signature. The mentor's report is attached to the report. The mentor evaluates the student's work and completes the mentor's report on the completed professional practice in which the student's work is briefly described.
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice.
5. Student obligations	Attending internships, performing assignments and work at internships, writing work logs and reports on internships, appropriate behavior in the organization
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held professional practice. Mentor's report.
10. Exam access requirements	Submitted Report on completed Mandatory Media Practice.
11. Exam implementation and assessment criteria	The deadline for submitting the report is seven days after the internship has been completed. There is no numerical grade, only a passing grade of 'COMPLETED'.
12. Assessment criteria - explanation	

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Public relations and media studies			Year	1		Semester	1		
Course Name	Academic writing			Code	5365		ECTS	4		
Lecturers	Sr. Lect. Zrinka Gregov, Asst. Prof. Maja Kolega									
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	22	Midterms	4		
	Consultations	4	Total	60						
Course Description										
1. Course objectives	The aim of the course is to impart basic skills in writing professional and scientific papers to students. In addition to the theoretical part, the aim is to train students through continuous practical exercises to write academic papers, with an emphasis on writing essays, seminar and final papers, forms that they will encounter during their undergraduate studies. Students will learn what elements professional and scientific papers include, how to approach the research process before writing the paper, how to create a research outline, what methods to use and how to interpret research findings. Special emphasis is placed on selecting and collecting literature, citing references and respecting copyright. The aim of the course is to introduce students to the academic writing style and its use in academic papers. Through practical tasks, attention will also be paid to the oral presentation of academic papers.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Prepare the structure and concept of a professional paper 2. Choose methods for writing a professional paper 3. Demonstrate collecting, processing and referencing literature 4. Identify and define the work hypothesis, objectives and research questions 5. Interpret the results of conducted research 6. Demonstrate knowledge and use of academic writing 7. Demonstrate oral presentation of a professional paper									
3. Content	Introductory lecture, science and classification, types of scientific and professional papers (emphasis on seminar and final theses). The process of creating a professional and scientific paper. Collection and processing of literature. Development of theoretical frameworks. Research part of the paper: research questions, goals and hypotheses. Methods and types of research. Results and processing of research results. Literature citation. Introduction/conclusion/summary. Language and style. Technical and structural elements of writing a paper. Ethics. Presentation.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Regular attendance at classes, writing practical exercises, participating in seminar classes, and studying assigned literature.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Seminar	0.5	Research	0.5	Project	0.5
7. Required literature	1. Tkalac Verčić, A., Sinčić Ćorić, D., Pološki Vokić, N. (2010). Handbook for Research Methodology. M.E.P. 2. Working instructions for seminar paper. VERN' University, 2024. https://eduneta.vern.hr/vern-nastava/DocDownloadFS.aspx?akc=10 3. Working instructions for the final paper. VERN' University, 2024. https://eduneta.vern.hr/vern-nastava/DocDownloadFS.aspx?akc=10									
8. Additional literature	1. American Psychological Association. (2020). Publication manual of the American Psychological Association: The official guide to APA style (7th ed.). http://bibliotecaunisa.com/wp-content/uploads/2020/05/APA%20Publication%20Manual%207th%20Edition%20by%20American%20Psychological%20Association.pdf 2. Hartley, J. (2008). Academic Writing and Publishing, Routledge. 3. Jensen, K. B. (2021). A Handbook of Media and Communication Research, Qualitative and Quantitative methodologies, Routledge. 4. Milas, G. (2009). Research Methods in Psychology and Other Social Research, SLAP Publishing House. 5. Oraić Tolić, D. (2011). Academic Writing. Ljevak Publishing House. 6. Zelenika, R., (2000). Methodology and Technology of Scientific and Professional Work (Fourth Edition). Faculty of Economics, University of Rijeka.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The requirements for taking the written exam are regular attendance of at least 70% and a timely and positively graded Research Draft and Seminar. To pass the exam, at least 60% of the total points are required.									

	Students who have regularly attended classes and fulfilled their obligations on time can take the 1st and 2nd preliminary exams and thus pass the exam ahead of schedule.												
11. Exam implementation and assessment criteria	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If, in such a case, the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. The exam is considered passed and a grade is entered if all the stated criteria are evaluated positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st midterm exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd midterm exam</td><td>30%</td></tr> <tr> <td>Research</td><td>20%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> <tr> <td>20%</td><td></td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st midterm exam	30%	Written exam - 2nd midterm exam	30%	Research	20%	Seminar	20%	20%	
Criteria	Weight share												
Written exam - 1st midterm exam	30%												
Written exam - 2nd midterm exam	30%												
Research	20%												
Seminar	20%												
20%													
12. Assessment criteria - explanation	The 1st and 2nd preliminary exams are written knowledge exams that are taken in the middle and at the end of the semester, and consist of questions that determine knowledge of the material. Knowledge of the material and understanding of the topics covered in lectures, exercises and seminars are assessed. The requirement for taking the 1st preliminary exam is to create a research draft in the form of a PowerPoint presentation that is presented to the group, receiving feedback from the group and suggestions from the teacher for possible refinement. The requirement for taking the 2nd preliminary exam and receiving a second signature is to conduct research according to the approved research draft and prepare a written seminar according to the Working Instructions for Writing Seminar Papers of VERN' University, which is submitted in writing and presented to the group by the end of the semester. The weighted sum of all grades received makes up the final grade.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information					VERN' University	
Program	Public relations and media studies		Year	1	Semester	1
Course Name	English language 1		Code	5336	ECTS	4
Lecturers	Sr. Lect. Irena Medvešek, Sr. Lect. Branka Šuput					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4
Course Description						
1. Course objectives	To introduce students to the basics of modern English in the field of public relations and media culture and the basic differences in relation to the standard language. To introduce students to the basics of all forms of written and spoken media language according to the topics represented in the relevant areas of public relations and the media. To enable students to use specific vocabulary and linguistic and grammatical structures of the English language. To instruct students in recognizing the differences between standard, colloquial and media language and its application. To introduce students to the basics of the use of written and spoken English and to consolidate the recognition of elements of the language of public relations and media language within different thematic areas. To develop in students the habit of following the press and other media in the English language. To develop in students the use of language skills (understanding the text, listening, writing and speaking) and fluency and accuracy at the B2 level of language knowledge.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Extract detailed ideas from spoken or written text 2. Express their opinion on a topic. 3. Recognize and use the basic characteristics of formal and informal registers. 4. Use professional vocabulary related to the field of public relations and the media. 5. Give a presentation about a selected organization. 6. Write a letter in English.					
3. Content	English as a professional language, reading the press and following the media, structural and stylistic features of different types of texts, professional vocabulary related to the field of public relations and the media, public relations functions, communication with different target groups, media relations, presentation rules, how to successfully deliver a presentation, writing letters, giving feedback, discussing current topics from the daily press and the media.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance at lectures and exercises, preparation for classes, active participation in classes, carrying teaching materials and other equipment, taking a preliminary exam or written exam, taking an oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	1
					Presentation	0.5
7. Required literature	1. Marie CcLisky (2011) English for Public Relations in Higher Education Studies, Garnet Education, Garnet Publishing Ltd., Redding, UK 2. Key Words in the Media: Collins Birmingham University International Language Database 3. Websites of daily and weekly newspapers in English					
8. Additional literature	1. Nick Ceramella and Elizabeth Lee (2008) Cambridge English for the Media, Cambridge university Press, Cambridge 2. Paul Sanderson (2001) Using Newspapers in the Classroom, Cambridge University Press, Cambridge 3. Nicholas Abercrombie & Brian Longhurst (2007) The Penguin Dictionary of Media Studies(2007) Penguin Reference Library, London					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	Requirements for admission to written exams and preliminary exams: • Part 1 of the written exam in the pre-term (1st preliminary exam): regular attendance of at least 50% • 2. Part of the written exam in the pre-term (2nd preliminary exam): regular attendance of at least 70% and a "second signature" awarded • Written exam and preliminary exam correction: a "second signature" awarded A student acquires the right to take the exam, i.e. a "second signature", if he/she was present for at least 70% of the teaching hours held. For the purpose of taking the written exam or preliminary exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the lecturer and is submitted by sending it to the lecturer's email address or at regular consultations with the lecturer no later than 5 working days before the exam registration deadline. Make-up for absences is not possible for the 1st preliminary exam, which is written in the middle of the semester.					

	A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <td>Criteria</td><td>Weighting</td></tr> <tr> <td>Written exam</td><td>1st midterm 35% 2nd midterm 35% Oral exam 20% Presentation 10%</td></tr> </table>	Criteria	Weighting	Written exam	1st midterm 35% 2nd midterm 35% Oral exam 20% Presentation 10%						
Criteria	Weighting										
Written exam	1st midterm 35% 2nd midterm 35% Oral exam 20% Presentation 10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material. The second part covers the second half of the material and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test (see table) The oral part of the exam is given by the lecturer. The oral exam consists of a presentation of an organization of the student's choice. If a student receives a negative grade on the oral exam, he or she must retake it. Failure to meet deadlines for submitting papers as well as failure to meet pre-arranged presentation times (oral exams) may affect the grade for the activity or oral exam. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral assessment. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. " <table border="1"> <thead> <tr> <th>Written exam %</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 84</td><td>3</td></tr> <tr> <td>85 - 93</td><td>4</td></tr> <tr> <td>94-100</td><td>5</td></tr> </tbody> </table>	Written exam %	Grade	60 - 69	2	70 - 84	3	85 - 93	4	94-100	5
Written exam %	Grade										
60 - 69	2										
70 - 84	3										
85 - 93	4										
94-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University			
Program	Public relations and media studies			Year	1	Semester	1		
Course Name	Croatian business language			Code	5363	ECTS	5		
Lecturers	Lect. Snježana Babić Višnjić								
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	22	Midterms	4	
	Consultations	4	Total	60					
Course Description									
1. Course objectives	The course objectives are to master the basic knowledge of administrative-business style, the spelling and grammatical norms of the Croatian language, and the methods and procedures necessary for: • using normative manuals of the standard Croatian language - spelling, grammar, dictionary and language manuals-advisors • distinguishing administrative-business style from other functional styles of the standard Croatian language and its application in business communication • independently writing applications, CVs, business offers, business letters, recommendations, etc. • unhindered attendance at classes in other courses whose material is more or less related to the spelling or grammatical issues of the standard Croatian language.								
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Distinguish standard language from colloquial speech • Apply language knowledge in oral presentations, etc. • Use appropriate manuals for improving language standards • Apply grammatical and spelling norms in business • Form business letters and memos (with features of administrative-business style) • Use the terminology of business communication and public relations • Write employment-related letters and other business correspondence								
3. Content	The course content is based on the study of spelling and grammar issues, which includes: uppercase and lowercase letters, compound and compound word writing, writing foreign words, č Ć đ ž ije/je/e/i, abbreviations, slurs and spelling signs; normative manuals and language advisors, the most common spelling errors, etc. In the part dealing with business Croatian language, the following are studied: characteristics of administrative and business style, parts of a business letter, writing a request and CV, presentation (presentation of a product or service), creating a business offer, interview and advertisements.								
4. Admission requirements	There are no special requirements for enrolling in the course.								
5. Student obligations	Attendance at classes, active participation in the teaching process, completion of exercises, taking exams.								
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	1	
	Activities	0.5						Tasks	1
7. Required literature	• Krampus, V., Zrinjan. S. (2013). <i>Business Croatian Language</i>. Zagreb: Vern								
8. Additional literature	• Anić, V. (2000). <i>Dictionary of the Croatian Language</i>. Zagreb: Novi liber. • Boban, V. (2007). <i>The Beginnings of Spoken Communication</i>. Zagreb: Jurčić Publications. • Jozić, Ž. et al. (2013). <i>Croatian Spelling</i>. Zagreb: Institute of Croatian Language and Linguistics. • Ožanić, M. (2005). <i>Business Letters or How to Write an Effective Business Letter</i>. Zagreb: Technology Park. • Škarić, I. (2000). <i>Fundamentals of Modern Speech</i>. Zagreb: Školska knjiga. • Težak, S., Babić, S. (2000). <i>Grammar of the Croatian Language</i>. Zagreb: Školska knjiga. • Unić, D. Teaching materials in electronic form, Edunet system.								
9. Quality monitoring	1. Observations and evaluations of teaching. Course performance evaluation. Student survey.								
10. Exam access requirements	Requirements for taking the written exam: 1. A minimum of 70% attendance at classes. 2. A completed and graded oral presentation (presentation) – oral part of the exam 3. Submitted and positively graded exercises from the business correspondence exercises unit								

	The exception to point a) is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the lecturer 5 days before the exam date or as agreed with the teacher. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Making up for absences is not possible for the 1st mid-term exam, which is written mid-semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The oral presentation (presentation - oral exam) is held during class in front of the entire student group.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th colspan="2">Criteria</th><th>Weight proportion</th></tr><tr><td rowspan="2">Written exam</td><td>1. colloquium</td><td>35 %</td></tr><tr><td>2. colloquium</td><td>35 %</td></tr><tr><td colspan="2">Oral exam</td><td>20 %</td></tr><tr><td colspan="2">Activities</td><td>10 %</td></tr></table>	Criteria		Weight proportion	Written exam	1. colloquium	35 %	2. colloquium	35 %	Oral exam		20 %	Activities		10 %
Criteria		Weight proportion													
Written exam	1. colloquium	35 %													
	2. colloquium	35 %													
Oral exam		20 %													
Activities		10 %													
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers language issues. The second part covers the area of business Croatian language and is written after the end of classes. These two partial written exams make up the so-called "pre-term". In the next exam term, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, a complete written exam is taken. The written exam also consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. The tasks are designed to test both understanding of the material and not just mastery of the technique. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The oral exam is taken during class and consists of a short presentation (5 to 10 minutes). In the presentation, the student will present a topic or current event in the field of public relations, of their own choice, and in agreement with the teacher. The activity is assessed according to the student's actual contribution to the class according to the following: checking exercises, assignments, participation in the teaching process. Exercises are submitted during class in agreement with the teacher, as follows: a job application, resume, job offer or business letter. They must be submitted by the end of class at the latest.														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.														

General information					VERN' University			
Program	Public relations and media studies		Year	1	Semester	1		
Course Name	Media systems		Code	9698	ECTS	4		
Lecturers	Sr. Lect. Marija Volarević Sršen							
Teaching Method and Hours	Lectures	30	Seminars and workshops	4	Excercises	14	Midterms	4
	Fieldwork	4	Consultations	4	Total	60		
Course Description								
1. Course objectives	The aim of the course is to introduce students to basic concepts in the field of mass media, what types of media systems exist and how they function, what mass communication is and how it affects the media audience, what are the basic tenets of journalism and how journalistic practice functions within the framework of professional ethics. Students will also be provided with an understanding of contemporary media systems in different social contexts, primarily their functioning under the influence of politics and the market.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic concepts in media theory. 2. Describe the development of media throughout history and distinguish between media models. 3. Analyze the roles, effects, and functioning of public and commercial media. 4. Explain the connection between media, politics, and the market. 5. Identify the basic effects of mass media on the media audience. 6. Distinguish between basic types of journalistic expression. 7. Evaluate the ways in which media systems function in contemporary society through the preparation and presentation of a seminar paper.							
3. Content	Introductory lecture. Basic concepts in media theory. Historical development of the media. Types of mass media. Mass communication in contemporary society. Models of the information and communication process. Journalism and the function of journalists in society. Basic forms of journalistic expression. The influence of the media on society. The functioning of television and radio stations, newspapers and news portals. Public and commercial media. Media markets. Media and politics. Effects of mass media. Media audience. Regulation and self-regulation of media expression.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Regular attendance at classes and field trips, writing two midterms or a written exam, preparing and presenting a seminar paper, studying the assigned literature.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Seminar	1	Presentation	0.5
7. Required literature	Selected chapters from: 1. Peruško, Z., Introduction to Media, ed. Jesenski and Turk and Croatian Sociological Society, Zagreb, 2011. 2. Zgrabljic-Rotar, N. (2020) Digital Age: Mass Media and Digital Culture. Jesenski and Turk, Zagreb + teaching presentations							
8. Additional literature	1. Mast, C. (2018) Handbook: ABC of journalism. Konrad Adenauer Stiftung 2. Grbeša, M., Volarević, M. (2021) Media in Croatia: from freedom fighters to tabloid avengers. Publicity. 3. Peruško, Z., Vozab, D., Čuvalo, A. (2021) Comparing post-socialist media systems: The case of Southeast Europe. Abingdon: Routledge 5. Malović, S. (2014) Mass communication, Golden marketing-Technical book, Zagreb Malović, S. (2007) Media and Society, ICEJ and University Bookstore, Zagreb 9. Chomsky, N (2006), Media, Propaganda and the System, What Are You Reading?, Zagreb 10. Negrine. R., (2005) Models of Media Institutions. Media Institutions in Europe. (pp. 355-374.), in Briggs, Adam Cobley, Paul. Introduction to Media Studies. Clio. Belgrade							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 70% and a presented seminar paper, based on which a second signature is awarded. In the event that a student does not present a seminar paper before the Winter exam period, the lecturer will schedule only one term in which it is possible to make up the work. Otherwise, the student must re-enroll and take the course. Students who have an attendance rate of more than 50% by the 7th week of classes have the right to take the 1st preliminary exam. To pass the 1st preliminary exam, it is necessary to collect more than 60% of points. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Written exam:							

and assessment criteria	1. colloquium 40%	2. colloquium 40%	Seminar paper (presentation) 20%
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the course are assessed. The exam is graded from 0 to 30 points. Exam and preliminary exam scale: 16-18=sufficient; 19-22=good; 23-26=very good and 27-30=excellent During the semester, the student prepares and presents a seminar paper that can be graded from insufficient (1) to excellent (5). If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, a score of 0 points is recorded.		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.		

Program	Public relations and media studies		Year	1	Semester	1
Course Name	Introduction to communication studies		Code	5362	ECTS	6
Lecturers	Asst. Prof. Stana Odak Krasić					
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Exercises	24
	Consultations	4	Total	60	Midterms	4

Course Description

1. Course objectives	The aim of the course is to introduce students to the basics of communication and communication studies, to introduce them to communication studies as an interdisciplinary science, and to train them to analyze communication at all its levels - interpersonal, public (social), and media. The aim is also to teach students how to master basic communication techniques in order to acquire communication competencies for everyday life.																				
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define and describe the key elements of this type of communication. 2. Explain the importance of purposeful communication at all levels - interpersonal, public, and media. 3. Analyze and interpret the codes of verbal and nonverbal communication. 4. Identify the motives and consequences of persuasive communication techniques. 5. Demonstrate the successful use of communication techniques.																				
3. Content	Communication as an interdisciplinary science. Current communication theories. Communication, its aspects and characteristics. Verbal and non-verbal communication. Philosophy of communication. Historical development of communication. Interpersonal communication. Public (social) communication. Media communication. Psychology of communication. Communication and semiotics. Communication competences in everyday life.																				
4. Admission requirements	There are no special requirements for enrolling in the course.																				
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.																				
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	0.5	Exercises	1	Project	1											
7. Required literature	1. Reardon, K., Interpersonal communication, Alinea, Zagreb, 1998.																				
8. Additional literature	1. Miliša, Tolić; Vertovšek, Media and Youth, Prevention of Media Manipulation Addiction, Zagreb, University Bookstore, 2009. 2. Kunczik, M., Zipfel, A., Introduction to Media Science and Communication, Friedrich Ebert Stiftung, 2006. 3. Fiske, J., Introduction to Communication Studies, New York, Routledge, 1990. 4. Craig T. R., Muller, L. H., Theorizing Communication: Reading Across Traditions, London, SAGE Publications, 2007.																				
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey																				
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from the assignments. Writing assignments is an obligation for every student, without which it is not possible to pass the course. The student is required to continuously monitor his/her success (achieved number of points and percentage of attendance). A student who has not achieved the right to a signature (less than 70% attendance in class and/or a negative grade during class), can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the percentage of attendance). A student who has less than 40% at the end of the class is required to attend the course again.																				
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions: <table><tr><td colspan="2">Criteria</td><td>Weight share per colloquiums</td><td>Weight share according to test deadline</td></tr><tr><td rowspan="2">Written exam</td><td>1. colloquium</td><td>35%</td><td rowspan="2">70%</td></tr><tr><td>2. colloquium</td><td>35%</td></tr><tr><td colspan="2">Exercises (2 x 15%)</td><td>30%</td><td>30%</td></tr></table>							Criteria		Weight share per colloquiums	Weight share according to test deadline	Written exam	1. colloquium	35%	70%	2. colloquium	35%	Exercises (2 x 15%)		30%	30%
Criteria		Weight share per colloquiums	Weight share according to test deadline																		
Written exam	1. colloquium	35%	70%																		
	2. colloquium	35%																			
Exercises (2 x 15%)		30%	30%																		

12. Assessment criteria - explanation	Writing assignments involves theoretical elaboration of assigned topics and is done individually. In addition to the quality of the elaboration of the topics and especially the type and method of research, the final grade is also influenced by the form, as well as (non)compliance with the deadlines for their submission. If a student does not submit their assignment on time, they will receive a negative grade and a new topic for the assignment. The maximum grade that can be obtained from a new topic/assignment is sufficient (2). The final exam (written part) consists of four types of exam questions - rounding questions (so-called a, b, c questions), supplemental questions, essay-type questions and questions with inference (recall tasks) that test the knowledge and acquisition of theoretical knowledge. The written exam can be taken in two parts (interviews). For a positive grade, it is necessary to achieve at least 60% of the points on the test. If the student is not satisfied with the grade, they can take the exam again, but in this case the grade already obtained is no longer valid. If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, a score of 0 points is recorded. The sum of the points for all parameters and the average of all grades obtained make up the final grade in the percentage table.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Public relations and media studies		Year	1	Semester	1
Course Name	Introduction to public relations		Code	5359	ECTS	6
Lecturers	Asst. Prof. Krešimir Dabo					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The Public Relations course provides students with insight into the practice of communicating with internal, external and professional audiences. The course provides basic theoretical knowledge and basic practical skills for planning and implementing projects. The emphasis is on a practical approach to learning, working on projects that are based in the environment and aim to be useful to the community. Students are required to regularly monitor the media, as they study practical examples or simulate situations embedded in a real context.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Explain basic concepts in public relations • Interpret the prerequisites, importance and characteristics of public relations • Describe the process of working on a public relations project, the creation and development of the project • Identify communication factors, forms and types, or tools of public relations • Analyze the motives of action towards and by public relations • Describe the process of communication in public relations in accordance with the principles of modern communication channels 7. Present a specific topic and argue a critical position					
3. Content	Definition of the science of public relations, media, theory and empirics. Basic terms in OSJ communication: communication and interaction, verbal communication, non-verbal communication, internal and external communication, intercultural communication. Mass communication, mass and mass society, concept of mass communication, mass and interpersonal communication, models of communication in OSJ, new media. OSJ tools OSJ and politics, OSJ and the Internet. Research in OSJ, information processing, media relations.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, regular reading of assigned literature, and creation and presentation of a project, taking a preliminary exam and possibly a written exam in the event of failure to pass the preliminary exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Continuous assessment	1
					Project	1
					Tasks	1
7. Required literature	1. Alison Theaker: «Public Relations Handbook», HUOJ Zagreb, 2007. 2. Zoran Tomić: 'Public Relations' Synopsis, Zagreb 2016. 3. Ana Tkalac Verčić: Public Relations, HUOJ, 2016.					
8. Additional literature	1. Levine Michael: Networked Guerrilla PR, Profil, Zagreb 2002. 2. Zavrl, Verčić, Laco, Tkalac 'Media Relations', Massmedia, 2003. 3. Ailes Roger 'The Message is You' Libera Editio, Zagreb 2004. 4. Cutlip: 'Public Relations', MATE, Zagreb 2000.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The requirements for taking the written exam are regular attendance at classes of at least 70% of the total number of hours provided for in the curriculum, i.e. having obtained a second signature and defended the presentation of the assignment. The first preliminary exam, which is written halfway through the semester, can be taken with a minimum regularity of 50%. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper and thus exercise the right to register for the exam. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period with the lecturer no later than one week before the exam date, and the student must take into account the deadline for applying for the exam, and submit the entrance paper on time, i.e. no later than seven days before the exam date. Make-up for absences is not possible for the first preliminary exam, which is written halfway through the semester. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending course. The requirement for admission to the oral exam is passing the written exam, or both of its parts (K1+K2)					
11. Exam implementation and assessment criteria	Each test has 35 questions. Scale: 15 - 19 - satisfactory; 20 - 25 - good;					

25 - 30 - very good;
30 - 35 - excellent
The final grade is made up of the presentation grade, as well as the class activity.

The average of all grades received makes up the final grade.

Criteria	Percentage
Written exam - 1st test	35%
Written exam - 2nd test	35%
Presentation	20%
Tasks	10%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after seven weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "foretime". During the winter and summer exam periods, students who have not passed both partial exams (colloquiums) take a written exam covering the entire material. Students who have passed one of the two partial written exams, then have a one-time opportunity to repeat the part that was not passed. On all subsequent dates, the exam is taken as a complete written exam. The written exam consists of tasks in which the knowledge of the content is checked according to the learning outcomes. The grade from the written exam is positive if the student scored at least 51% in the test. If the teacher has reasonable doubts that the result in the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written part, or does not respond, the result is recorded as 0 points. The oral part of the exam is usually taken solely with the aim of increasing the grade. It is held by the lecturer or the course leader. If the student receives a negative grade in the oral exam, he/she may retake it at the scheduled time, at most once until the next written exam deadline. The deadline is determined by the lecturer. The activity is evaluated by the student's active participation in class, inclusion in discussion groups and topics, and analysis of case studies in class. The presentation will be agreed upon during the teaching process, is related to the teaching units and is mandatory for each student as a criterion for the final grade. Failure to meet the deadlines for the presentation dates agreed in advance may affect the final grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Public relations and media studies		Year	1	Semester	2				
Course Name	English language 2		Code	5372	ECTS	4				
Lecturers	Sr. Lect. Irena Medvešek, Sr. Lect. Branka Šuput									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to the basics of modern English in the field of public relations and media culture and the basic differences in relation to standard language. To introduce students to the basics of all forms of written and spoken media language according to the topics represented in the relevant areas of public relations and the media. To enable students to use specific vocabulary and linguistic and grammatical structures of the English language. To instruct students in recognizing the differences between standard, colloquial and media language and its application. To introduce students to the basics of the use of written and spoken English and to consolidate the recognition of elements of public relations language and media language within different thematic areas. To develop in students the habit of following the press and other media in English. To develop in students the use of language skills (understanding the text, listening, writing and speaking) and fluency and accuracy at the B2 level of language knowledge.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Extract detailed ideas from spoken or written text 2. Express their opinion on a topic. 3. Recognize and use different language registers. 4. Use professional vocabulary related to the field of public relations and the media 5. Write a letter in English									
3. Content	English as a professional language, reading the press and following the media, structural and stylistic features of different types of texts, professional vocabulary related to the field of public relations and the media and the field of business, genders and business functions in the field of public relations, preparing for a job interview, writing a CV, proposing a plan for a small media campaign, OJ as part of marketing, new media, communication with different target groups, media relations, writing letters and statements for the media, giving feedback, discussing current topics from the daily press and the media.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance at lectures and exercises, preparation for classes, active participation in classes, carrying teaching materials and other equipment, taking a preliminary exam or written exam, taking an oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Oral exam	0.5	Activities	0.5
7. Required literature	1. Marie Cclisky (2011) English for Public Relations in Higher Education Studies, Garnet Education, Garnet Publishing Ltd., Redding, UK 2. Key Words in the Media: Collins Birmingham University International Language Database									
8. Additional literature	1. Nick Ceramella and Elizabeth Lee (2008) Cambridge English for the Media, Cambridge university Press, Cambridge 2. Paul Sanderson (2001) Using Newspapers in the Classroom, Cambridge University Press, Cambridge 3. Nicholas Abercrombie & Brian Longhurst (2007) The Penguin Dictionary of Media Studies(2007) Penguin Reference Library, London									
9. Quality monitoring	Observations and evaluations of teaching. Evaluation of course performance. Student survey.									
10. Exam access requirements	Requirements for access to written exams and midterm exams: • Part 1 of the written exam in the pre-term (1st midterm exam): regular attendance of at least 50% • Part 2 of the written exam in the pre-term (2nd midterm exam): regular attendance of at least 70% and a “second signature” assigned • Written exam and midterm exam correction: a “second signature” assigned A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present for at least 70% of the teaching hours held. For the purpose of access to the written exam or midterm exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer, and is submitted during the lecturer's consultation period or sent electronically. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 days before the exam application deadline. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester.									

	A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%	Activities	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Oral exam	20%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and covers the first half of the material. The second part covers the second half of the material, and is written after the end of classes. These two partial written exams make up the Summer Pre-Term. In the following exam term, i.e. in the Summer Term, students who have not passed any partial written exam, take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test (see table). The oral part of the exam is held by the subject lecturer. If a student receives a negative grade on the oral exam, he or she must retake it. Failure to meet deadlines for submitting papers as well as failure to meet pre-arranged presentation dates (oral exams) may affect the grade for the activity or oral exam. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral assessment. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. <table> <tr> <th>Written exam %</th><th>Grade</th></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 84</td><td>3</td></tr> <tr> <td>85 - 93</td><td>4</td></tr> <tr> <td>94-100</td><td>5</td></tr> </table>	Written exam %	Grade	60 - 69	2	70 - 84	3	85 - 93	4	94-100	5
Written exam %	Grade										
60 - 69	2										
70 - 84	3										
85 - 93	4										
94-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Public relations and media studies			Year	1	Semester	2			
Course Name	Informatics for office operations			Code	5368	ECTS	6			
Lecturers	Lect. Siniša Jovčić, Irena Jureković, Lect. Roman Rubčić									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to the use of IT tools as a means for more efficient and faster problem solving in the field of business, and to the basic concepts and techniques of electronic data processing using MS Office tools as an example. To enable students to understand and apply these tools for the purpose of text processing, creating presentations and spreadsheet calculations.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. demonstrate basic and advanced computer usage techniques in the MS Windows environment 2. recognize the basic building blocks of unedited text and its structure 3. explain text editing methods and procedures 4. apply mastered techniques through independent text editing according to a given template 5. combine mastered techniques for their own text design 6. create a presentation according to the rules of good presentation 7. recognize the areas of application of computer spreadsheets 8. use a spreadsheet when analyzing and solving numerical problems in practice 9. use a spreadsheet when recording and presenting various data									
3. Content	Basics of using a computer: Getting to know how to work on a computer. The user interface of the MS Windows 7 operating system. Working with folders and documents. Fundamentals of word processing - Introduction to MS Word: General information about writing and word processing. The user interface of the MS Word program. Font and paragraph. Frames and shading. Lists. Creating and formatting tables. Drawing in MS Word. Inserting images into a document. Ready-made shapes and organizational charts. Creating presentations: Basics of MS Powerpoint. The user interface of the program Data entry and formatting. Animation and slide transitions. Rules for creating and maintaining presentations. Advanced word processing techniques: Styles: Predefined styles in MS Word. Setting and changing style properties. Creating user-defined styles. Text processing using styles. Hierarchical lists and styles. Working with large documents and final text formatting: Page settings. Finding and replacing text. Header and footer. Sections. Page and line breaks. Preparing a document for printing. Basics of using Excel: about spreadsheets and their general and business applications, general Excel capabilities, the work area, data types and the importance of their use, the use of arithmetic operations, relative and absolute addressing. Graphical display of numerical data, creating presentations of business results and other data. MS Excel as a database - sorting, filtering, checking the correctness of entries, conditional data formatting. Using data to create a mass letter.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking a preliminary exam and possibly a written and oral exam in case of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	1.5	Continuous assessment	0.5	Tasks	0.5
	Activities	1.5								
7. Required literature	Buzov, I., Kubelka, O. Informatics for office operations 1 (script). VERN'									
8. Additional literature	1. Cox, J., Lambert, J., Frye, C.. Microsoft Office 2010 Step by Step. Zagreb: Doabr plan 2. http://office.microsoft.com									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The requirements for taking the exam are: 1. participation in classes 2. positive grade in classes. Explanation of requirements: The student is required to participate in at least 70% of the total number of classes scheduled by the study program and achieve an overall positive grade in class activities. Class activities include announced and unannounced short tests, seminars, projects, homework, and all other activities initiated by the teacher during class. The student is required to continuously monitor his/her success (achieved number of points and attendance percentage). By fulfilling these requirements, the student is assigned an (electronic) signature confirming this. A student who has not exercised the right									

	to a signature (less than 70% attendance in classes and/or a negative grade during classes) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Compensation for unfulfilled requirements is not possible for pre-tests, or pre-term exams, so a student with a deficiency cannot take them. A student who has attended less than 40% of the total number of classes during an academic year cannot make up for the absences at all, but is required to re-enroll and take the course in the following academic year. Entry paper: If a student has not exercised the right to sign because he/she has attended between 40% and 70% of classes and/or has a negative grade during classes, the teacher prescribes an entry paper with which the student compensates for the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request (the student should contact the teacher by email or during consultations). The student is required to take into account the time required to prepare the entry paper and to contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to take the exam). The entry paper consists of one or more tasks that compensate for the lack of class hours and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. The student is obliged to submit each of the assigned tasks in written form (the deadline and propositions are prescribed by the teacher) and to be checked during the teacher's consultation. Failure to meet the deadline results in cancellation of the assignment. Any form of plagiarism entails cancellation of assignments and reporting of the case to the ethics commission.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>35%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>35%</td></tr><tr><td>Activities</td><td>30%</td></tr></table> <table><tr><td>0%-49%</td><td>50%-64%</td><td>65%-79%</td><td>80%-89%</td><td>90%-100%</td><td>1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)</td></tr></table>	Criterion	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Activities	30%	0%-49%	50%-64%	65%-79%	80%-89%	90%-100%	1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)
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Activities	30%														
0%-49%	50%-64%	65%-79%	80%-89%	90%-100%	1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)										
12. Assessment criteria - explanation	Grade from classes: Students collect points during continuous knowledge tests and activities during classes, which are added up. At the end of the semester, the grade from this criterion is determined based on the total number of points achieved. Written exam: can be taken in two parts. The first part ('first preliminary exam') is taken after 7 weeks of classes, and the admission requirement is attendance at at least 50% of classes in the first quarter. The second part ('second preliminary exam') is taken after the end of classes, and the admission requirement is a signature (see 1.10, above). These two partial written exams make up the so-called "Pre-term". During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams may take the remaining part partially in the first exam period. After the first exam period, in all other exam periods, the exam is taken in full (as a 'written exam'). A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and the regulations on the study of the Polytechnic. If the student is not satisfied with the grade, the student may take the exam again, but in that case the grade already obtained is no longer valid.														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.														

General information						VERN' University				
Program	Public relations and media studies			Year	1	Semester	2			
Course Name	Marketing basics			Code	5371	ECTS	5			
Lecturers	Lect. Zrinka Mrkonjić, Assoc. Prof. Diana Plantić Tadić									
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4		
	Total	60								
Course Description										
1. Course objectives	To enable understanding of the basic concepts, relationships and consequences of marketing as a business concept and process in the business of an organization. To introduce students to the most important marketing tools and marketing strategies. To point out the importance of understanding and applying all elements of the marketing mix. To encourage students to apply the acquired theoretical marketing knowledge in practice through a business case for developing a marketing plan.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain basic marketing concepts (especially elements of the marketing mix) • Interpret the role of marketing and strategic marketing in society and in today's competitive market • Describe consumer behavior in the final and business consumption market - process, types, influential factors • Create an analysis of the forces of the marketing environment • Describe the process of marketing market research and compile a survey questionnaire for the research • Show the elements of the STP approach for individual products on the market • Explain the elements of the marketing mix (each separately) and the tools of these forms (also in service marketing) • Create a basic marketing plan model independently (according to the given guidelines)									
3. Content	Basic concepts in marketing, its role and importance. The emergence and development of strategic marketing. Forces of the marketing environment. The role of marketing and strategic marketing in society and today's competitive market; Understanding the end-consumer market and the business-consumer market. The role and importance of marketing research. Understanding and applying STP. Development of production variables: brand creation strategy, new product development, specifics of service marketing, product life cycle strategy, development of price variables, distribution variables, development of promotional variables by elements. 5M concept in IMK campaigns.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation of a project assignment - marketing plan, written exam									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Activities	0.5	Marketing plan	1
7. Required literature	1. Kotler, Keller, Martinović (2014). Marketing Management, 14th edition, Zagreb: Mate 2. Teaching materials									
8. Additional literature	1. Kotler, Keller (2015). Framework for Marketing Management, Global Edition, 6/E. Pearson									
9. Quality monitoring	Observations and evaluations of teaching; student survey.									
10. Exam access requirements	According to the University's normative acts, class attendance is mandatory. Regular class attendance significantly facilitates mastering the course program Fundamentals of Marketing. Irregular class attendance may be an obstacle to taking the exam in the course, or a reason to re-enroll in the course in the next academic year. A student whose regular class attendance is less than 40% cannot take the exam in that academic year and is instructed to take it again in the next academic year. The condition for taking the written exam is regular class attendance of at least 70%. The exception is the 1st part of the written exam (1st preliminary exam), which is written halfway through the semester, and which can be taken with at least 50% regular attendance. For the purpose of taking the written exam, a student can make up for absences (if their attendance is at least 40%) by writing and submitting a seminar paper on a topic defined by the subject teacher, according to the instructions for the seminar paper. The seminar paper is submitted in electronic form to the lecturer's email. The project assignment - marketing plan is submitted to the lecturer in the last week of classes or subsequently submitted in electronic form to the lecturer's email with notification to the lecturer via email (mail, portal). The lecturer is obliged to read the marketing plan <i>within 7 days</i> and evaluate it if it has met the minimum requirements. <i>It is not a condition for taking the preliminary exam and/or exam.</i>									

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if the following conditions are met:

- The student has passed the written exam
- The student has received a positive grade on the oral exam (upon request).
- The student has submitted a Marketing Plan that has been positively assessed

Positive grades from the aforementioned knowledge assessments participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Written exam - 1st preliminary exam	30%
Written exam - 2nd preliminary exam	30%
Marketing plan	15%
Activities	25%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and covers chapters one to nine of the material. The second part covers chapters ten to twenty, and is written after the end of classes. These two partial written exams (colloquia) make up the so-called pre-term. In the first exam period, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms.

The written exam also consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and application of what has been learned. The tasks are designed to test both understanding of the material, and not just the acquisition of techniques. *Bonus points - one-time:*

1. midterm exam - Timely submitted and accepted Survey Questionnaire: 3 points

2nd midterm exam - Timely submitted and positively assessed Marketing Plan: 3 points

The grade from the written exam is positive if the student has achieved at least 60% of the points. Bonus points are added to the exam points before being converted into the grade. The total points are converted into the grade as shown in the table.

During classes, the subject teacher evaluates the students based on observations of their activity in class and possibly an oral test of knowledge, at the request of the teacher or student.

Activity in class refers to constructive, critical thinking and active participation in problem discussions.

The oral part of the exam is taken after the written part has been passed. It is administered by the subject teacher who assesses the need for an oral exam. If a student receives a negative grade in the oral exam, he/she will repeat the exam within the terms determined by VERN University.

Score range (in percentage)	Grade
60 - 69	2
70 - 79	3
80 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Public relations and media studies			Year	1	Semester	2			
Course Name	Management basics			Code	5369	ECTS	5			
Lecturers	Sr. Lect. Dubravko Kraus									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to basic concepts, management development and basic managerial functions; To introduce students to the challenges that management faces when making decisions in a changing business environment; To enable understanding and connection of planning, organizing, human resource management, leadership and control in modern business conditions.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain basic management concepts, the historical development of management, and its impact on the company and business environment 2. Analyze external and internal factors that managers face in a changing business environment 3. Discuss the importance of organizational culture, social responsibility, and managerial ethics 4. Describe the nature, purpose, and process of planning, organizing, staffing, leading, and controlling 5. Use the phases of the integral decision-making process to make quality managerial decisions									
3. Content	INTRODUCTION TO MANAGEMENT: 1. Management: science, theory and practice. 2. Management functions, activities and roles of managers, managerial skills. 3. History and theories of management; BUSINESS ENVIRONMENT: 4. External and internal environment, business-environment relationship; management in a global environment. 5. Organizational culture and environment. ETHICS AND SOCIAL RESPONSIBILITY OF MANAGERS: 6. Managerial ethics. 7. Social responsibility; PLANNING: 8. Managers as decision makers. 9. Fundamentals of planning. 10. Strategic planning. ORGANIZING: 11. Organizational structure and design. 12. Change and innovation management; STAFFING: 13. Human resource management; planning, recruitment, selection and development of human resources. LEADERSHIP: 14. Basic characteristics of leadership. 15. Leadership styles. 16. Key competencies of managers and leaders; CONTROLLING: 17. Fundamentals of controlling. 18. Control methods and techniques.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures and exercises, completion of assignments, writing short tests (continuous assessment), preparation and presentation of a project assignment, taking a written exam (via a preliminary or integral exam).									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	1	Exercises	0.5	Tasks	0.5
7. Required literature	Buble, M. (2013). Fundamentals of Management. Zagreb: Sinergija Publishing House d.o.o. ii Buble, M. (2006). Fundamentals of Management. Zagreb: Sinergija Publishing House d.o.o.									
8. Additional literature	- Rupčić, N. (2018). Modern Management - Theory and Practice. Rijeka: Faculty of Economics, University of Rijeka. (Also available as E-Edition at: https://www.researchgate.net/publication/326160436_Suvremeni_menadzment_-_teorija_i_praksa_E-lzdanje/link/5b3bc515aca27207850a61da/download) - Certo, C. S., & Certo, T. S. (2008). Modern Management (10th edition). Zagreb: MATE d.o.o. - Sikavica, P. and Bahtijarević-Šiber, F. (2004). Management: Management Theory and Large-Scale Empirical Research in Croatia. Zagreb: Masmedia d.o.o. Available at http://books.google.hr/books?id=vv48bSUIQa0C&printsec=frontcover#v=onepage&q&f=false									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	To take the first mid-semester mid-term exam, it is necessary to achieve at least 50% regular attendance and complete the assignments that will be assigned in that part of the semester. The requirements for taking the second mid-term exam, or the full written exam, are regularly completed assignments (project assignment and presentation) and achieved regular attendance of at least 70% (i.e., timely completion of additional obligations to compensate for insufficient regularity - a condition for taking the full exam). A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
	Criteria		Weight share							

	Written exam - 1st preliminary exam	35%
	Written exam - 2nd preliminary exam	35%
	Assignments	15%
	Seminar	15%

12. Assessment criteria - explanation	The written exam can be taken in two parts - a preliminary exam according to the scheduled calendar of teaching activities. The first part can be taken by students who have achieved 50% regular attendance and fulfilled the obligations set by the lecturer at the beginning of the semester. The second part can be taken by students who have achieved 70% regular attendance and fulfilled all the obligations set by the lecturer at the beginning of the semester (assignments; project assignment and presentation). The second part of the exam is written after the end of classes. In the first exam period, a partially passed exam is recognized, and after that period, only the entire exam is written. In the preliminary/written exam, for a grade of sufficient (2), at least 60% of points must be achieved, for a grade of good (3), at least 70% of points must be achieved, for a grade of very good (4), at least 80% of points must be achieved, and for a grade of excellent (5), at least 90% of points must be achieved. The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding on a practical example. A student has the opportunity to take the written exam a limited number of times during the academic year, as provided for in the calendar of teaching activities. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the score is 0 points. Students will already in the first part of the semester receive assignments and a seminar topic on one of the topics assigned by the lecturer. The goal of the tasks is to analyze and solve managerial challenges. The goal of the project and its presentation is to connect the processed teaching material from Management, but also from other courses on a concrete example. The quality of the work, following the given guidelines, and respecting the given deadlines, as well as the impact that the student managed to make while dealing with this topic, are evaluated. Activities through work in class include solving tasks and exercises and discussions during class and conducting exercises that are recorded by the teacher. If the student is not satisfied with the grade, the student can take the exam again, with the fact that in that case the grade obtained is no longer valid.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Public relations and media studies			Year	1	Semester	2	
Course Name	Basics of social psychology			Code	5370	ECTS	5	
Lecturers	Sr. Lect. Silvana Fratrić Kunac							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To acquaint students with the main areas of social psychology research necessary for understanding social processes and influences. Provide insight into one's own role and influence and interactions in the social context. Explain the psychological effect of the group on the individual and intragroup and intergroup relations and processes. ..							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Describe social psychology as a scientific discipline • Identify factors of social perception • Explain the dimensions of self-concept and the development of self-esteem • Interpret the origin, structure, and functions of attitudes • Analyze the influence of a group on an individual and intragroup and intergroup processes • Present a topic of their choice from the field of social psychology							
3. Content	Introductory lecture, definition of social psychology, research methods. Social cognition. Social perception, determinants and errors of social perception. Self-image, dimensions and self-justification, self-presentation, self-esteem, assertiveness. Emotional intelligence. Positive psychology. Attitudes and values, structure and origin of attitudes, stereotypes and prejudices. Social influence, conformity, submission to authority, influence of the minority on the majority. Aggression and prosocial behavior. Conflicts and successful conflict resolution strategies. Group, determinants and characteristics of the group, group influence, decision-making in the group.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of research papers, taking a preliminary exam and possibly a written exam in case of failure to pass the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Seminar	1
7. Required literature	1. Aronson, E., Wilson, T.D. and Akert, R.M., Social Psychology. Mate, Zagreb, 2005.							
8. Additional literature	1. Miljković Krečar I., Kolega M., Psychology in the Business Environment. VERN' d.o.o., Zagreb, 2013. 2. Cialdini, R. B., Influence – Science and Practice. Mate, Zagreb, 2007. 3. Zimbardo, P., The Lucifer Effect. TIM Press, Zagreb, 2009. 4. Kahneman, D., Thinking, Fast and Slow, Mozaik knjiga, Zagreb, 2013. 5. Wilson, T.D., Redirection, Algoritam, Zagreb, 2014. 6. Instructions for writing seminar papers, VERN' University							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	Requirements for taking the preliminary exams and exams: The requirement for taking the 1st preliminary exam is a minimum of 50% regular attendance, which includes the material covered up to that point (making up for absences for the 1st preliminary exam is not possible). If a student successfully passes the 1st preliminary exam, in the 1st and 2nd terms they only take the 2nd preliminary exam, which includes the 2nd part of the material. The requirements for taking the 2nd preliminary exam in the pre-term are: ° 70% of the total teaching ° seminar presentation ° second signature Students with lower regular attendance may take the following exam terms, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. Students who achieve between 40% and 69% are required to make up for missed assignments with additional assignments assigned by the lecturer and submitted no later than one week before the exam date, and they should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time. Students whose attendance is lower than 40% are advised to retake the course in the next academic year.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							

	Criteria	Weight share
	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	30%
	Activities	20%
	Seminar	20%

12. Assessment criteria - explanation

The written exam is taken after the first 7 weeks of classes (then it is the 1st midterm exam) or after the end of lectures during regular exam periods. The exam can be taken partially, i.e. through midterm exams 1 and 2, or in full. In the 3rd and 4th terms, the first midterm exam is no longer recognized, but students take the exam from both parts of the material. Students have the opportunity to take the written exam a limited number of times during the academic year, at the times specified in the teaching activities calendar. Students who are not satisfied with the grade can repeat the written exam, with the fact that the previously achieved success is deleted.

For a positive grade in the written exam, it is necessary to collect 60% of points.

"If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written, or does not respond, a score of 0 is recorded. points."

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Public relations and media studies		Year	1	Semester	2
Course Name	Basics of advertising theory		Code	5367	ECTS	6
Lecturers	Assoc. Prof. Ivan Tanta, Sr. Lect. Marija Volarević Sršen					
Teaching Method and Hours	Lectures	26	Seminars and workshops	6	Excercises	20
	Consultations	4	Total	60	Midterms	4

Course Description

1. Course objectives	The aim of the course is to provide students with basic knowledge of propaganda theories and to enable them to independently identify different forms of propaganda and tactics used by interest groups to achieve their goals. After completing the course, students will know the role that propaganda plays in war and peace, including its implications for international relations, domestic politics, and the civil and corporate sectors. The aim of the course is also to enable students to become more aware and critical consumers and creators of information through the knowledge they gain.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define the historical and evolutionary nature of propaganda 2. Recognize the ways in which ideology is present in different forms of propaganda 3. Recognize and analyze different forms of propaganda 4. Identify different propaganda tactics used by different interest groups 5. Design and demonstrate a specific form of propaganda					
3. Content	Introductory lecture, definition of the term and presentation of course topics (emphasis on seminar and final papers). History of propaganda. Propaganda theories. Propaganda in the service of nationality and state leadership. War propaganda: Nazi propaganda; Propaganda in the Cold War. Public opinion management. Propaganda as public information. Media channels and tools in the service of propaganda. Stereotypes and propaganda. The role of pop culture and celebrities in propaganda. Propaganda in the 21st century. Propaganda 2.0.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Regular attendance at classes, writing practical exercises, participating in seminar classes, and studying assigned literature.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Project	2
7. Required literature	Scribble from the following literature: 1. Welch, David, 2013. Propaganda, power and persuasion. The British Library, London 2. Grbeša, M. and Šalaj, B., 2018. Good, bad or evil? Populism in Croatia., Tim Press, Zagreb 3. Šiber, I. Political propaganda and political marketing. Zagreb: Alineja, 1992. + teaching materials provided during the lecture					
8. Additional literature	1. Bernays, Edward, 1928/2005. Propaganda, with an Introduction by Mark Crispin Miller, IG Publishing. 2. Chomsky, Noam, 2002. Media, propaganda and the system. Zagreb 3. Hebrang, Branko, 2009. Fundamentals of the theory of promotion, script, Zagreb 4. Jamieson, Kathleen Hall, 1993. Dirty Politics: Deception, Distraction and Democracy. Oxford University Press, NY 5. Lasswell, Harold, 1971. Propaganda Technique in the World War, The M.I.T. Press, Cambridge 6. Lippmann, W. 1995. Public opinion. Forward. Zagreb 7. Šiber, Ivan, 1992. Political propaganda and political marketing. Zagreb 8. Danesi, M. (2015) Popular Culture: Introductory Perspectives: 3rd Edition. TheRowmanandLittlefieldPublishingGroup, Inc: London.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The condition for taking the written exam is regular attendance of at least 70%. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the exam. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points. Make-up exercises are not possible.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				
	Written exam - 1st preliminary exam	30%				
	Written exam - 2nd preliminary exam	30%				

	Project	40%
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. The exam is graded from 0 to 30 points. Exam scale: 16 - 18 sufficient; 19 - 22 good; 23 - 26 very good; 27 - 30 excellent If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. During the semester, the student works in a team on a practical assignment (project) according to the given steps, where they create their own campaign for the chosen purpose through written work and present it at the end of the semester. The assignment is evaluated by the team with a grade of 1-5 after the presentation at the end of the semester and carries 40% of the grade. The sum of the points for all parameters and the average of all the grades obtained makes up the final grade.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University				
Program	Public relations and media studies			Year	2	Semester	3			
Course Name	English language 3			Code	6683	ECTS	4			
Lecturers	Sr. Lect. Svea Kršul, Sr. Lect. Branka Šuput									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The aim of the course is to convey to students the specifics of contemporary English used in the media and to enable them to use typical vocabulary and structures from the field of public relations and media culture, as well as the basic differences from standard language. Students will practice forms of written and spoken media language according to the topics represented in the relevant fields of public relations and media. The course will enable students to use specific vocabulary and linguistic and grammatical structures of the English language. To instruct students in recognizing and applying the differences between standard, colloquial and media language. To develop in students the habit of following the press and other media in the English language. To develop in students the use of language skills (understanding the text, listening, writing and speaking) and fluency and accuracy at the B2+ level of language knowledge.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Independently extract detailed ideas from spoken or written text 2. Express their opinion and comment on texts and video materials from the media. 3. Distinguish and use the characteristics of formal and informal registers. 4. Use professional vocabulary related to the field of public relations and the media and related to public opinion research 5. Write an article in English for social networks 6. Present the results of independent research on a selected topic									
3. Content	English as a professional language, reading the press and following the media, structural and stylistic features of different types of texts, professional vocabulary related to the field of public relations and the media, public relations functions, communication with different target groups, media relations, presentation rules, how to successfully deliver a presentation, writing letters, giving feedback, discussing current topics from the daily press and the media. Vocabulary and structure related to the topic of public opinion research and other types of research used in public relations. Different types of media, language styles and registers, and types of texts.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance at lectures and exercises, preparation for classes, active participation in classes, carrying teaching materials and other equipment, taking a preliminary exam or written exam, taking an oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	1	Activities	0.5
7. Required literature	1. Marie CcLisky (2011) English for Public Relations in Higher Education Studies, Garnet Education, Garnet Publishing Ltd., Redding, UK 2. Key Words in the Media: Collins Birmingham University International Language Database 3. Websites of daily and weekly newspapers in English									
8. Additional literature	1. Nick Ceramella and Elizabeth Lee (2008) Cambridge English for the Media, Cambridge university Press, Cambridge 2. Paul Sanderson (2001) Using Newspapers in the Classroom, Cambridge University Press, Cambridge 3. Nicholas Abercrombie & Brian Longhurst (2007) The Penguin Dictionary of Media Studies(2007) Penguin Reference Library, London									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for admission to written exams and preliminary exams: • Part 1 of the written exam in the pre-term (1st preliminary exam): regular attendance of at least 50% • 2. Part of the written exam in the pre-term (2nd preliminary exam): regular attendance of at least 70% and a “second signature” awarded • Written exam and preliminary exam correction: a “second signature” awarded A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present for at least 70% of the teaching hours held. For the purpose of taking the written exam or preliminary exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the lecturer and is submitted by sending it to the lecturer's email address no later than 5 working days before the exam registration deadline.									

	Make-up for absences is not possible for the 1st preliminary exam, which is written in the middle of the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%	Activities	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Oral exam	20%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material. The second part covers the second half of the material and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test (see table). The oral part of the exam is given by the lecturer. The oral exam consists of a presentation of the results of research on the chosen topic. If a student receives a negative grade on the oral exam, he or she must retake it. Failure to meet deadlines for submitting papers as well as failure to meet pre-arranged presentation dates (oral exams) may affect the grade for the activity or oral exam. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral assessment. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. " <table> <tr> <th>Written exam %</th><th>Grade</th></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 84</td><td>3</td></tr> <tr> <td>85 - 93</td><td>4</td></tr> <tr> <td>94-100</td><td>5</td></tr> </table>	Written exam %	Grade	60 - 69	2	70 - 84	3	85 - 93	4	94-100	5
Written exam %	Grade										
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13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Public relations and media studies		Year	2	Semester	3
Course Name	Spokespersonship and public appearances		Code	6684	ECTS	6
Lecturers	Sr. Lect. Davor Stanković					
Teaching Method and Hours	Lectures	30	Exercises	22	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The aim of the course is to introduce students to the basics of public speaking, basic tools for working with the media, the basics of presentation and communication techniques, and to give them insight into the persuasive possibilities of public speaking. The course focuses on preparing and practicing the skills necessary for communicating with the media and the public. Students will be introduced to the basic verbal and non-verbal elements of public communication. Each student will be assigned an initial 'speech status', and after the practical part of the course, which will, among other things, include preparing and delivering a speech/presentation, individual progress in speech status will be defined.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define the basic elements of public speaking. 2. Explain the role and function of a public speaker in an organization. 3. Explain the difference between a public speaker, a journalist, and a public relations professional. 4. Analyze and interpret the codes of verbal and nonverbal communication. 5. Plan specific public speaking activities. 6. Distinguish between examples of good and bad public speaking practice. 7. Implement acquired knowledge about writing and preparing speeches. 8. Demonstrate acquired knowledge about public speaking in public speaking.					
3. Content	Basics of public speaking and introduction to public speaking; Historical overview of public speaking; Profession, knowledge and profession of public speaking; Tools of public speaking; Preparation for public speaking; Rhetorical types; Written and spoken discourse; Persuasive function of speech, manipulation of speech; Debate; Speech preparation, stages of speech preparation (inventio-dispositio-elocutio-memoria-actio); Adapting speech to the audience; mnemonics: exercises to strengthen memory; Speech etiquette; Public speaking scheme; Speech analyses of famous speakers; Argumentation and logic, types of arguments, line of argumentation; Voice and speech as a means of communication; Cultural and psychological aspects of voice and speech; Imposing voice, breathing and diction techniques, speech defects and speech difficulties; Prosody - standard speech and language; Nonverbal communication, relationship between verbal and nonverbal elements in speech, body language (gestures and mimicry), proxemics; Fear and stage fright; Delivering and analyzing speeches and presentations on a given or selected topic; content analysis; analysis of speech performance and the harmony of verbal and nonverbal aspects of public speaking.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Exercises	0.5
					Tasks	2.5
7. Required literature	1. Script, VERN' Polytechnic					
8. Additional literature	1. Španjol Marković M. (2008). The Power of Persuasion. Zagreb: Profil 2. Škarić, I. (2003). Foundations of Contemporary Oratory. Zagreb: Školska knjiga. (selected chapters) 3. Gottesman D., Mauro B. (2006). The Art of Public Speaking. Zagreb: Naklada Jesenski Turk 4. Pease, A. (2002). Body Language. Zagreb: AGM					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey					
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program and achieve an overall positive grade for the assignments (Assignment 1 and 2). Writing assignments is an obligation for every student, without which it is not possible to pass the course. The conditions for taking the written exam are regular attendance at classes of at least 70% and the 1st assignment submitted on time and graded positively. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the comprehensive exam. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points. The student is required to continuously monitor his/her success (assignment grades and attendance percentages). A student who has not achieved the right to sign (less than 70% attendance in class and/or a negative grade for one assignment) may exceptionally compensate for the lack of engagement by writing and defending an entrance paper. Details related to the entrance exam (attendance compensation is personalized for each student and depends on the percentage of attendance).					

	If a student does not submit assignments on time, he/she will receive a negative grade and a new topic for the assignment. The maximum grade that can be obtained from the new assignment is sufficient (2).										
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>20%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Task 1</td><td>30%</td></tr> <tr> <td>Task 2</td><td>30%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Task 1	30%	Task 2	30%
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Task 1	30%										
Task 2	30%										
12. Assessment criteria - explanation	Students receive instructions for the 1st and 2nd tasks on a special form and via Eduneta no later than two weeks before the scheduled date for submission and/or completion of the task. In addition to the quality of the topic and, in particular, the type and method of preparation, the final grade is also influenced by other elements that the teacher prescribes as important and relevant for a particular task (creativity, literacy, form, etc.) as well as (non-)compliance with the deadlines for their submission. If a student does not submit their task on time, they receive a negative grade and a new task. The maximum grade that can be obtained from a new task is sufficient (2). The final exam (written part) consists of four types of exam questions - rounding questions (so-called a, b, c questions), supplemental questions, essay-type questions and questions with inference (recall tasks) which test the knowledge and acquisition of theoretical knowledge. The written exam can be taken in two parts (interviews). For a positive grade, it is necessary to achieve at least 60% of the points on the test. If the student is not satisfied with the grade, he/she can take the exam again, but in that case the grade already obtained is no longer valid. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points. The sum of the points for all parameters and the average of all the grades obtained make up the final grade in the percentage table.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Public relations and media studies			Year	2	Semester	3	
Course Name	Internet and social networks			Code	6685	ECTS	4	
Lecturers	Prof. Domagoj Bebić, Sr. Lect. Marija Volarević Sršen							
Teaching Method and Hours	Lectures	30	Excercises	22	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is primarily to introduce students to the latest communication trends and good practices that social media has brought to the field of public relations. Since social media has brought changes to all segments of organized communication efforts, it is necessary to educate oneself about these trends and adapt one's business to them, starting from the organization's structure and the introduction of social media into the company, to relations with the media and target audiences, and especially to relations with users. In the early 2000s, the entire perception of public relations was completely different. Journalists were a key link in reaching end users, and press releases were the basic tool. The media were key to reach, and the message that was released through them was one-way. Today, in the age of new media, we once again have the opportunity to talk directly to our users, adapt the product to their needs, be at their service and constantly available, which ultimately creates trust and loyalty. Bearing in mind that it is precisely the trust and loyalty of a client, consumer, citizen, voter or tourist that enables us to survive in the market, social media as a channel and tool for establishing and maintaining trust and loyalty gains exceptional value. The course also aims to introduce students to the key concepts of online identity and reputation, which directly influence the creation of added value for products. Also, as part of the seminar classes, students will have the opportunity to apply the acquired theoretical knowledge in a simulation of their own project on social media.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. design a PR strategy for a product or project in digital media; 2. use all tools in new media for the purpose of communicating with target audiences; 3. plan brand communication on social networks and increase brand value; 4. review the functioning and nature of various digital platforms; 5. analyze communication on social media and make specific communication proposals and recommendations; 6. independently manage a social media project							
3. Content	Understanding digital media, History of digital media, Network theory, People once called audiences, Digital identity, Internet reputation management, Using social media as a strategic PR activity; Media convergence, PR convergence; Viral culture and viral communication; Writing for new media - new platforms, new communication challenges, attention-grabbing content on new media; Community management, Crisis communication and crisis management on social media, Activism on new media: cyberbullying, cyberfeminism, cyberparties; Social media in the media, Social media in business, Social media in the non-profit sector, Social media in the political and civil sector, Social media in the tourism sector, Measurement and evaluation of communication on digital platforms.							
4. Admission requirements	There are no requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures, seminars and exercises, writing/preparing presentations/seminars, written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Project	1		
7. Required literature	Script compiled from literature: 1. Burges, J., Marwick, A. Poell, T. (2019) The SAGE Handbook of Social Media. London: Sage Publications 2. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge 3. Kaul, A., Chaudhri, V. (2017) Corporate communication through Social Media: Strategies for managing reputation. New Delhi: Sage. 4. Hinton, S., Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 5. Siapera E. (2013) Understanding New Media. New York: SAGE Publications; + Teaching materials assigned during the course							
8. Additional literature	1. Alan T. Belasen & Ariel R. Belasen (2019): The Strategic Value of Integrated Corporate Communication: Functions, Social Media, and Stakeholders, International Journal of Strategic Communication, 1553-1198 2. Bebić, D. (2018) Cyberturist: new media in tourism. Zagreb: Institute for New Media and e-Democracy. 3. Bebić, Domagoj and Volarević, Marija (2016) Changes in journalism: Rethinking existing forms and techniques. In: Josić, Ljubica (ed.) Information technology and media 2016. (pp. 75 - 85). Zagreb: Croatian Studies 4. Blanchard, O. (2012) Social Media ROI: Managing and Measuring Social Media Efforts. Que Biz-Tech: Indianapolis 5. Miller, P. R.; Bobkowsk, P. S.; Maliniak, S.; Rapoport, R. B. (2015) Talking Politics on Facebook: Network Centrality and Political Discussion Practices in Social Media. Political Research Quarterly, 68(2) 377–391 6. Velasquez, A.; LaRose, R. (2015) Youth collective activism through social media: The role of collective efficacy, new media & society, 17(6) 899–918; 7. Gehl, R.W. (2015) The Case for Alternative Social Media, Social Media + Society, 1-12							

	8. Lester, P.M. (2014) Digital Innovations for Mass Communication: engaging the user. New York: RoutledgeHinton, 9. Huang, T. (2014) "Storytelling in the Digital Age", pp. 39–60. In: McBride, K.; 10. Jenkins, K.; Ford, S.; Green, J. (2013) Spreadable Media. New York: New York University Press. 11. S.; Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 12. CIPR (2012) Share This: The Social Media Handbook for PR Professionals, edited by Waddington, S. Chichester. John Wiley & Sons: London								
9. Quality monitoring	Evaluation of course performance. Student survey.								
10. Exam access requirements	At least 70% attendance and second signature obtained.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively, which includes the completion of a student project or the development of a PR strategy for a product or project in digital media. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </tbody> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Project	40%
Criterion	Weight share								
Written exam - 1st preliminary exam	30%								
Written exam - 2nd preliminary exam	30%								
Project	40%								
12. Assessment criteria - explanation	The exam consists of a written part and work on a student project. The written part of the exam carries 60% of the total grade, while work on a student project within the seminar class carries 40% of the total grade for the course. The written part of the exam can be passed through two partial exams during the semester (interviews). In the first exam period, students who have not passed any partial written exam take a written exam covering the entire course. Students who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. In the event that the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The seminar part of the exam can be passed regularly during classes according to agreed criteria, or subsequently by developing a PR strategy for a product or project in digital media. The written exam consists of questions that determine knowledge and understanding of the material. Each question carries a certain number of points that is clearly indicated on the written exam. The exam is graded from 0 to 30 points. Exam scale: 15-18=sufficient; 19-22=good; 23-26=very good and 27-30=excellent								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Public relations and media studies		Year	2	Semester	3
Course Name	Corporate communication		Code	6686	ECTS	6
Lecturers	Asst. Prof. Stana Odak Krasić					
Teaching Method and Hours	Lectures	26	Seminars and workshops	6	Exercices	20
	Consultations	4	Total	60	Midterms	4

Course Description

1. Course objectives	Students improve the methodology of working in public relations in the corporate sector within the course. The aim of the course is to provide students with insight into the practice of corporate communications, to familiarize them with tools for internal and external communication, and with the knowledge, skills, and abilities necessary for communicating in a corporation. The goals include understanding related disciplines and areas that public relations professionals encounter in their work; becoming familiar with the basic functions of corporate communications and their management; training in the proper use of communication tools for different organizations; recognizing the essential characteristics of managers in corporate communications; understanding how to overcome organizational and individual resistance to organizational change and gain a more complete insight into the complexity of corporate communications in companies. Students should also learn how to design, develop, and implement a simple public relations plan in the for-profit sector, how to segment the public, communicate, and build quality relationships between a for-profit organization and the public, and identify potential corporate partnerships and alliances. Understanding the concept of strategic thinking and its indispensable application in corporate public relations, students should acquire more advanced knowledge of application, measurement and evaluation in public relations in the for-profit sector.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: • recognize communication challenges, needs and processes in corporate business systems; • analyze different concepts of corporate communications; • put together a simple communication project or solve a communication problem in a corporation (determine goals and select communication tools); • compare ways of organizing corporate communications tasks; • identify problems and effective ways of communicating between an organization and its publics; • examine the relationship between organizational culture and communication.					
3. Content	The concept of organization and corporate culture, tools of internal and external communication, organization and tasks of the office for corporate communications, corporate culture, mission, vision and values, corporate communications in practice (socially responsible business, creating a communication strategy).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Regular attendance at classes, writing practical exercises, writing seminar papers (project assignments) with PowerPoint presentations, presenting the work and taking a written exam, and using the assigned literature.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3.0	Exercises	1.5
7. Required literature	1. Iva Božinović Brajković, Teaching materials in electronic form, Eduneta system 2. Fox, Renata. (2001.) Business communication. Zagreb: Croatian University Publishing House.					
8. Additional literature	1. Milas, Zdeslav. (2011) Introduction to Corporate Communication: Theoretical Approaches and Organizational Models. Zagreb: Novelti Millenium 2. Rouse, Michael J.; Rouse, Sandra. (2005) Business Communications. Zagreb: Masmedia 3. Tkalac Verčič, Ana. (2016) Public Relations. Zagreb: HUOJ 4. Professional and scientific articles.					
9. Quality monitoring	Observations and evaluations of teaching; course evaluation; student survey.					
10. Exam access requirements	Mandatory minimum attendance determined by the University Decision. A condition for taking the written exam is regular attendance at classes. In addition to regular attendance, an additional condition for taking the exam is the creation and presentation of additional exercises, following additional notification from the lecturer. To pass the preliminary exam, it is necessary to collect more than 50% of the total number of points.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria mentioned are evaluated positively. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares:					

	Criteria	Weight share
	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	30%
	Exercises (2 x 20 %)	40 %
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University				
Program	Public relations and media studies		Year	2	Semester	3				
Course Name	Basics of entrepreneurship		Code	6687	ECTS	5				
Lecturers	Prof. Stud. Iva Senegović									
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The aim of the course is to develop a personal interest in entrepreneurship based on the knowledge and skills of correctly assessing entrepreneurial opportunities and understanding the entire entrepreneurial process. During the course, students learn about the importance of the entrepreneurial environment for the development of entrepreneurship and draw conclusions about the opportunities and threats that have influenced or may yet influence entrepreneurship. Students learn about the roles of various stakeholders who contribute to the development of a positive entrepreneurial environment and are trained to influence it themselves, within the scope of the work they will be doing. Upon completion of the course, students will be able to create a business model outline, which will enable them to analyze basic entrepreneurial processes and apply the acquired knowledge to other professional areas and disciplines, and vice versa. Students will be able to choose a specific form of entrepreneurship within which they could develop their entrepreneurial initiative and apply the support associated with it.									
2. Expected learning outcomes	1. Interpret the importance of entrepreneurship in modern market conditions and the role of various stakeholders in the development of a positive entrepreneurial environment 2. Explain the basic concepts of entrepreneurship and the entrepreneurial process and connect them with practice using examples 3. Verify a business idea by combining various management tools for testing business opportunities 4. Create a business model outline and collect information for acquiring the necessary funds and entrepreneurial support 5. Compare the advantages and disadvantages of specific forms of entrepreneurship and demonstrate the application of an adequate support system for entrepreneurship									
3. Content	The importance of entrepreneurship in modern economic development; Basic concepts, theories and schools of entrepreneurship; Driving forces of entrepreneurship: entrepreneur, opportunity and resources; Verification and assessment of business ideas; Strategic tools for assessing entrepreneurial opportunities; Entrepreneurial process: vision, mission, goals, strategy; Structuring a business plan - Creating a business model outline; Company life cycle; Business ethics in entrepreneurship; Special forms of small and medium-sized enterprises (Family entrepreneurship, Rural entrepreneurship, Women's entrepreneurship, Social entrepreneurship, Internal entrepreneurship, Franchising); Supporting infrastructure of small and medium-sized enterprises.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks, participation in a seminar or workshop, and taking a written and/or oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Seminar	1	Project	0.5
	Activities	0.5								
7. Required literature	• Brusić, A.; Cvitanović, V.; Gregov, Z.; Kutnjak, V.; Tomić, D.; Žanić, V. (2009). <i>Entrepreneurship I: Textbook</i> / T. Štuka (ed.). Zagreb: Grupa VERN d.o.o. • Brusić, A.; Hock, M.; Kutnjak, V.; Lang Perica, M.; Žanić, V. (2005). <i>Entrepreneurship II</i>, internal script / editorship V. Žanić and V. Cvitanović (2009), Zagreb: VERN' University of Applied Sciences.									
8. Additional literature	• Hirsch, R.D., Peters, M.P. & Shepard, D.A.: <i>Entrepreneurship</i>, McGraw-Hill/Irvin, 7th ed., 2008. • Timmons, J. A. (1999). <i>NewVentureCreation: Entrepreneurship for the 21st Century</i>, 5th Ed., Irwin / McGraw-Hill, • Glas, M. and coauthors (1999). <i>Entrepreneurship for the 21st Century: A Handbook for Teachers/Trainers, Consultants and Promoters of Entrepreneurship</i>. Zagreb: Ministry of Economy of the Republic of Croatia. • Selected scientific and professional articles, publications of supporting institutions									
9. Quality monitoring	Student survey. Observation and evaluation of teaching. Teacher's self-analysis.									
10. Exam access requirements	A student acquires the right to take the exam, i.e. a "second signature", if he/she was present for at least 70% of the classes held and if he/she has completed: - Submitted and presented the seminar paper 'Interview with an Entrepreneur' - Submitted a portfolio (folder) A student who has not submitted the portfolio on time can subsequently acquire a second signature if he/she submits it during the regular consultation period. Compensation is not possible outside the regular consultation periods. Delayed submission and presentation of the seminar paper - Interview with an Entrepreneur: Reduced grade.									

	A student who does not attend classes regularly enough can subsequently acquire a second signature if he/she presents the seminar paper from the material he/she missed during the regular consultation period (the supplementary assignment is assigned in the week of the end of classes). Make-up is not possible outside of regular consultation hours. Make-up for absences is not possible for the 1st mid-term exam, which is written mid-semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> <tr> <td>Presentation</td><td>10%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Seminar	20%	Presentation	10%	Activities	10%
Criterion	Weight share												
Written exam - 1st preliminary exam	30%												
Written exam - 2nd preliminary exam	30%												
Seminar	20%												
Presentation	10%												
Activities	10%												
12. Assessment criteria - explanation	The WRITTEN EXAM can be taken in two parts. The first part of the exam is written after 7 weeks of classes, and covers the content framework of chapters 1-6 of the course material. The second preliminary exam covers the content framework of chapters 7-10, and is written after the end of classes. In the following exam period, i.e. in the Winter term, students who have not passed any partial written exam, take a written exam from the entire course material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam periods. The grade from the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. SEMINAR PAPER: 'Interview with an entrepreneur' (written paper and presentation) ACTIVITY includes: student preparation for classes, timely preparation and presentation of seminars, contribution to the success of the teaching process through active and constructive participation in exercises and problem discussions.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University						
Program	Public relations and media studies			Year	2	Semester	3					
Course Name	Public relations writing			Code	6688	ECTS	5					
Lecturers	Assoc. Prof. Marijana Togonal											
Teaching Method and Hours	Lectures	20	Excercises	28	Midterms	4	Fieldwork	4				
	Consultations	4	Total	60								
Course Description												
1. Course objectives	The aim of the course Writing in Public Relations is to introduce students to the basic forms of public written communication, with an emphasis on those techniques and tools that are particularly specific to public relations. After completing the course, students should be able to independently create basic PR tools; news - standard and extended, information, announcements, press releases, press releases, media sponsorship requests, corrections, e-mails and other public communication texts.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. explain the characteristics of the most common written tools in public relations 2. distinguish a well-structured and written PR tool from a poorly written one 3. structure PR tools in writing 4. distinguish internal written communication from external, official from private, and master the ways of shaping these two communication types 5. create basic public communication texts.											
3. Content	Introductory lesson. Introduction to the course content and learning outcomes. Public relations and the media. Media as intermediaries. PR tools. Internal and external written communication. Similarities and differences. Business e-mail communication. Business letter (as the basis of every business written form). Structural features. Request/request. Invitation: structural features. Case study. Writing and formatting different types of invitations. Application for a competition, CV - tabular and narrative. Case study. Closed-type motivation letter. Case study. Guest lecture. PR tools: news. Features and structure of news (5 W, inverted pyramid principle). Forming news: structural and linguistic aspects; formatting headlines, supertitles, subtitles. Exercise: structuring news. Standard news, extended news, news in a series. Standard news, extended news, news in a series: writing exercises. COLLOQUIUM Fieldwork: HRT Fieldwork: HRT Features and structure of press releases. Press releases: case studies. Designing different types of press releases/for the media. Press release writing exercises. Guest lecture. Request for media sponsorship. Denials. Written materials for a press conference (invitation, press release, flow chart, Q&A...). Fieldwork: Večernji list. Fieldwork: Večernji list											
4. Admission requirements	There are no requirements for enrolling in the course.											
5. Student obligations	Students are required to attend classes regularly, actively participate in the teaching process, write exercises and assignments, and study the assigned literature.											
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	0.5	Continuous assessment	1	Exercises	2				
7. Required literature	1. Bivins, T. H. (1998). Public Relations Writing: The Essentials of Style and Format, Lincolnwood.											
8. Additional literature	1. Malović, S.; Ricchiardi, S. (eds.) (1996). Introduction to journalism. Izvori, Zagreb. 2. Verčić et al. (2004). Media relations. Masmedia, Zagreb.											
9. Quality monitoring	Observations and evaluations of teaching; student survey of teachers.											
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program.											
11. Exam implementation and assessment criteria	During the course, regular knowledge tests are planned: regular writing of assignments, exercises and solving of assigned tasks that are checked and analyzed within the course. The preliminary exams will include a test of practical knowledge acquisition. For both preliminary exams, students are required to submit the so-called student folders with solved tasks. The exam is considered passed and a grade is entered if both units are assessed with a positive grade. If the student does not pass both midterms, he/she takes the comprehensive exam. The comprehensive exam consists of exercises and tasks included in the midterms. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria:</td><td>Weight share</td></tr><tr><td>Written exam - 1st midterm</td><td>50%</td></tr></table>								Criteria:	Weight share	Written exam - 1st midterm	50%
Criteria:	Weight share											
Written exam - 1st midterm	50%											

	Written exam - 2nd midterm	50%

12. Assessment criteria - explanation	%	rating
	89 - 100	excellent (5)
	76 – 88	very good (4)
	63 - 75	good (3)
	50 - 62	sufficient

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Public relations and media studies			Year	2	Semester	4	
Course Name	Digital communication			Code	9533	ECTS	5	
Lecturers	Lect. Hrvoje Ratkić, Sr. Lect. Marija Volarević Sršen							
Teaching Method and Hours	Lectures	28	Excercises	24	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to acquaint students with new communication trends in today's public relations. In the last few years, with the rapid development of the Internet and technology, new trends in public relations took hold, where it was necessary to implement digital communication channels as part of integrated communication. The role of digital communications in today's public relations is to further strengthen the publicity of the client being represented and raise brand awareness.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain and describe the basic concepts of digital communication 2. Interpret the role of digital communications and campaigns in today's public relations 3. Integrate digital communications as an integral part of public relations 4. Design a digital communications plan as an integral part of public relations 5. Independently lead and create a digital media campaign							
3. Content	Introduction to digital communications and online public relations; Generation Y vs. generation Z; Strategic planning of digital communications and campaigns; Integration of digital channels and tools: strategy, channels, tools; Digital storytelling; The power of influencers; Trends and application of digital marketing; Content marketing; Native campaigns; New trends in digital communications: Ephemeral content, Microtargeting, Real time marketing; The role of mobile phones in changing digital communications; Evaluation and measurement of digital communications							
4. Admission requirements	There are no requirements for enrolling in the course							
5. Student obligations	Attendance of lectures, seminars and exercises, writing/preparing presentations/seminars, written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Continuous assessment	0.5	Project	2
7. Required literature	1. Burges, J., Marwick, A., Poell, T. (2019) The SAGE Handbook of social Media. London: SAGE Publications 2. Kaul, A., Chaudhri, V. (2019) Corporate communication through Social Media: strategies for managing reputation. London: Sage publications. 3. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge. 4. Camilleri, M.A. (2021), 'Strategic Dialogic Communication Through Digital Media During the COVID-19 Crisis', 5. Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., and Goodman, S. (2019). Social media engagement behavior. European Journal of Marketing doi:10.1108/ejm-03-2017-0182 + Teaching materials assigned during class							
8. Additional literature	1. Hanaysha, R.J. (2017) Impact of Social Media Marketing, Price Promotion, on Corporate Social Responsibility on Customer Satisfaction. Journal of Business Research, 6(2), 1-14 2. Hinton, S.; Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; Social Media in Advertising, Communication, Marketing and Public Relations, 1997-2010. Journalism & Mass Communication Quartely. 89(2), 279-298. 1. Almazrouei, A.F., Alshurideh, M., Kurdi,B. (2020) Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2020, 2021, Volume 1261. 2. Capriotti, P., Zeler, I. and Camilleri, M.A. (2021), 'Corporate Communication Through Social Networks: The Identification of the Key Dimensions for Dialogic Communication', Camilleri, M.A. (Ed.) Strategic Corporate Communication in the Digital Age, Emerald Publishing Limited, pp. 33-51. 3. ElAlfy, A, Darwish, KM, Weber, O. (2020) Corporations and sustainable development goals communication on social media: Corporate social responsibility or just another buzzword? Sustainable Development. 28: 1418–1430. 4. Fatma, M., Ruiz, A.P., Khan, I. and Rahman, Z. (2020), 'The effect of CSR engagement on eWOM on social media', International Journal of Organizational Analysis, Vol. 28 No. 4, pp. 941-956.							

9. Quality monitoring	Evaluation of course performance. Student survey								
10. Exam access requirements	A minimum of 70% class attendance.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </tbody> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Project	40%
Criterion	Weight share								
Written exam - 1st preliminary exam	30%								
Written exam - 2nd preliminary exam	30%								
Project	40%								
12. Assessment criteria - explanation	The exam consists of a written part and work on a student project. The written part of the exam carries 60% of the total grade, while work on a student project within the framework of seminar classes carries 40% of the total grade for the course. The written part of the exam can be passed through two partial exams during the semester (interim exams). In the first exam period, students who have not passed any partial written exam take a written exam from the entire material. Students who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. In the event that the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The seminar part of the exam can be passed regularly during classes according to agreed criteria, or subsequently by completing an additional assignment. The written exam consists of questions that determine knowledge and understanding of the material. Each question carries a certain number of points, which is clearly indicated on the written exam. The exam is graded from 0 to 30 points. Exam scale: 15-18=sufficient; 19-22=good; 23-26=very good and 27-30=excellent								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Public relations and media studies			Year	2	Semester	4			
Course Name	English language 4			Code	6689	ECTS	4			
Lecturers	Sr. Lect. Svea Kršul, Sr. Lect. Branka Šuput									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The aim of the course is to convey to students the specifics of contemporary English used in public relations and the media and to enable them to use typical vocabulary and structures from the field of public relations and media culture, as well as the basic differences from standard language. Students will practice forms of written and spoken media language according to the topics represented in relevant areas of public relations and the media. The course will enable students to use specific vocabulary and linguistic and grammatical structures of the English language. To instruct students in recognizing and applying the differences between standard, colloquial and media language. To develop in students the habit of following the press and other media in English. To develop in students the use of language skills (understanding the text, listening, writing and speaking) and fluency and accuracy at the B2+ level of language knowledge.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Independently extract detailed ideas from spoken or written text 2. Express their opinions and comment on texts and video materials from the media. 3. Distinguish and use the characteristics of formal and informal registers. 4. Write an essay 5. Use professional vocabulary related to the field of public relations and the media 6. Write an article in English for media campaigns 7. Present the organization's preparation for a media appearance									
3. Content	English as a professional language, reading the press and following the media, structural and stylistic features of different types of texts, professional vocabulary related to the field of public relations and the media, public relations functions, public relations legislation, ethical issues in public relations, communications through various media campaigns, media relations, crisis communication, preparing a press conference and preparing a press kit, writing letters, giving feedback, discussing current topics in the press and media.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance at lectures and exercises, preparation for classes, active participation in classes, carrying teaching materials and other equipment, taking a preliminary exam or written exam, taking an oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Oral exam	0.5	Activities	0.5
7. Required literature	1. Marie CcLisky (2011) English for Public Relations in Higher Education Studies, Garnet Education, Garnet Publishing Ltd., Redding, UK 2. Key Words in the Media: Collins Birmingham University International Language Database 3. Websites of daily and weekly newspapers in English									
8. Additional literature	1. Nick Ceramella and Elizabeth Lee (2008) Cambridge English for the Media, Cambridge university Press, Cambridge 2. Paul Sanderson (2001) Using Newspapers in the Classroom, Cambridge University Press, Cambridge 3. Nicholas Abercrombie & Brian Longhurst (2007) The Penguin Dictionary of Media Studies(2007) Penguin Reference Library, London									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for access to written exams and midterms: • Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% • Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70% and a “second signature” assigned • Written exam and midterm correction: a “second signature” assigned A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present for at least 70% of the teaching hours held. For the purpose of access to the written exam or midterm, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer and is submitted during the lecturer's consultation period or sent electronically. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 days before the exam application deadline.									

	Make-up for absences is not possible for the 1st mid-term exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%	Activities	10%
Criterion	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Oral exam	20%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material. The second part covers the second half of the material and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test (see table). The oral part of the exam is held by the lecturer. If a student receives a negative grade on the oral exam, he or she must retake it. Failure to meet deadlines for submitting papers as well as failure to meet pre-arranged presentation dates (oral exams) may affect the grade for the activity or oral exam. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral assessment. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. <table> <tr> <th>Written exam %</th><th>Grade</th></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 84</td><td>3</td></tr> <tr> <td>85 - 93</td><td>4</td></tr> <tr> <td>94-100</td><td>5</td></tr> </table>	Written exam %	Grade	60 - 69	2	70 - 84	3	85 - 93	4	94-100	5
Written exam %	Grade										
60 - 69	2										
70 - 84	3										
85 - 93	4										
94-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Public relations and media studies			Year	2	Semester	4	
Course Name	Communication ethics and socially responsible business			Code	6690	ECTS	6	
Lecturers	Asst. Prof. Tamara Kunić							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To acquaint male and female students with the basic theoretical principles of ethics as a science, with an emphasis on the ethics of communication. Bring them closer to ethical criteria in interpersonal and public communication, media ethics, professional ethical codes of journalism. To explain to them the difference between ethics and morality and the application of ethical and moral principles in practice, and to explain the socially responsible business of organizations and corporations.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define basic concepts of ethics. 2. Distinguish between the concepts of ethics and morality. 3. Explain the application of ethical principles in a specific situation. 4. Interpret the elements of socially responsible business. 5. Evaluate various examples of ethical and unethical behavior in interpersonal and public communication. 6. Critically interpret the concept of 'moral flexibility' in public relations.							
3. Content	Ethics, morality and the phenomenon of moral experience. Value and theories of value. Applied ethics. Philosophical ethics. Ethics of duty and responsibility. Conscience. Ethics in interpersonal communication. Journalistic ethics. Ethics in public relations. Socially responsible business (CSR). 'Moral flexibility' in public relations. Professional ethical codes. Case studies.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Tasks	3		
7. Required literature	1. Krkač, K. (2007) Introduction to business ethics and corporate social responsibility. Zagreb: MATE. 2. Tomić, Z., Public relations - theory and practice, Synopsis, Zagreb, 2007. (selected chapters) 3. Juka, S. (2009) Ethics: principles and theories. Mostar: University of Mostar. 4. Skoko, B., Mihovilović, M., "Public relations in the function of socially responsible business", Practical management 5(2014)1: 84-91; professional paper, ISSN 1849-0689, UDK 659.4:658.8							
8. Additional literature	1. Gregory, A. (2009): Ethics and Professionalism in Public Relations. In: Tench, R. Yeomans, L. (2009): Discovering Public Relations. Zagreb: HUOJ 2. Sommerville, I. (2007): Business Ethics, Public Relations and Corporate Social Responsibility. In: Theaker, A. (2007): Handbook of Public Relations. Zagreb: HUOJ							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.							
10. Exam access requirements	Achieved percentage of class attendance (defined by the Study Regulations) and completed assignments/exercises. The requirements for taking the written exam are regular attendance of at least 70% and on-time submission and positive grade of Assignment 1. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the comprehensive exam. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points.							
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		20%					
	Written exam - 2nd preliminary exam		20%					
	Task 1		30%					
	Task 2		30%					

12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture and exercises are assessed. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the result is recorded as 0 points. During the semester, the student writes 2 practical assignments, which are evaluated with a grade from insufficient (1) to excellent (5), and which carries 60% of the total grade for the course. The sum of the points for all parameters and the average of all grades obtained makes up the final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Public relations and media studies			Year	2	Semester	4	
Course Name	Internal communication			Code	6691	ECTS	5	
Lecturers	Lect. Natalija Mikulić Smiljanić, Asst. Prof. Stana Odak Krsić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to introduce students to the basic concepts related to internal communication at a theoretical level. At a practical level, the aim is to teach students specific skills for the successful implementation of internal communication in various organizations.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Define internal communication as a specific form of public relations. 2. Explain the position and importance of internal communication in the structure and operations of an organization. 3. Classify segments of internal publics according to the type of organization. 4. Assess which channels and methods of internal communication are most suitable in a specific business situation. 5. Develop and present an internal communication plan.							
3. Content	Development of internal communication; position of internal communication in the organization; segmentation of internal public; channels of internal communication; methods of internal communication; inbound, outbound and lateral internal communication; internal communication in crisis, measurement of values in IC, planning models in IC; case studies.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Tasks	2		
7. Required literature	1. Script							
8. Additional literature	1. Tench, Yeomans, Discovering Public Relations, HUOJ, 2009. (selected chapters) 2. Tomić, Z., Public Relations - Theory and Practice, Synopsis, Zagreb, 2007. (selected chapters) 3. Cutlip, S., et al., Effective Public Relations, MATE, Zagreb, 2009. (selected chapters) 4. Theaker, A., Handbook of Public Relations, Zagreb, 2008. 5. Smith, L. Effective Internal Communication, London, 2005.							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.							
10. Exam access requirements	Achieved percentage of class attendance (defined by the Study Regulations) and completed assignments/exercises. The requirements for taking the written exam are regular attendance of at least 70% and on-time submission and positive grade of Assignment 1. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the comprehensive exam. To pass each preliminary exam or exam, it is necessary to collect more than 60% of points.							
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions: Criteria Weighting by preliminary exams Weighting by exam period Written exam 1st preliminary exam 20% 40% 2nd preliminary exam 20% Task 1 30% 30% Task 2 30% 30%							
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture and exercises are assessed. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the result is recorded as 0 points. During the semester, the student writes 2 practical assignments, which are evaluated with a grade from insufficient (1) to excellent (5), and which carries 60% of the total grade for the course. The sum of the points for all parameters and the average of all grades obtained makes up the final grade.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students							

are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Public relations and media studies			Year	2	Semester	4	
Course Name	Media relations and public relations techniques			Code	6692	ECTS	5	
Lecturers	Asst. Prof. Marija Slijepčević							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to bring students closer to the media market and the connection between journalism, public relations and marketing. Special emphasis is placed on media relations tools and techniques and training for their application. The aim of the course is to acquaint students with legal and ethical norms in journalism and OSJ, strategic relations with the media and crisis relations with the media. The goal is to familiarize students with the functioning of the media industry, production processes, characteristics of relations with the media in different sectors, train them to design statements for the media and design and prepare a media event.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Describe the media market and production processes in the media 2. Critically interpret the relationships between journalism, media relations and marketing 3. Distinguish between legal and ethical norms in media relations and journalism 4. Interpret strategic media relations, crisis media relations and evaluation in media relations 5. Demonstrate the ability to design and prepare a media event 6. Independently prepare a press invitation, press release and press statement 7. Demonstrate independent preparation and execution of statements for electronic media							
3. Content	Introductory lecture; Media industry and market, Media image of Croatia. Journalism. Advertising, hidden advertising. Relationship journalism, OSJ, marketing. Legal and ethical norms in journalism and OSJ. Analysis of external and internal factors, stakeholders and the public. Planning media relations. Media relations tools. Strategic media relations. Crisis media relations. Evaluating media relations.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Regular attendance at classes, writing practical exercises and studying assigned literature.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Portfolio	1	Continuous assessment	1
7. Required literature	1. Verčić, D., ed (2004), Media Relations, Zagreb: Masmedia							
8. Additional literature	1. Tench, R.; Yeomans, L. (2009), Discovering Public Relations, Zagreb: HUOJ (selected chapters) 2. Bivins, T. (2013), Public Relations Writing: The Essentials of Style and Format 3. Street, J. (2003), Mass Media, Politics and Democracy. Zagreb: Faculty of Political Science							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirements for taking the written exam are regular attendance at classes of at least 70% of the total number of teaching hours provided for in the study program and completion of exercises.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		35%					
	Written exam - 2nd preliminary exam		35%					
	Portfolio		30%					
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture and exercises are assessed. The exam is graded from 0 to 30 points. Exam scale: 18 - 21 sufficient, 22 - 24 good, 25 - 27 very good, 28 - 30 excellent. The student may apply for a higher grade. The portfolio is graded with grades from insufficient (1) to excellent (5). During continuous knowledge checks during classes, the student collects points from exercises that are added up. At the end of the semester, the grade for this course is determined based on the total number of points. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge							

	compared to what was written, or does not respond, the result is 0 points.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Public relations and media studies		Year	2	Semester	4
Course Name	Basics of financial analysis and planning		Code	6693	ECTS	5
Lecturers	Lect. Anita Zelić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The aim of the course is to systematically introduce students to basic financial knowledge, especially adapted to the specific requirements of public relations professionals who cover financial topics in their work and who do not have a previous formal financial education. The structure and topics of the lectures are designed to cover those areas of finance that are frequently covered in the communication and media space, and on whose essential understanding the quality of an organization's communication with its publics often depends. The aim is to acquire basic skills that enable the understanding and proper use of data from basic financial reports and their transformation into useful information for the purpose of better understanding the company's opportunities in the market.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the basic concepts, methods, techniques, principles, rules and objectives of business finance. 2. Apply the concept of the time value of money. 3. Explain the basic methodology of financial planning. 4. Define types and forms of investment. 5. Identify types and forms of financing. 6. Compare basic types of costs. 7. Perform the portfolio risk assessment process. 8. Calculate and interpret basic financial analysis indicators.									
3. Content	Time value (preference) of money. The concept of financial planning. Basic economic concepts: assets, liabilities, income, expenses, cash flow. The concept and types of investments. Financing: concept, principles, types, sources, financial structure. The concept and types of costs. Risk and return. Basic financial statements: Balance sheet, Income statement, Cash flow statement. Horizontal and vertical analysis of financial statements. Financial indicators: liquidity, debt, activity, profitability, efficiency and investment. Systems of financial indicators. Synthetic financial indicators.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Regular attendance at classes and exercises. Mastery of assigned literature.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Project	1	Activities	1
7. Required literature	1. Žager L., Žager K.: Analysis of financial statements, Masmedia, Zagreb, 2008.									
8. Additional literature	1. Morris, J.R. and Daley, J.P.: Introduction to Financial Model for Management and Planning, Taylor&Francis Group, Boca Raton, USA, 2009. 2. White, G.I., Sondhi, A.C. andFried, D.: The Analysis and Use of Financial Statements, JohnWiley&SonsInc., USA, 1994. 3. Orsag, S.: Securities. Investments and financing instruments, Revicon, Sarajevo, 2011.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation Student survey.									
10. Exam access requirements	The exam consists of a written part. The condition for taking the final exam is to have achieved the minimum attendance in classes determined at the level of the Public Relations and Media Studies studies. The dates of the final exam are published on the student portal.									
11. Exam implementation and assessment criteria	The written exam is a combination of tasks and theoretical questions. The status of a passed exam is recognized after the written exam, the graded project assignment, and the graded class activity are passed. In the process of acquiring the status of a passed exam, the grades from the written exam, the project assignment, and the class activity are taken into account with the following shares in the final grade:									

	Criteria	Weighting
	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	30%
	Project	20%
	Activities	20%
12. Assessment criteria - explanation	WRITTEN EXAM: To pass each of the midterms or exams, it is necessary to achieve more than 60% of the points. The grades on the midterm or written exam reflect the points achieved as follows: Midterm scale: 18 - 20 sufficient; 21 - 23 good; 24 - 27 very good; 27 - 30 excellent Exam scale: 36 - 41 sufficient; 42 - 48 good; 49 - 54 very good; 54 - 60 excellent ACTIVITY - includes: regular class attendance (%), student preparation for classes, timely completion of agreed assignments, contribution to the success of classes through active and constructive participation in exercises and problem discussions.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information							VERN' University	
Program	Public relations and media studies			Year	3	Semester	5	
Course Name	Public relations agencies			Code	6954	ECTS	5	
Lecturers	Asst. Prof. Mirela Holy, Lect. Hrvoje Ratkić							
Teaching Method and Hours	Lectures	30	Seminars and workshops	8	Excercises	14	Midterms	4
	Fieldwork	4	Total	60				
Course Description								
1. Course objectives	To provide students with insight into the scope and methods of work of public relations agencies, the situation on the agency market in the Republic of Croatia and Western democracies, to introduce them to the knowledge, skills and abilities necessary for work in public relations agencies, to introduce them to the organization of work and the division of functions in public relations agencies, methods of selecting agencies and the ways in which agencies approach and communicate with clients. Students will also be explained how agencies set prices and charge for their services, and how they cooperate with and report to clients. Students will also be introduced to the ethical aspects of the work of public relations agencies.							
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. distinguish public relations agencies from advertising and marketing agencies 2. define and list all the tasks of public relations agencies 3. recognize the organizational structure and division of functions in agencies 4. explain how agencies are selected and how agencies approach clients 5. describe how agencies set prices and charge clients for services 6. analyze the methods of cooperation and reporting between agencies and clients 7. list Croatian and global public relations agencies and professional associations 8. apply important practical tools and skills necessary for planning and implementing communication projects (analyzing the current situation, identifying goals, target audiences and messages, defining strategy, tactical tools and the timeline of activities, and measuring effects and evaluation) 9. explain why the ethical aspects of public relations are important for the business of agencies. 10. distinguish and use the skills necessary for working in public relations agencies (writing invitations and announcements for the media, reports for clients, creating addresses, financial offers and communication debriefs).							
3. Content	Public relations agencies - defining the activity, history of the profession. Overview of world and Croatian public relations agencies (trends, associations in the world and Croatia). Organization of work and division of functions in a public relations agency. Selection of a public relations agency (strategic consulting, tactical consulting. Approach to the client and communication with the client. Financial aspects of the work of a public relations agency. Methods of cooperation and reporting. Preparation and presentation of projects for clients: brief and debrief (with special emphasis on budgeting - agency operating costs and cost accounting). Preparation of invitations, announcements, press materials, reports for clients (with special emphasis on AVE calculation of media releases) and adrema - list of media).							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1		
7. Required literature	1. Mirela Holy (2019). Public Relations Agencies. Zagreb: Školska knjiga.							
8. Additional literature	1. Selected scientific and professional articles and essays							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.							
10. Exam access requirements	1. Achieved percentage of class attendance according to the Polytechnic rules 2. Preparedness for exercises and active participation in class							
11. Exam implementation and assessment criteria	Activity in class means that students come prepared to class - read the literature scheduled for reading that week, actively follow the class and participate in the discussion. The project written exam is based on mandatory literature and lectures, and is composed of a combination of theoretical questions and questions related to practical segments of the agency's business, for example defining SMART goals for the given brief. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. The exam is evaluated numerically - in points, according to the following table:							
Points				Grade				

	0%-50% 50%-60% 61%-74% 75%-89% 90%-100%	1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)
	Criteria	Weighting
	Written exam	90%
	Continuous check	10%
12. Assessment criteria - explanation	Scoring students' responses takes into account the accuracy of their answers, understanding of the course content, and their level of language proficiency.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Public relations and media studies		Year	3	Semester	5
Course Name	Public opinion research		Code	6958	ECTS	5
Lecturers	Asst. Prof. Krešimir Žnidar					
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26
	Total	60			Midterms	4

Course Description

1. Course objectives	To teach students the basic activities and content in the preparation and implementation of public opinion research: from drafting the research, creating a questionnaire, determining the sample, choosing a research method, collecting data, entering and processing data, creating a report and presenting the research findings.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the importance of public opinion research in public relations 2. Prepare a draft of public opinion research 3. Select relevant research procedures (research method) 4. Evaluate and create adequate research instruments and procedures 5. Conduct their own public opinion research 6. Anticipate the possibilities of applying public opinion research in public relations					
3. Content	Introduction to research, The role and importance of research; The research process, defining the flow of the research process; Types of research, Research designs; Types of data, Exploratory research; Introduction to qualitative research, , Projective techniques; Focus groups, In-depth interviews; Observation, Expert interviews, Mystery shopping, Ethnography, ...; Theories and methods of sampling, Sampling; Survey methods of data collection, Advantages and disadvantages of survey methods; Questionnaires and auxiliary materials in research, Questionnaire development; Measurement and measurement scales, Methods of market research data analysis; Data analysis, Data interpretation; Visualization and reporting, Planning, organizing and controlling market research;					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Regular attendance at classes and exercises, writing practical exercises, active participation in classes, taking a preliminary exam and/or written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Seminar	1
					Research	1.5
7. Required literature	1. Mira Marušić, Tihomir Vranešević "Market Research" Adeco Zagreb 2001. 2. Vesna Lamza Posavec "Measuring Publicity" Institute for Social Research Ivo Pilar, Zagreb 2015.					
8. Additional literature	1. Tkalac Verčić, A., Sinčić Ćorić, D., Pološki Vokić, N., Handbook of Research Methodology, M.E.P., Zagreb, 2010. 2. Cutlip and Centner's: 'Public Relations', MATE, Zagreb 2010. 3. Macnamara Jim , Evaluating public communication: exploring news models, standards and best practice; Routledge 2018					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey					
10. Exam access requirements	The conditions for successfully fulfilling the obligations of the course Public Opinion Research are regular attendance of at least 70%, and the implementation of their own research project. A student who at the end of the semester has a regular attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course leader. A student whose regular attendance is less than 40%, as well as students who do not implement their own research project, is obliged to re-enroll and take the course.					
11. Exam implementation and assessment criteria	The final grade is derived from the sum of the points according to the criteria specified in point 1.12.					
	The exam is considered passed and a grade is entered if all the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criterion		Weight share			
	Written exam - 1st preliminary exam		20%			
	Written exam - 2nd preliminary exam		20%			
	Seminar		10%			
Research		50%				

12. Assessment criteria - explanation	Written exam: 1st preliminary exam - covers the first half of the material. The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 20 points. Scale for the preliminary exam: 11 - 13 sufficient; 14 - 15 good; 16 - 17 very good; 18 - 20 excellent If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points. Tasks from the research project are evaluated with grades from insufficient (1) to excellent (5). The final grade is calculated by dividing the sum of the grades by three. A student may take an oral exam if they wish to compete for a higher grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Public relations and media studies		Year	3	Semester	5		
Course Name	Crisis communication		Code	6955	ECTS	5		
Lecturers	Assoc. Prof. Ivan Tanta							
Teaching Method and Hours	Lectures	26	Excercises	22	Midterms	4	Consultations	4
	Tasks	4	Total	60				
Course Description								
1. Course objectives	The goal of the course is to teach students how to choose the best way to communicate in crisis situations - from a communication plan, selecting channels, shaping the message, and respecting the ethical principles of public communication.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Define and explain a crisis in a business context. 2. Analyze a crisis situation and key audiences. 3. Predict the consequences of crisis communication on crisis resolution. 4. Evaluate the success of crisis communication. 5. Plan a crisis communication strategy based on a given example. 6. Design messages for the public in accordance with ethical criteria.							
3. Content	Definitions of crisis and incident. The impact of the crisis on business. Features of the crisis. Types of crisis and frequent crises. Conflict resolution strategies and crisis management strategies. Behavior during a crisis. Crisis communication: personal reactions, behavior in public, relations with the media. Crisis scenario and simulations. Reputation management. Case studies.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a written exam, and completing writing assignments.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Research	1	Project	1.5
7. Required literature	• Novak, B., Crisis Communication and Risk Management, Manager, Zagreb, 2001. • Leucke, R., Crisis Management, Zgombić & Partneri, Zagreb, 2005. • Newsom D., et al., This is PR: The Realities of Public Relations, Wadsworth -Cengage Learning, Belmont, 2007.							
8. Additional literature	1. Cutlip, S. et al., Effective Public Relations, Mate, Zagreb, 2010. (selected chapters)							
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The condition for taking the exam is participation in classes.							
	Clarification of the conditions: The student is required to participate in at least 40% of the total number of teaching hours provided for in the study program for access to the first preliminary exam, or 70% for access to the second preliminary exam and/or the comprehensive exam. The student is required to continuously monitor his/her success (percentage of attendance). By fulfilling these conditions, the student is assigned an (electronic) signature confirming this. A student who has not exercised the right to a signature may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper only as a make-up for the second preliminary exam or comprehensive exam, not for the first preliminary exam. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot make up for the absences at all, but is required to re-enroll and take the course in the following academic year.							
11. Exam implementation and assessment criteria	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of topics covered in lectures and exercises and compulsory literature are evaluated. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. During the semester, the student writes 2 practical assignments, which are evaluated with a grade from insufficient (1) to excellent (5), and which carry 60% of the total grade for the course. Assignments are written according to previously defined rules and instructions available to students. General information for the 1st and 2nd assignments: - the practical assignment is an obligation of every student, without which it is not possible to pass the course - includes a theoretical treatment of the given topic and a small research part - the research part is a key part of the work, without which it is not possible to achieve a passing grade							

- recommended research methods: analysis and synthesis of existing data; comparison; survey; interview; case study ...
- in agreement with the teacher, it can be prepared and presented in a team, but grades are given jointly for the written part and individually and separately for the oral part
- the order of presentation is strictly defined and may only be changed exceptionally and with the teacher's approval, and with prior notice of at least one week in advance

The sum of the points for all parameters and the average of all grades obtained makes up the final grade.

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively.

Positive grades from the listed criteria participate in the calculation of the final grade with the following shares:

Criteria		Weight proportion
Written exam	1. colloquium	20%
	2. colloquium	20%
Task 1		30%
Task 2		30%

12. Assessment criteria - explanation

The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture and exercises are assessed. The exam is graded from 0 to 30 points.

Scale: 14 - 16 sufficient; 17 - 19 good; 20 - 24 very good; 25 - 30 excellent

During the semester, the student writes 2 practical assignments, which are evaluated with a grade from insufficient (1) to excellent (5), and which carries 60% of the total grade for the course. The sum of the points for all parameters and the average of all grades obtained make up the final grade.

Assignment grading:

- in addition to the quality of the topic, and especially the type and method of research (which is crucial), the final grade is also influenced by the form, content, and (non)compliance with the deadlines for presentation and submission of the paper, as well as the presentation (oral presentation) of the paper itself.
- the final grade is formed as the average of the grades for the written and oral parts
- if one member of the pair does not appear at the presentation, the other member of the pair is required to deliver a complete presentation independently, as well as submit a complete written paper. Also, a person who does not appear, i.e. does not deliver the presentation, receives a negative grade and a new topic for the assignment (but most often not a new presentation date). The maximum grade that can be obtained from a new topic is sufficient (2). Also, a presentation that is not delivered implies a reduction in the final grade for the course by one grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Public relations and media studies		Year	3	Semester	5
Course Name	Personal public relations		Code	9699	ECTS	5
Lecturers	Asst. Prof. Stana Odak Krasić, Sr. Lect. Davor Stanković					
Teaching Method and Hours	Lectures	24	Seminars and workshops	8	Exercises	20
	Consultations	4	Total	60	Midterms	4

Course Description

1. Course objectives	To introduce students to the basics, theory and techniques of personal public relations, to raise awareness of ourselves as a potential subject of public relations, to learn to use all communication channels at our disposal, to teach students practical knowledge and the use of tools for managing personal public relations of famous people, to encourage critical reflection and observation of other people's and our own personal public relations and individual moves, to emphasize image, to manage a personal brand, etc. Given the students' orientation towards public communication, special emphasis will be placed on personal PR on social networks and the Internet and the analysis of examples of personal public relations of famous people and their media communication on various media platforms.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define the basic elements of personal public relations. 2. Explain the importance of working on yourself as a lifelong process and gain better insight into your strengths and weaknesses. 3. Use social media as a form of self-promotion. 4. Evaluate the process of branding a public figure on social networks. 5. Implement 'technical elements' as prerequisites for positioning web texts on websites. 6. Analyze examples of speech images and implement your own speech image. 7. Demonstrate the strategic use of online channels in spreading the message.					
3. Content	Introduction to the course – working methods, literature, class attendance, knowledge tests, getting to know the course content and performance (...); Personal public relations and communication coefficients; History of personal development: the period before Freud, psychoanalysis, psychology and psychotherapy, new age spirituality and different directions of personal development today; Who to listen to? How to find your way among numerous advisors, experts and those who present themselves as such; Self-confidence and attitude towards authority; Dealing with uncertainty, rejection and criticism; LinkedIn as a tool for personal promotion: the importance of a LinkedIn profile in business highlighting and networking + case studies; From a blog to your own business - how LinkedIn helps in business networking; 'Branding your name and surname' on social networks; Microblogging platforms for highlighting: Twitter as a tool for profiling young professionals; YouTube as a tool for personal promotion - exercise: vlogging; Internet search engines under the hood - Communication with Internet search engines; Content is king; Features of public speaking; Speech as a reflection of a person's personality; Spoken Image - The importance of personal PR in one's own career; Content analysis and profiling of personal channels on social media: what do my social media profiles say about me?; Social media portfolio - creating a report of personal channels on social media.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Portfolio	1.5	Project	1
7. Required literature	1. Zoran Tomić: Public Relations, Theory and Practice; Synopsis, Zagreb – Sarajevo, 2008. (selected chapter) 2. P. Bokun; A. Todorović "My Own PR", Academy of Diplomacy and Security, Belgrade, 2010 3. Working materials, scripts, selected book chapters and internet sources (according to the teacher's instructions)					
8. Additional literature	1. Gottesman D., Mauro B. (2006). The Art of Public Speaking. Zagreb: Naklada Jesenski Turk 2. Pease, A. (2002). Body Language. Zagreb: AGM					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey					
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program. Writing assignments that make up the portfolio is an obligation for every student, without which it is not possible to pass the course. The condition for taking the written exam is regular attendance at classes of at least 70%. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the full exam. To pass each preliminary exam or exam, it is necessary to obtain a positive grade from the assignments. The student is required to continuously monitor his/her success (assignment grades and attendance percentages). A student who has not exercised the right to a signature (less than 70% attendance in class and/or a negative grade for one					

	assignment) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Details related to the entrance exam (the regularity compensation is personalized for each student and depends on the percentage of regularity in classes). If a student does not submit the assignments on time, he/she will receive a negative grade and a new topic for the assignment. The maximum grade that can be obtained from the new assignment is sufficient (2). A student who has less than 40% at the end of the class is required to re-attend the course.														
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the listed criteria are assessed positively. Positive grades from the above knowledge tests participate in the calculation of the final grade in the following proportions: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weighting</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>20%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Task 1.</td><td>15%</td></tr> <tr> <td>Task 2.</td><td>15%</td></tr> <tr> <td>Task 3.</td><td>15%</td></tr> <tr> <td>Task 4.</td><td>15%</td></tr> </tbody> </table>	Criteria	Weighting	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Task 1.	15%	Task 2.	15%	Task 3.	15%	Task 4.	15%
Criteria	Weighting														
Written exam - 1st preliminary exam	20%														
Written exam - 2nd preliminary exam	20%														
Task 1.	15%														
Task 2.	15%														
Task 3.	15%														
Task 4.	15%														
12. Assessment criteria - explanation	Students receive instructions for assignments from their teachers no later than two weeks before the scheduled date for submission and/or completion of the assignment. In addition to the quality of the topic and, in particular, the type and method of preparation, the final grade is also influenced by other elements that the teacher determines as important and relevant for a particular assignment (creativity, literacy, form, etc.) as well as (non-)compliance with deadlines for their submission. If a student does not submit their assignment on time, the grade is reduced by one value unit. The final exam (portfolio) is compiled and the conditions are determined by the teachers. The written exam can be taken in two parts (interviews). If a student is not satisfied with the grade, he/she can rewrite parts of the exam, but in that case the grade already obtained is no longer valid. If the teacher has reasonable suspicions that the result on the exam was not achieved without the help of others, he/she can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. The sum of the points for all parameters and the average of all grades obtained make up the final grade in the percentage table.														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.														

General information						VERN' University		
Program	Public relations and media studies			Year	3	Semester	5	
Course Name	Legal aspects of public relations			Code	6957	ECTS	5	
Lecturers	Lect. Ivana Vrcić							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	The aim of the course is to familiarize students with the current media legislation in the Republic of Croatia and to understand the position and responsibility of the media in the overall communication process, as well as the place and role of media participants in general, as well as the current Croatian media reality - print and electronic media. Students are expected to be able to articulate legal and ethical issues related to legal regulation in the field of media and to critically reflect on the place, role and significance of the media as an indispensable "tool" in communication.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Define media in legal terms 2. Recognize the legal institutes of media legislation 3. Apply individual legal regulations and legal institutes in specific cases 4. Identify illegal actions in the media and the consequences of such actions 5. Critically examine the relationship between existing media regulations and the state of media presentation in the Republic of Croatia and the EU 6. Assess the necessary compliance of public actions with the corresponding legal frameworks							
3. Content	Introductory theoretical lectures with an overview of the most important legal provisions; Right to access information; Concept of information and request for exercising rights; Concept and role of the media; Freedom of the media; Right to correction of published information (denial); Media disputes and judicial protection; Violation of personality rights; Compensation for damages; Electronic media and publications; Audiovisual commercial communications; Agency for Electronic Media; Council for Electronic Media; Protection of minors; Croatian News Agency, role and activities; Croatian Radio and Television, bodies and role							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking a preliminary exam and possibly a written and oral exam in case of unsuccessful passing of the preliminary exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Seminar	1
	Activities	0.5	Continuous assessment 0.5					
7. Required literature	• European Convention for the Protection of Human Rights and Fundamental Freedoms • Constitution of the Republic of Croatia (selected chapters) • Data Secrecy Act 4. General Data Protection Regulation - Regulation (EU) 2016/679 5. Act on the Right of Access to Information 6. Media Act 7. Electronic Media Act 8. Ordinance on the Protection of Minors 9. HRT Act 10. HINA Act							
8. Additional literature	1. Francois, W., «Mass Media Law and Regulation» 2. European Convention on Transfrontier Television 3. Law on Information Security 4. Criminal Law (selected chapters) 5. Law on Obligatory Relations (selected chapters) 6. Alaburić, V.: "Handbook on Freedom of Public Speech" and "Media Legislation of the Republic of Croatia" 7. Alaburić, V., Havkić, E. and Marijan, R.: « Commentary and practice of the Law on Public Communication, the Law on Criminal Procedure, the Criminal Code and the European Convention for the Protection of Human Rights and Fundamental Freedoms»							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Making up for absences for the 1st preliminary exam is not possible. The second partial exam (K2) in advance may be taken by a student who has met the following criteria: - regularity in classes of at least 70% *							

	- achieved a second signature in the course. A student with a lower regularity may take subsequent exam periods if he/she: has made up for and submitted the entrance paper to the lecturer. The topic of the entrance paper is assigned by the lecturer, and the student submits and explains it immediately after submission during the consultation period set by the lecturer, and no later than one week before the exam period. The student should take into account the deadline for applying for the exam, i.e. submit and explain the entrance paper in a timely manner. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is to pass the written exam, or both of its parts.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Seminar</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Activities	10%	Seminar	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	40%										
Written exam - 2nd preliminary exam	40%										
Activities	10%										
Seminar	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts (colloquium). These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam in all subsequent deadlines. The written exam consists of tasks that test knowledge of the content according to the learning outcomes. Formation of the grade from the written exam: 0%-50% 1 (insufficient) 50%-65% 2 (sufficient) 65%-80% 3 (good) 80%-90% 4 (very good) 90%-100% 5 (excellent) If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the result is recorded as 0 points. The activity is evaluated by independently creating tasks and homework. For a positive grade from the assignments, at least six completed assignments must be submitted to the lecturer. The presentation is graded and is mandatory for each student as a criterion for the final grade. A negative grade from the presentation is corrected during a consultation period set by the lecturer.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information										VERN' University								
Program	Public relations and media studies				Year	3		Semester	5									
Course Name	Human resources management				Code	6961		ECTS	5									
Lecturers	Sr. Lect. Silvana Fratrić Kunac																	
Teaching Method and Hours	Lectures	26		Exercises	26		Midterms	4		Tasks	4							
	Total	60																
Course Description																		
1. Course objectives	To enable students to acquire the basic knowledge necessary to understand key processes in the field of human resources management. To provide opportunities for research and application of modern approaches and methods of human resources management and to practice skills in managing personal and career development.																	
2. Expected learning outcomes	1. Explain the importance and roles of human resources management in modern business 2. Plan human resources in accordance with the company's strategic directions 3. Apply basic human resources management tools 4. Evaluate which methods and techniques to use in the selection process 5. Create a training plan according to the company's needs 6. Apply personal and career development management methods 7. Create and present a mini HRM project for a specific company																	
3. Content	Determination and historical development of human resources management. The importance and roles of human resources management in the organization's operations. Human resources management strategy. Organizational culture and climate. Trends in human resources management. Basic functions of human resources management: planning, acquisition and selection, training and development, evaluation of work performance, motivation. Personal development: self-management and relationship management skills, career development.																	
4. Admission requirements	There are no special requirements for enrolling in the course.																	
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of a project, presentation of a seminar paper, taking a preliminary exam and possibly a written exam in case of failure to pass the preliminary exam.																	
6. Monitoring student progress and associated ECTS credits	Classes	1.5		Written exam	1.5		Activities	0.5		Seminar	0.5							
	Activities	0.5											Project	1				
7. Required literature	1. Dessler, G., (2015). Human Resources Management, Zagreb: Mate.																	
8. Additional literature	1. Robbins, S. P., Judge, T. A. (2009). Organizational behavior. Zagreb: Mate. 2. Miljković, Dubravka; Rijavec, Majda (2009). Positive psychology at work, Zagreb: MEP.																	
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.																	
10. Exam access requirements	The requirement for taking the 1st preliminary exam is a minimum of 50% regular attendance, which includes the material covered up to that point (making up for absences for the 1st preliminary exam is not possible). If the student successfully passes the 1st preliminary exam, in the 1st and 2nd terms they only take the 2nd preliminary exam, which includes only the 2nd part of the material. The requirements for taking the 2nd preliminary exam in the pre-term are: ° 70% of the total teaching ° seminar presentation ° project assignment and presentation of the same ° second signature Students with lower regular attendance can take the following exam terms, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to a second signature, or exam registration. Students who achieve between 40% and 69% can make up for absences by writing and submitting an entrance paper whose topic is assigned by the lecturer and which is submitted NO LATER than one week before the exam date, and the deadline for applying for the exam must be taken into account, i.e. the additional assignment must be submitted on time. Students whose attendance is lower than 40% are advised to retake the course in the next academic year.																	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. The grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>30%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>30%</td></tr></table>												Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%
Criterion	Weight share																	
Written exam - 1st preliminary exam	30%																	
Written exam - 2nd preliminary exam	30%																	

	Seminar	10%
	Project	20%
	Activities	10%

12. Assessment criteria - explanation	The exam is taken in writing and can be taken in two parts. The first part is written in the middle of the semester, after the first 7 weeks of classes. The requirement for admission is a minimum of 50% regular attendance and it includes the material covered up to that point. If the student successfully passes the first preliminary exam, in the 1st and 2nd terms, they only take the second preliminary exam, which includes the second part of the material. In the 3rd and 4th terms, the first preliminary exam is no longer recognized, but students take the exam from both parts of the material. The criterion for a passing grade is 60% of the exam answered correctly. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond, a score of 0 points is recorded.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Public relations and media studies		Year	3	Semester	6
Course Name	Content management		Code	9535	ECTS	5
Lecturers	Sr. Lect. Marija Volarević Sršen					
Teaching Method and Hours	Lectures	16	Exercises	16	Total	32
Course Description						
1. Course objectives	The course aims to introduce students to new forms of communication that have come with the communication revolution of new and social media. This implies a good knowledge of new trends (both technological and communication) and skillful adaptation to the rapid change of communication platforms and networks. Through the course, students will learn new forms of media content, but also how to create them, how to manage them and how to direct them in a joint practical content project on which they will work in the field of public relations: from writing and editing the Wordpress platform, to creating content for social media (memes, graphics, infographics, short video materials, etc.).					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Use new media tools to create innovative content more efficiently and effectively; 2. Create content for a target audience; 3. Lead a small new media project; 4. Apply theoretical concepts in practice; 5. Recommend the application of the latest communication trends.					
3. Content	Contnet is the king: the role of digital content as support for relations with the public; Digital storytelling; Creating your own digital content; Content strategy: content planning; Trends in content creation: analysis of existing trends; Trends in content promotion and distribution: mobile applications, mobile media; Multimedia content; Content creation and distribution: newsletter, Future of content creation and creation, Application of promotional techniques on new media.					
4. Admission requirements	There are no requirements for enrolling in the course					
5. Student obligations	Class attendance, class engagement					
6. Monitoring student progress and associated ECTS credits	Classes	1	Project	2	Tasks	2
7. Required literature	• Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge. • Lambert, J. (2013) Digital Storytelling. New York: Routledge. • Newman, Nic; Fletcher, Richard; Kalogeropoulos, Antonis; Levy, David A. L. and Nielsen, Rasmus K. (2020) Reuters Institute Digital News Report: Tracking the Future of the News. Reuters Institute for the Study of Journalism; • Amin Beig, A., Kahn, M.F. (2018) Impact of Social Media Marketing on Brand Experience: A Study of Select Apparel Brands. Vision, 22(3), 1-12.					
8. Additional literature	1. Hinton, S.; Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 2. Lester, P.M. (2014) Digital Innovations for Mass Communication: engaging the user. New York: Routledge 3. Alhabash, Saleem and McAlister, Anna R. (2014) "Redefining virality in less broad strokes: Predicting viral behavioral intentions from motivations and uses of Facebook and Twitter". new media & society 17(8): 1317-1339 4. Bebić, Domagoj and Volarević, Marija (2016) Viral Journalism: The Rise Of The New Form. Media research, 22(2): 107-126. 5. Sapkota, K. N., Putten, J. V. (2018) Social Media Acceptance and Usage by Business Communication Faculty. Business and Professional Communication Quarterly, 1–23					
9. Quality monitoring	Evaluation of course performance. Student survey					
10. Exam access requirements	A minimum of 70% class attendance.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the above criteria are assessed positively. The exam involves working on a project during the semester in the form of writing texts for the Wordpress platform. The seminar part of the course is divided into taking over the editorial function for one week during the semester, where students manage online communication of a joint project. The second part of the seminar class refers to the analysis of online communication and setting a content strategy for a given client. Positive grades from the above criteria participate in the calculation of the final grade with the following shares: The exam is taken by submitting a final report on work (portfolio) where the student reports on his/her work and activities during the semester according to the given categories. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge					

in relation to what was written, or does not respond, a score of 0 points is recorded

Criteria	Weighting
Project (work on a student project: writing texts and the quality of written texts)	60%
Tasks (managing Wordpress pages and social networks)	40%

**12. Assessment
criteria -
explanation**

The project report is submitted at the last meeting of the semester and is worth 60% of the grade. Each student team should serve as an editorial board during the selected week of classes.

**13. Communication
methods**

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Public relations and media studies		Year	3	Semester	6				
Course Name	Career design		Code	10584	ECTS	5				
Lecturers	Sr. Lect. Silvana Fratrić Kunac									
Teaching Method and Hours	Lectures	16	Exercises	16	Total	32				
Course Description										
1. Course objectives	The course objectives are to enable students to apply the design thinking methodology in career development during and after their studies; to adopt a constructive approach, framework and techniques in the process of discovering their calling and shaping a meaningful life and career; to encourage creativity, proactivity, personal responsibility and self-efficacy in overcoming career challenges, to adopt functional and realistic perceptions of career paths; to enable the development of career adaptability and tolerance for career uncertainty; to equip students for successful integration into the world of work,									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. reformulate existing career problems 2. articulate and integrate personal value systems about work and life 3. discover activities with the highest level of positive energy, involvement, and a state of complete focus 4. create mental maps for generating business ideas 5. design three prototypes of five-year career plans and conduct interviews to test their quality 6. evaluate their own career plans 7. select a mentor and a support team in the realization of the career plan									
3. Content	Assessment of key life areas (psychophysical health, work, fun and belonging), dysfunctional and functional beliefs; mental states (curiosity, reshaping, experimentation, action and radical collaboration): work and personal values; sources of positive and negative energy, engagement and flow; methods of generating ideas; career plan prototype; interviews and testing of career plans, key steps in the career decision-making process; immunity to failure; radical collaboration (team and mentor selection).									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Regular class attendance, active participation in exercises, regular preparation for classes, writing of written assignments (portfolio) and career plan, written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Seminar	1	Portfolio	1	Project	1
7. Required literature	Burnett, B. and Evans, D. (2018). Design your life. Zagreb: Planetopia.									
8. Additional literature	- Burnett, B. and Evans, D. (2020). Designing Your Work Life: New York, NY: Alfred A. Knopf - Antoljak, V. and Kosović, M. (2018). Design thinking for non-designers. Zagreb: Školska knjiga									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The requirements for taking the written exam in advance are: ° 70% of the total class ° portfolio ° second signature Students with lower attendance rates may take the next exam periods if they have made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. Students who achieve between 40% and 69% are required to make up for the missed assignments with additional assignments assigned by the lecturer and submit them no later than one week before the exam period, and the deadline for registering for the exam should be taken into account, i.e., submit the additional assignment on time. Students whose attendance rate is lower than 40% are advised to retake the course in the next academic year.									
11. Exam implementation and assessment criteria	A student has the opportunity to take the oral exam a limited number of times during the academic year, at the times specified in the academic calendar. Students who are not satisfied with the grade achieved may also repeat the oral exam, but the previously achieved grade will be erased.									
12. Assessment criteria - explanation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed elements participate in the calculation of the final grade with the following shares:									
	Criteria	Weight share								
	Oral exam	30%								
	Portfolio	30%								

	Career plan	30%
	Activities	10%

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Public relations and media studies			Year	3	Semester	6	
Course Name	Graphic design of publications			Code	9228	ECTS	5	
Lecturers	Asst. Prof. (Art) Martina Granić							
Teaching Method and Hours	Lectures	14	Seminars and workshops	4	Excercises	14	Total	32
Course Description								
1. Course objectives	The goal of the teaching process is to introduce students to the tools for creating a graphic product. Students will be able to distinguish a quality product from a poor quality one. If they need a finished graphic product in their business environment, what they can expect and what they should pay attention to. Students will be able to create simple graphic products using tutorials on personal computers.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Apply basic InDesign tools for text layout 2. Use basic Photoshop tools for photo editing 3. Recognize the basics of composition and the differences between vector and raster graphics in practical examples 4. Explain methods and basic text editing procedures along with typographic knowledge 5. Apply mastered techniques through a project (exercise) to create a simple graphic product							
3. Content	Introduction to visuality. Visual elements as a basis for understanding visuality. Compositional principles. + Introduction to basic tools for drawing vector objects in InDesign. Color theory. Wavelength of the visible color spectrum. Color attributes. Color symbolism. Color spaces. Additive and subtractive color synthesis, GAMUT of the visible color spectrum, CMYK and RGB color space, HSV and HSL color models. Digital graphics. Vector and raster graphics. Image resolution and color depth. Preparing photos for print and for the web. + Introduction to basic tools in Photoshop. Typography. History and characteristics of typefaces, Letter, Typography, Font, Anatomy and classification of letters, Text editing, Grid/Layout, Paper formats. + Creating a simple graphic product and working with text, images and vector objects in InDesign and Photoshop. Books and the history of printing (from papyrus to printed books). Types of printed products. Magazines, newspapers, journals. Books, brochures, catalogs, postcards, posters. Packaging, foils. Stages of graphic product production, Graphic preparation, Printing, Finishing, Printing standardization and Paper production.							
4. Admission requirements	Possibility of following contact classes.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking a preliminary exam and possibly a written and oral exam in case of unsuccessful passing of the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Portfolio	1.5	Continuous assessment	0.5
7. Required literature	1. Nikola Tanhofer: 'On Color' (Zagreb, Novi Liber, 2008)							
8. Additional literature	1. Robert Bringhurst: 'Elements of Typographic Style' (Zagreb, Croatian Design Society, 2018) 2. H.Kipphan: 'Handbook of Print Media' (Berlin; Heidelberg; New York; Barcelona; Hongkong; London; Milan; Paris; Singapore; Tokyo; Springer, 2001)							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The requirements for taking the exam are: 1. participation in classes - according to the regulations 2. positive grade from activities during classes - active monitoring of the proposed program Explanation of the requirements: The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and achieve an overall positive grade from activities during classes. Activities during classes include announced and unannounced short tests, seminars, projects, homework and all other activities encouraged during classes by the teacher. The student is required to continuously monitor his/her success (achieved number of points and percentage of attendance). By fulfilling these requirements, the student is awarded an (electronic) signature confirming this. A student who has not achieved the right to a signature (less than 70% attendance in classes and/or a negative grade during classes) can exceptionally compensate for the lack of engagement by writing and defending an entrance paper. Making up for unfulfilled requirements is not possible for midterm exams, or pre-term exams, so a student with a shortfall cannot take them. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot make up for the absences at all, but is required to re-enroll and take the course in the following academic year. Entry paper:							

	If a student has not exercised the right to sign because he/she participated in classes between 40% and 70% and/or has a negative grade during classes, the teacher prescribes an entry paper with which the student compensates for the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request. The student is required to take into account the time needed to prepare the entry paper and contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to take the exam). The entrance examination consists of one or more tasks, which compensate for the lack of teaching hours and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. Each of the assigned tasks is required to be submitted in writing by the student (the deadline and propositions are prescribed by the teacher) and to be checked during the teacher's consultations. Failure to meet the given deadline will result in the cancellation of the task. Any form of plagiarism will result in the cancellation of the task and the case being reported to the ethics committee.															
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: The written exam is evaluated numerically - in points, according to the following table: <table><tr><td>Points</td><td>Grade</td></tr><tr><td>0%-50%</td><td>1 (insufficient)</td></tr><tr><td>50%-65%</td><td>2 (sufficient)</td></tr><tr><td>65%-80%</td><td>3 (good)</td></tr><tr><td>80%-90%</td><td>4 (very good)</td></tr><tr><td>90%-100%</td><td>5 (excellent)</td></tr></table>			Points	Grade	0%-50%	1 (insufficient)	50%-65%	2 (sufficient)	65%-80%	3 (good)	80%-90%	4 (very good)	90%-100%	5 (excellent)	
Points	Grade															
0%-50%	1 (insufficient)															
50%-65%	2 (sufficient)															
65%-80%	3 (good)															
80%-90%	4 (very good)															
90%-100%	5 (excellent)															
12. Assessment criteria - explanation	During continuous knowledge assessments during classes (activities), students collect points that are added up. At the end of the semester, a grade from this criterion is determined based on the total number of points achieved and the scale. For a positive grade, it is necessary to achieve at least 50% of the points on the exam. If the student is not satisfied with the grade on the exam, the student can take the exam again, but in that case the grade already obtained is no longer valid. The student has the right to review the written exam and the right to an additional oral exam. <table><tr><td>Criteria</td><td>Weighting</td><td rowspan="3"></td></tr><tr><td>Written exam</td><td>50%</td></tr><tr><td>Portfolio</td><td>50%</td></tr><tr><td>Table</td><td>Criteria</td><td>Weighting</td></tr><tr><td>Portfolio</td><td>50%</td><td></td></tr></table>			Criteria	Weighting		Written exam	50%	Portfolio	50%	Table	Criteria	Weighting	Portfolio	50%	
Criteria	Weighting															
Written exam	50%															
Portfolio	50%															
Table	Criteria	Weighting														
Portfolio	50%															
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.															

General information					VERN' University			
Program	Public relations and media studies		Year	3	Semester	6		
Course Name	Media appearance		Code	9534	ECTS	5		
Lecturers	Sr. Lect. Davor Stanković							
Teaching Method and Hours	Lectures	16	Excercises	16	Total	32		
Course Description								
1. Course objectives	The course should introduce students to the basics of media appearances. The goal is to adopt the basics of professional standards for presenting certain content for appearances in front of the cameras through statements and interviews from a public relations perspective. Through interactive exercises, students are taught to use their voice, speech values, facial expressions and gestures, and to speak fluently using the Croatian standard language according to the rules set by that mass medium. The goal is also to acquire practical knowledge through exercises and to learn about essential issues related to the medium in accordance with new technological possibilities.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. understand the characteristics and principles of media appearances as a whole 2. demonstrate the skill of public speaking in front of TV cameras 3. use verbal means of expression for the purpose of logically conveying a message 4. demonstrate, through practical work, an understanding of verbal and non-verbal communication 5. demonstrate the method of conveying content related to their profession 6. demonstrate how to navigate a television studio or in front of a camera outside the studio in various situations, including crisis situations							
3. Content	Introduction to media appearances: basic concepts (verbal and non-verbal communication, clarity of message, power of first impression, television formats). Verbal communication: voice, pronunciation, intonation, loudness, speed, rhythm, pauses, logical emphasis. Use of verbal expressive means for the purpose of logically conveying a message. Speech elegance. Modal expressions. Speech fluency and dexterity. Fear and stage fright. Standard Croatian language in the media. Non-verbal communication: facial expressions and gestures, behavior in front of cameras and in a television studio. Dress code. Television etiquette. Time limits for appearances in the media. Regulations of individual formats: radio interview, statement for television, guest appearance on a television show, addressing the audience (speaking into the camera), answering uncomfortable questions (hostile audience).							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, regular preparation for classes, completion of written assignments and completion of practical exercises							
6. Monitoring student progress and associated ECTS credits	Classes	1	Seminar	1	Continuous assessment	1	Tasks	2
7. Required literature	Essex, W.: May I quote you? A practical media relations handbook for managers. PPrint Library, Zagreb, 2006.							
8. Additional literature	- Lucas, S.: The Art of Public Speaking. Mate, Zagreb, 2015. - Pease, A. and B.: The Great School of Body Language. Mozaik knjiga, Zagreb, 2011. - Škarić, I. and Varošanec-Škarić, G.: The Overall Image of Croatian Television's Speech. Speech XI, 2, 1-12, Zagreb, 1994. - Kišiček, G. and Stanković, D.: Rhetoric and Society. Naklada Slap, Zagreb, 2014.							
9. Quality monitoring	Evaluation of classes and courses; student survey							
10. Exam access requirements	Achieved percentage of class attendance (70%), submitted essay and completed practical exercises. Exercises not submitted by the deadline will be graded with a lower grade.							
11. Exam implementation and assessment criteria	On continuous activity checks during class, the student collects points that are added up. At the end of the semester, a grade is determined based on the total number of points achieved and the scale. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the result is recorded as 0 points. points)64% Activities20%							
12. Assessment criteria - explanation	The course is considered successfully completed/passed when the student achieves at least 61 points from the above categories. The points are ultimately evaluated with a grade from insufficient (1) to excellent (5), according to the following scale: 61 - 70 sufficient; 71 - 80 good; 81 - 90 very good; 91 - 100 excellent.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students							

are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Public relations and media studies		Year	3	Semester	6
Course Name	Public relations in culture, tourism and sports		Code	10230	ECTS	5
Lecturers	Asst. Prof. Krešimir Dabo					
Teaching Method and Hours	Lectures	12	Seminars and workshops	6	Excercises	10
	Total	32			Fieldwork	4
Course Description						
1. Course objectives	To teach students applied knowledge in the field of management and communication in culture, with a particular emphasis on the strategy of developing public relations in the performing arts sector. To teach students new knowledge that will help them position tourism as part of the global market, create a positive image in relation to suppliers, customers, employees, shareholders, banks, the general, special, professional and political public. Through the acquisition of basic theoretical knowledge, practical skills in planning and implementing projects are mastered. To teach students about the two basic functions of public relations in sports: how to help athletes in everyday communication with the public through the media and promoting athletes as brands, and to train students for the successful analysis and application of public relations in sports on specific examples. The emphasis is on a practical approach to learning, through best practices and projects that are based in the environment, and the goal is to be useful to the community.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define the basic concepts of public relations in culture, tourism and sports. 2. Explain the role and function of public relations in culture, tourism and sports. 3. Distinguish examples of good and bad public relations practices in culture, tourism and sports. 4. Evaluate the role of public relations in the promotion of culture, tourism and sports. 5. Design promotional activities in culture, tourism and sports.					
3. Content	Public relations theories in the fields of culture, tourism and sport. Specificities of public relations in culture, tourism and sport. To teach students about the two basic functions of public relations in sport: how to help athletes in everyday communication with the public through the media and promoting athletes as brands, and to train students for the successful analysis and application of public relations in sport using concrete examples. Promotion and marketing in tourism. Integrated communication. Corporate identity in tourism. Product brand in tourism. Hotel public relations. Public relations of tourist communities. Public relations of restaurants. Media relations. Promotion in the hotel industry. Promotion of tourist destinations. Promotion of tourist attractions. Communication in tourism. Target audiences. Case studies. Sport, sporting events and social community. Theories and criticisms of public relations in sport. The role of public relations in sport. The importance of media mediation. The position of public relations in sports clubs and organizations. Social responsibility of public relations in sports. Spokespeople in sports. Communication channels. Media relations. Building a club and player brand. Crisis communication in sports. Promotional activities. Sponsorships. PEST and SWOT analysis. Image and identity. Target audiences. Promoting Croatia through sports. Case studies.					
4. Admission requirements	No special conditions.					
5. Student obligations	Attendance of lectures, exercises, fieldwork and project work.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Continuous assessment	1	Project	3
7. Required literature	• Tomić, Z. (2008) Public Relations - Theory and Practice. Zagreb: Synopsis. (selected chapters) • Case Studies • Relevant Internet Resources					
8. Additional literature	1. Skledar, Nikola; Fundamentals of Cultural Sciences, Zaprešić, VŠPU Baltazar Adam Krčelić, 2002. 2. Tkalac, Verčić, Ana; Public Relations, HUOJ, Zagreb, 2016. 3. Holt, Douglas, B., How brands become icons: The principles of cultural branding, Boston, Harvard Business School, 2004. 4. Kaiser, Michael M., The Art of the Turnaround - Creating and maintaining healthy arts organisations, Waltham, Massachusetts, University Press of New England, 2008. 5. Cutlip, S., et al. (2009.) Effective Public Relations. Zagreb: MATE. (selected chapters) 6. Vranešević, Tihomir, Upravljanje markama, Accent, Zagreb, 2007. 7. Hajoš, Boris; Skoro, Božo; Public Relations for Civil Society Organizations, HUOJ, Zagreb, 2009. 8. Rosenberg, Marshall B.; Nonviolent Communication - the Language of Life, Center for Peace, Nonviolence and Human Rights Osijek, Osijek, 2006.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey					

10. Exam access requirements	The condition for taking the final exam is regular attendance at least 70%. The student is obliged to constantly monitor his/her success (attendance percentage). A student who has not exercised the right to sign (less than 70% attendance in class) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Details related to the entrance paper (attendance compensation is personalized for each student and depends on the attendance percentage and the student will be informed about it after the end of the lecture).
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the stated criteria are assessed positively. Creation of a project essay and presentation of a project that represents a chosen strategy of relations with the public in culture, tourism and/or sports according to the given criteria: Content and theme 30%, Demonstrated acquired knowledge 50% and Presentation and communication skills 20%.
12. Assessment criteria - explanation	The success of the project is assessed based on the achieved learning outcomes.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University			
Program	Public relations and media studies			Year	3	Semester	6			
Course Name	Storytelling in image creation			Code	11001	ECTS	5			
Lecturers	Asst. Prof. Nikolina Borčić, Sr. Lect. Davor Stanković									
Teaching Method and Hours	Lectures	12	Seminars and workshops	6	Excercises	14	Total	32		
Course Description										
1. Course objectives	To teach male and female students the knowledge of the theory of public communication and image creation with an emphasis on the analysis of the application of the theory on selected examples and the analysis of the image of public figures from the fields of politics, business, popular culture. The emphasis is on an overview of how individuals create and present their roles in society and the role of the media and the audience in the presentation. Create a portfolio based on a matrix to display the image of the selected person. Through the practical application of theoretical knowledge, the knowledge and skills necessary for creating and managing the image and reputation of persons and companies in public communication are acquired.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Compare similarities and differences in the concepts of impression, image, identity, social role, audience expectations, social role context, and perception through expectations. 2. Explain models of creating social stages and the roles of public perspectives from a sociolinguistic perspective. 3. Analyze image creation strategies with an emphasis on theories of agenda setting, framing, storytelling, spectacle construction, and stereotyping of social roles and activities. 4. Evaluate and analyze the tactics behind created images in relation to the selected media platform and communication and social framework. 5. Develop and present an image portfolio of a selected public figure or company.									
3. Content	Introduction to public communication. Analysis of media announcements and image construction in public communication. Theoretical foundations of the mechanisms and theories in the background of image creation with an emphasis on agenda-setting theories, framing, storytelling, constructing spectacles, stereotyping of social roles and activities. Media portraits of individuals, groups and business entities. Creating a portfolio of the image of a public person or company.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, creation and presentation of a project assignment (seminar work).									
6. Monitoring student progress and associated ECTS credits	Classes	1	Portfolio	1	Project	1	Presentation	1	Tasks	1
7. Required literature	1. Lecture materials 2. Borčić, N. (2023) The devil is in the details. Image and discourse in politics. Zagreb: TIM Press. 3. Relevant online sources.									
8. Additional literature	Selected professional and scientific articles and case studies.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from the activities during the classes. Activities during the classes include participation in the preparation of exercises and discussions during the classes, the preparation and presentation of a portfolio with an analysis of the image of a selected person / group or company. A student who has not achieved the right to sign (less than 70% attendance in class and/or a negative grade during the classes) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper (an additional task of analyzing a selected political image). Students will be informed about the details regarding the entrance paper after the lectures. This method of compensation depends on the percentage of regularity, and the task is assigned in accordance with the above.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result of the written exam (seminar paper) was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the									

	student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The grade for class activity is created according to the active participation in class that the lecturer observes and records individually for each student in each class. <table><tr><td>Criteria</td><td>Weighting</td><td></td></tr><tr><td>Assignments</td><td>30%</td><td></td></tr><tr><td>Presentation</td><td>35%</td><td></td></tr><tr><td>Portfolio</td><td>35%</td><td></td></tr><tr><td>Table</td><td>Criteria</td><td>Weighting</td></tr><tr><td>Table</td><td>Table</td><td></td></tr></table>	Criteria	Weighting		Assignments	30%		Presentation	35%		Portfolio	35%		Table	Criteria	Weighting	Table	Table	
Criteria	Weighting																		
Assignments	30%																		
Presentation	35%																		
Portfolio	35%																		
Table	Criteria	Weighting																	
Table	Table																		
12. Assessment criteria - explanation	The seminar paper includes a theoretical treatment of the selected topic, and is prepared individually. In addition to the quality of the selected topic according to the teacher's instructions and in particular the type and method of research, the final grade is also influenced by the form of the submitted assignment and (non)compliance with the deadlines for submission. In addition to the written project (portfolio), the final grade also includes the presentation of the project assignment. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																		

Program	Public relations and media studies	Year	3	Semester	6
Course Name	Professional practice	Code	6964	ECTS	5
Lecturers					
Teaching Method and Hours	Total	120			

Course Description

1. Course objectives	The main goal of professional practice is to test and apply certain acquired knowledge and skills, such as the application of public relations strategies with regard to the specific needs of different organizations and individuals, the design and implementation of simple public opinion surveys, the evaluation of the success of a public relations campaign, the resolution of a simple crisis situation, the use of basic marketing tools in simpler business cases, the analysis of contemporary social trends, the structure of society and the media, and the application of the principles and techniques of current public relations practice in various business situations. The goals of the practice are also aimed at concretizing the preparation of the final thesis.
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.
3. Content	After completing the mandatory professional practice, the student is obliged to submit a student report on the completed professional practice. The report consists of the following elements: 1. cover 2. content 3. work diaries 4. mentor's report 5. possible recommendations 6. conclusion The report should contain all the mentioned elements in the indicated order. During the professional practice, the student keeps a weekly work diary. The diary is written by week and describes all the work that the student performed that week during the practice. The diaries are signed by the mentor and the student in the place provided for signature. The mentor's report is attached to the report. The mentor evaluates the student's work and completes the mentor's report on the completed professional practice in which the student's work is briefly described.
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice
5. Student obligations	Attending internships, performing assignments and work at internships, writing work logs and reports on internships, appropriate behavior in the organization
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held professional practice. Mentor's report.
10. Exam access requirements	Submitted report on completed professional practice.
11. Exam implementation and assessment criteria	The deadline for submitting the report is seven days after the internship has been completed. There is no numerical grade, only a passing grade of 'COMPLETED'.
12. Assessment criteria - explanation	

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Entrepreneurial management		Year	1	Semester	1								
Course Name	Digital transformation and new forms of organization		Code	9864	ECTS	5								
Lecturers	Asst. Prof. Davor Perkov													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	Develop the necessary competencies for successful operation in a digital business environment. Learn the basic dimensions of function and new forms of organization, especially from the aspect of change management in the digital economy. Be able to distinguish models for designing role systems and employee work methods. Understand how to overcome organizational and individual resistance to change. Gain a more complete insight into business process reengineering and digital business transformation.													
2. Expected learning outcomes	1. Acquire competencies for successful operation in a digital business environment. 2. Learn existing and new forms of organization, especially from the aspect of change management in the digital economy. 3. Understand the multidimensionality of the concept, meaning and implementation of digital transformation. 4. Learn methods of managing organizational and individual resistance to change. 5. Learn the basics of business process reengineering and digital transformation. 6. Know how to categorize new technologies (e.g. 3D printing, etc.) and understand the various application possibilities.													
3. Content	Introduction to the course; The concept and meaning of work organization, organizational charts and new forms of organization; The concept and meaning of change management; Types of business changes and digital transformation; Models of introducing business changes; Management of employee resistance in the organization; Reengineering of business processes; Industry 4.0: 3D and 4D printing, Virtual Reality (VR), Internet of Things (IoT), Robotics); Concluding thoughts													
4. Admission requirements	None													
5. Student obligations	Attendance at classes, engagement in classes, preparation of a seminar paper, and taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	2								
7. Required literature	- Perkov, D. (2019). Change management in a business organization in the digital age. Zagreb: Narodne novine. - Perkov D. (2019). PPT presentation and lecture notes manual, Zagreb: VERN'.													
8. Additional literature	1. Jones, G. (2013). Organizational Theory, Design and Change. 7th Ed. Harlow: Pearson.													
9. Quality monitoring	Anonymous student survey. Teaching evaluation with the help of fellow experts. Evaluation of course performance.													
10. Exam access requirements	The requirements for taking the written exam are: a) Activity and regularity in classes of at least 20%. b) Positively graded seminar paper.													
11. Exam implementation and assessment criteria	If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, i.e. with his own knowledge, he may schedule an additional oral examination. If in such case the student shows a significant deficiency knowledge in relation to what is written, or does not respond, a result of 0 points is recorded. The exam is considered passed and a grade is recorded if all of the listed criteria are assessed positively. Positive grades in the calculation of the final grade have the following shares: the following shares: <table><tr><th>Criteria</th><th>Weight proportion</th></tr><tr><td>Written exam</td><td>40%</td></tr><tr><td>Activities</td><td>20%</td></tr><tr><td>Seminar</td><td>40%</td></tr></table>						Criteria	Weight proportion	Written exam	40%	Activities	20%	Seminar	40%
Criteria	Weight proportion													
Written exam	40%													
Activities	20%													
Seminar	40%													

12. Assessment criteria - explanation	ACTIVITY IN CLASS - includes: regularity of class attendance (%), students' preparedness for teaching in the form of processing assigned case studies, class activity, contribution to the success of classes through active i constructive participation in problem discussions. He holds the written part of the exam lecturer. IN SEMINAR PAPERS familiarity with the theory from lectures and literature, interestingness and instructiveness; degree of own research of theory and practice from the aspect organizations, change and digital transformations; quality of analysis i critical opinion; ppt presentation (content, execution method, formatting, etc accuracy); discussion and argumentation of the presented views. To pass the WRITTEN EXAMINATION, a minimum score of 50% is required. points.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Entrepreneurial management		Year	1	Semester	1						
Course Name	Managerial accounting		Code	9862	ECTS	6						
Lecturers	Asst. Prof. Melita Cita											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	Develop a personal interest in managerial accounting on the knowledge and ability to understand accounting and other information and their use in making business decisions and business management. Provide knowledge and skills in mastering the concepts, techniques and methods of managerial accounting in the function of managing a business entity, selection criteria and selection of information for business decision-making, master decision-making based on costs, master planning (budgeting), control and evaluation of business performance, and build the basis for studying related disciplines that await them in the continuation of their studies and applying the acquired knowledge to other professional areas and disciplines.											
2. Expected learning outcomes	1. explain the purpose, function, concepts, methods and techniques of management accounting 2. compare the impact of different costing methods on measuring a company's business performance 3. analyze short-term pricing and production decisions 4. explain the role, concepts, methods and techniques of budgetary control 5. apply and interpret the calculation and recording of deviations from budgeted amounts 6. select and apply the basic concepts of establishing responsibility accounting 7. calculate and interpret indicators measuring the financial performance of a company 8. select business decisions using incremental analysis.											
3. Content	The concept, significance and role of managerial accounting; Financial accounting as the basis of managerial accounting; Cost types and cost management; Accounting monitoring of production; Accounting of responsibility; Informing management for the needs of short-term planning and control; Informing management for the needs of business decision-making.											
4. Admission requirements	None											
5. Student obligations	Attendance at classes, taking written and oral exams											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4	Oral exam	1						
7. Required literature	1. Broz Tomac, S. et al (2015). <i>Management Accounting - Case Studies</i>. Zagreb: HZRIFD.											
8. Additional literature	1. Bhimani, A., Horngren, C. T., Datar, S. M., Foster, G. (2018). <i>Management Accounting and Cost Accounting</i>. Zagreb: MATE d.o.o. 2. Gulin D. et al. (2011). <i>Management Accounting</i>,. Zagreb: HZRIFD. 3. Gulin, D. and Žager, L. (eds.) (2008). <i>Fundamentals of Accounting – Accounting for Non-Accountants</i>. Zagreb: HZRIF. . 4. Antony R. N., Reece J. S. (2004). <i>Accounting – Financial and Management Accounting</i>. Zagreb: RRIF. 5. Teaching materials from lectures and exercises											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The exam consists of a written and an oral part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	The written exam is conducted using problem-based calculation tasks. The status of a passed exam is recognized after the oral exam is passed. If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded. The exam is considered passed and a grade is recorded if all the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>80 %</td></tr><tr><td>Oral exam</td><td>20 %</td></tr></table>						Criteria	Weight share	Written exam	80 %	Oral exam	20 %
Criteria	Weight share											
Written exam	80 %											
Oral exam	20 %											

**12. Assessment
criteria -
explanation**

Grades on the written exam reflect the points earned as follows:

Total Points	Rate
0 – 60	insufficient (1)
61 – 70	enough (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

**13. Communication
methods**

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Entrepreneurial management		Year	1	Semester	1		
Course Name	Entrepreneurship		Code	9886	ECTS	5		
Lecturers	Sr. Lect. Zrinka Gregov							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	Expand and deepen your understanding of entrepreneurship and the entrepreneurial process in a global context. Connect the functional areas necessary for the successful launch and management of new entrepreneurial ventures using international business opportunities. Be able to use tools to assess your own entrepreneurial intentions and abilities to launch a new entrepreneurial venture. Be able to argue the reasons and benefits of introducing an internal entrepreneurship program in large companies and create such a program for the company where you work or where you have completed your internship.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Argue the importance of entrepreneurship in global conditions. 2. Assess entrepreneurial mindset and cognitive adaptability in others and themselves. 3. Critically evaluate traditional management, independent entrepreneurship, entrepreneurial management, and corporate entrepreneurship. 4. Design a program to encourage internal entrepreneurship in a selected company. 5. Integrate different functional areas necessary for successful use of international business opportunities and online business. 6. Select appropriate techniques for creative problem solving, generating new ideas, and analyzing opportunities. 7. Evaluate different strategies for creating and using new entry into domestic and international markets. 8. Create a professional paper using relevant literature and business databases while adhering to the rules of academic writing.							
3. Content	The nature and importance of entrepreneurship in economic development, historical development. The entrepreneurial process and types of <i>start-up</i> ventures. Entrepreneurial mindset, cognitive adaptability, learning from failure experiences. Traditional and entrepreneurial business management. Entrepreneurial intentions and individual characteristics. Corporate entrepreneurship and developing entrepreneurial culture. International entrepreneurial opportunities, challenges of the digital economy (problems and obstacles). Creativity, business idea and opportunity analysis. Product planning and development, online commerce. Entrepreneurial strategy, creating and using new market entry, uncertainty and risk reduction							
4. Admission requirements	None							
5. Student obligations	Attendance of classes, preparation of an individual seminar on the topic of encouraging internal entrepreneurship in a specific company, project teaching - preparation of a group project on the topic of identifying and verifying business opportunities for a selected company, presentation of the project.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1	Project	1
7. Required literature	1. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2011). <i>Entrepreneurship</i> (6th ed.). MATE. 2. Johnson, S. (2002). <i>Who Moved My Cheese? Coping with Change at Work and in Everyday Life</i>. Tuma.							
8. Additional literature	• Wickham, P. (2004). <i>Strategic Entrepreneurship</i>(3rd ed). Financial Times – Prentice Hall. • Puljić, M. and Gregov, Z. (2006). Incentives to Intrapreneurship in the Company Belupo Pharmaceuticals and Cosmetics Plc . In: <i>3rd International Conference 'An Enterprise Odyssey: Integration or Disintegration', Proceedings</i>. Zagreb, Croatia. Faculty of Economics and Business, University of Zagreb and Mikrorad d.o.o • selected scientific and professional papers							
9. Quality monitoring	Student survey. Teaching evaluation with the help of fellow experts. Evaluation of course performance.							
10. Exam access requirements	The requirement for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. Then, active participation in classes, preparation and presentation of a seminar paper, and participation in the preparation and presentation of the project.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr></table>						Criteria	Weight share
Criteria	Weight share							

Written exam	50%
Project	20%
Seminar	20%
Activities	10%

12. Assessment criteria - explanation

The WRITTEN EXAM is designed to test knowledge, understanding and application of basic concepts, theoretical models and practical management instruments, especially those outcomes that are not covered by the project and seminar. The written exam is taken during regular and extraordinary exam periods. The grade from the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded.

PROJECT "*Economics - Identification and verification of new business opportunities in a selected company*" is designed to evaluate and select appropriate techniques for creative problem solving, idea generation and analysis of business opportunities in a selected company.

SEMINAR "*Proposal for a program to stimulate internal entrepreneurship in a selected company*" is designed to analyze the existing level of entrepreneurial management and corporate entrepreneurship in a company and to devise proposals for its stimulation and development.

CLASS ACTIVITY includes: student preparation for classes in the form of reading assigned case studies, searching business databases, creating exercises, contributing to the success of classes through constructive participation in problem discussions and timely preparation and presentation of seminars and projects.

Points	Grade
60 - 69	2
70 - 79	3
80 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University
Program	Entrepreneurial management	Year	1	Semester	1
Course Name	Business law and intellectual property law	Code	9866	ECTS	5
Lecturers	Lect. Ivana Vrcić, Sr. Lect. Mario Vukelić				
Teaching Method and Hours	Lectures	15	Exercises	15	Total 30
Course Description					
1. Course objectives	Indicate the basic categories of the Companies Act. Focus on understanding the legal forms of companies, internal relations and responsibilities, distinguishing and choosing between more than one of them when establishing them, the rights and obligations of members and company bodies towards third parties. Enable the acquisition of a professional level of skills necessary for successful management of a company, resolving conflicts between members and company bodies, making judgments on increasing and decreasing share capital, how and when to act according to various forms of statutory and contractual association, how to exercise the right of the majority and protect the position of the minority and the rights of members in general.				
2. Expected learning outcomes	Expected learning outcomes - Upon successful completion of the course, students will be able to: 1. interpret and explain the legal forms of companies and distinguish them from other public law economic entities, 2. choose the form that best suits the founders and future members when establishing companies, 3. successfully manage the company's affairs and represent it to third parties, 4. be able to appropriately resolve disagreements between members and company bodies, as well as potential dilemmas in decision-making by the bodies in which it operates, make judgments about increasing and decreasing share capital, 5. timely assess the interests of the company according to various forms of statutory and contractual association, how to exercise the right of the majority and protect the position of the minority and the rights of members in general, 6. protect the interests of the company and its members in relation to pre-bankruptcy and bankruptcy, 7. identify the concept and content of intellectual property rights, 8. present the most common forms of industrial property protection, 9. explain the concept of a trademark and demonstrate the process of trademark protection.				
3. Content	Basic concepts of status law, companies of persons: public company, limited partnership, secret partnership, economic interest association, European economic interest association, partnership, capital companies: joint stock company, limited liability company, affiliated companies: companies with majority share, dependent and controlling company, concern, companies with mutual shares, entrepreneurial contracts, drafting of fundamental acts of commercial companies. Also legal institutes related to commercial company law: pre-bankruptcy, bankruptcy, liquidation and trade.				
4. Admission requirements	There are no special requirements for enrolling in the course.				
5. Student obligations	Attendance of lectures and exercises, taking a written exam.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4	
7. Required literature	1. Vukelić, M. (2016). Commercial and company law for entrepreneurs and managers, Zagreb: VERN' (part relating to company law pp. 1-160) 1. Vrcić, I (2018) Teaching material for intellectual property law				
8. Additional literature	- Gorenc, V. et al. (2008). <i>Commentary on the Law on Companies</i>. Zagreb. RRiF. - Petrović, S. Ceronja, P. (2010.) <i>Fundamentals of Company Law</i>, University of Zagreb Faculty of Law - Law on Copyright and Other Rights, NN 167/03, 79/07, 80/11, 125/11, 141/13, 127/14, 62/17 - Dr. Ivan Henneberg: Copyright, Informator, Zagreb 2001.				
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.				
10. Exam access requirements	The condition for taking the exam is to attend classes for at least 20% of the total number of hours provided for by the study program. The dates of the final exam are published on the student portal.				
11. Exam implementation and assessment criteria	The written exam is conducted using problem-based tasks and essay-type questions.				

12. Assessment
criteria -
explanation

If the teacher has reasonable doubts that the result of the written exam is not achieved without the help of others, i.e. with his own knowledge, he can schedule an additional one oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written, or does not respond, a score of 0 points is recorded.

The grades on the written exam reflect the points achieved as follows:

Sum of points	Grade
0 – 25	insufficient (1)
26 – 31	enough (2)
32 – 37	good (3)
38 – 43	very good (4)
44 – 50	excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Entrepreneurial management		Year	1	Semester	1								
Course Name	Marketing management		Code	9863	ECTS	5								
Lecturers	Assoc. Prof. Diana Plantić Tadić													
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30								
Course Description														
1. Course objectives	To develop an understanding of the importance and role of marketing in the operations of competitive entrepreneurial organizations. To introduce students to current theoretical knowledge applicable to the everyday business activities of modern, customer-oriented organizations. To enable students to understand and accept modern approaches to marketing management and market orientation of profit and non-profit systems, both from a theoretical perspective and through guest lectures by eminent marketing experts.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain marketing management as a business concept and as a business process 2. Analyze various aspects of marketing management 3. Solve marketing problems related to planning and developing marketing strategies in a team and independently 4. Interpret the importance of the market research process in making business decisions 5. Explain the importance of integrated marketing communication (all its forms) with consumers/users 6. Discuss the success of building and strengthening the brand of a particular product/company 7. Identify the target market for the appropriate product 8. Demonstrate knowledge of creating and implementing marketing programs for a specific market													
3. Content	Understanding marketing management in a modern marketing environment; Market information as a starting point for marketing management (market research process); Strategic marketing and competitiveness; Integrated marketing communications management; Building and strengthening a brand in the market; Brand value; Creating and implementing marketing programs through real business cases													
4. Admission requirements	None													
5. Student obligations	According to the regulations and internal acts of VERN' University													
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2.5	Project	1.5								
7. Required literature	1. Kotler, P., Keller, K. L. (2016). A Framework for Marketing Management, 6th Edition, Pearson Education Limited. 2. teaching materials (presentations from lectures)													
8. Additional literature	1. Hall, R. (2015). Brilliant Marketing, 2nd edition, Pearson Education Limited. 2. Kotler, P., Keller, K. L., Martinović, M (2014). Marketing Management, 14th edition, Zagreb: Mate. 3. Pelsmacker, P. De, Geuens, M, Bergh, J. Van den (2013). Marketing Communications: A European Perspective, 5th edition, Pearson Education Limited.													
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.													
10. Exam access requirements	To take the regular exam period, it is necessary to create a project assignment and send it in an e-version to the email address diana.plantic-tadic@vern.hr no later than 7 days before the exam period, and submit a printed version of the work, written in the form of a seminar paper, at the exam itself. In addition to 70% attendance, to take the exam in the pre-term it is necessary to process one of the offered business cases in the form of a seminar paper, which is printed and brought to the oral exam, and to prepare a presentation of the entrance paper with a ppt presentation. A ppt presentation is not prepared for regular exam periods.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight proportion</td></tr><tr><td>Project</td><td>25%</td></tr><tr><td>Oral exam</td><td>60%</td></tr><tr><td>Activities</td><td>15%</td></tr></table>						Criteria	Weight proportion	Project	25%	Oral exam	60%	Activities	15%
Criteria	Weight proportion													
Project	25%													
Oral exam	60%													
Activities	15%													
12. Assessment criteria - explanation	ADMISSION PAPER - for the pre-term - consists of professional processing and analysis of one of several offered business cases in the form of a seminar paper, which is brought to the exam and the presentation of the student's solutions and recommendations for the selected business case, along with a ppt presentation at the exam itself. The student brings the printed version of the paper (written according to the Instructions for the seminar paper) to the course instructor for the exam itself. The access paper (processing of the business case) is valid once only for the preliminary term.													

	ORAL EXAMINATION - In addition to the presentation and discussion on the given topic, at the pre-term and at each regular exam period, the student is asked at least one theoretical question (depending on the level of the student's effort in class and demonstrated acquired knowledge). If a student does not pass the oral exam in the pre-term, he/she prepares a project assignment for the next regular exam period, where he/she will be asked orally again. PROJECT ASSIGNMENT - for the regular exam period - represents an individual processing of the assignment (A. IMK program in the function of rebranding, B. market research for the purpose of creating an IMK program) on the example of a selected company/organization operating on the Croatian market (of the student's choice). The project assignment, written according to the Instructions for writing a seminar paper, is sent by the student to the email: diana.plantic-tadic@vern.hr by the given deadline (no later than one week before the exam period), and the student brings the work in printed form to the exam itself. ACTIVITY IN THE CLASS includes: class attendance (%), active class participation, observations of student preparation for class, results achieved on regular short tests, exercises or questionnaires, contribution to class success through active and constructive participation in problem discussions.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Entrepreneurial management		Year	1	Semester	1				
Course Name	Design thinking		Code	6855	ECTS	4				
Lecturers	Sr. Lect. Gordana Ćorić									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	By attending the interactive, mosaic Design Thinking course, students will upgrade existing knowledge and gain a broader insight into solving business (and other) problems, and learn new approaches to creating innovative sustainable products, services and companies. This dynamic course will be useful for those who want to get acquainted with innovative techniques and activities, and think about adding new value in entrepreneurial ventures. By mastering the techniques of systematic stimulation and nurturing of creativity, students will become familiar with the concept of design thinking and the application of relevant tools that will enrich their skills in effectively responding to different types of challenges. The course is designed to guide students through all stages of the process of design reflection and action (empathizing with customers/clients/partners, defining challenges, shaping ideas, creating prototypes, testing solutions and incorporating improvements based on feedback). In the practical part of the course, students will work in groups to solve selected problems and case studies, and demonstrate the practical application of design thinking and innovation development in response to specific challenges from the real business world. The concept of the course combines theoretical and practical content. In the theoretical part, through presentations, lectures and discussions, students will be introduced in detail to the concept of Design Thinking, and will be guided through all stages of the process with the application of Design Thinking tools. In the practical part of the course, students will be divided into working groups (teams) that will work on the practical application of Design Thinking for specific challenges from the real business world and/or other areas.									
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Identify opportunities for innovation and problem-solving in organizational and social structures. 2. Analyze user needs and behaviors through observation and research to understand their experiences. 3. Define problems and challenges by formulating meaningful and concrete statements that guide the solution process. 4. Explore and generate different potential solution options using creative ideation techniques. 5. Create and test prototypes with the aim of materializing ideas and collecting feedback from users to improve solutions. 6. Create an implementation plan using innovative tools from all phases of design thinking to analyze, synthesize, and apply developed solutions in complex business and social contexts.									
3. Content	MODULE 1: Introduction to the Design Thinking concept, method and tools, Examples of use, and insight into the complete method and workshop with the aim of going through all phases of Design Thinking MODULE 2: Identifying opportunities for introducing innovations and solving problems, Defining problems and developing empathy, Exercise MODULE 3: Redefining challenges and ideation phases, Exercise MODULE 4: Sketching ideas for solutions, Design prototype, Preparation for testing, Exercise MODULE 5: Testing, Seeking, obtaining and evaluating the usefulness of feedback, Learning from mistakes, Improving the solution, Presentation of the solution, Exercise									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and taking exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	0.5	Project	1.5	Activities	0.5
7. Required literature	Script and working materials based on literature (compilation): Antoljak, V. and Kosović, M. (2018). Design thinking for non-designers – how to solve business problems and innovate successfully. Zagreb: Školska knjiga.									
8. Additional literature	Brown, T. (2008). Design Thinking. Harvard Business Review (June 2008 issue; reprint R0806E). (pp 1-10) 2 Supplementary literature • Brown, T. (2009). Change by design: how design thinking transforms organizations and inspires innovation. New York: Harper business. Brown, T. (2018). Change by design = Designing custom changes. Zagreb: Mate. Cross, N. (2011). Design thinking: understanding how designers think and work. Oxford: Berg. Holloway, M. (2009). How tangible is your strategy? How design thinking can turn your strategy into reality. Journal of Business Strategy, Vol. 30, Iss 2/3 (pp. 50 – 56) Howkins, J. (2003). The creative economy: how people make money from ideas. Zagreb: Binoza press. Leavy, B. (2010). Design thinking – a new mental model of value innovation. Strategy & Leadership, Vol. 38 Iss3 (pp. 5 – 14) Liedtka, J. (2014). Innovative ways companies are using design thinking. Strategy & Leadership, Vol. 42 Iss 2(pp. 40 – 45)									

	Liedtka, J. (2018). Why Design Thinking Works? Harvard Business Review, September–October 2018 Issue, (pp.72–79) Liedtka, J. and Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool Kit for Managers. New York: Columbia Business School Publishing								
9. Quality monitoring	Observations and evaluations of classes after each module. Course performance evaluation. Student survey.								
10. Exam access requirements	Regular attendance at classes as prescribed by the regulations, positive participation in classes, assigned research and participation in team work, and continuous work on the project are required. In order to take the exam, the student must compensate for insufficient activity by preparing and submitting an entrance (seminar) paper, project or similar assignment. The entrance paper is assigned after missed class participation and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares <table border="1"> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>40%</td></tr> <tr> <td>Project</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criterion	Weight share	Written exam	40%	Project	40%	Activities	20%
Criterion	Weight share								
Written exam	40%								
Project	40%								
Activities	20%								
12. Assessment criteria - explanation	Students who do not participate in workshops and teamwork will take a written exam, and the written exam will be graded according to a given scale of points. The written exam is a combination of different tasks (choice between multiple answers, definitions, explanations, essay questions, etc.). If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a result of 0 points is recorded. Evaluation of the team project is carried out on the basis of the quality and depth of research conducted for the needs of the projects and classes (after receiving the initial instructions and instructions), compliance with the given deadlines, assessment of the effort invested, feedback on the presentation of the results, quality of the results, and comparison with the best team work/research in the study group. Evaluation of activities and exercises in the class is carried out in every class, because the teaching is workshop-type. Individual activities, pair activities, and team/group activities are conducted). Students who do not attend classes will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. Reviewing each module via e-form represents an opportunity to reflect on the experience and skills acquired during each module. The individual assignment represents an opportunity to round off what has been learned and to find additional relevant sources to supplement the acquired knowledge and skills, and the grade depends on comprehensiveness and avoiding superficiality in the selection of solutions, answers and examples.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	Entrepreneurial management		Year	1	Semester	1
Course Name	EU funding policies and EU terminology		Code	3621	ECTS	4
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	To ensure an understanding of the European integration process, with a special emphasis on knowledge of European Union policies and their financing, European Structural and Investment Funds, and the opportunities that EU funds open up for Croatia through its membership in the Union. As English is one of the working languages of the European Union, the aim of this course is to improve students' language skills by introducing them to the specific jargon of European integration.					
2. Expected learning outcomes	After mastering all the course content, students will: 1. Name current events and the presence of the topic of European integration 2. Apply EU terminology in funding programs and describe the role of EU institutions in Croatian and English 3. Recognize the main characteristics of the EU budget 4. Explain EU policies and describe which EU programs finance individual EU policies 6. Explain the significance of EU regional and cohesion policies 7. Distinguish between the Structural Funds and the Cohesion Fund 8. Understand the significance of the Common Agricultural Policy 9. Compare the basic mechanisms for financing programs and projects and how individual phases of the mechanism can be influenced 10. Communicate about EU funding programs in English					
3. Content	EU development, EU institutions – actors in decision-making at the EU level – jargon of EU institutions (6 hours) EU budget – budgetary system, where does EU money come from and where does it go, adoption of the EU budget (2 hours) + vocabulary related to the budget in English (2 hours) EU policies + EU programs (overview, financing methods) (4 hours) – vocabulary related to policies and programs (2 hours) EU structural and cohesion policy – what, why, how it works, funds (4 hours) + terminology related to EU funds (2 hours) Common agricultural policy – what, significance, funds (2 hours) + CAP jargon (2 hours) How to get EU funds? – cycle of programming, design, implementation and evaluation of programs and projects, how to influence individual phases, lobbying, negotiating, adopting strategic documents, etc. (4 hours) workshop (2 hours)					
4. Admission requirements	Basic knowledge of English, min. level B1					
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam					
6. Monitoring student progress and associated ECTS credits	Classes	0.5	Written exam	2	Continuous assessment	0.5
					Presentation	1
7. Required literature	1. McCormic, J., Understanding the European Union, Palgrave Macmillan/Mate d.o.o., 2010. 2. ECHO PCM Manual, European Commission, Directorate-General for Humanitarian Aid - ECHO, selected sections					
8. Additional literature	Daily and weekly newspapers in English: - EC Newsroom: https://europa.eu/newsroom/home_en - Euronews: https://www.euronews.com/news/europe - Financial Times: http://www.ft.com/home/uk ; - Politico: https://www.politico.eu/ ; - The Economist: http://www.economist.com/ ; - Der Spiegel (in English): http://www.spiegel.de/international/0,1518,,00.html ; - EU observer: http://euobserver.com/ ; Eurotopics: http://www.eurotopics.net/en/home/presseschau/aktuell.html					
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 20%. b) Positively graded seminar paper For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the teacher, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper in a timely manner - no later than two weeks before the exam. A student whose regular attendance at classes is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Group presentation</td><td>20%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	70%	Group presentation	20%	Activity	10%	Total	100%
Criteria	Weight share										
Written exam	70%										
Group presentation	20%										
Activity	10%										
Total	100%										
12. Assessment criteria - explanation	The written exam also consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 30 points in the test. The points obtained through the classes are added to the points from the test before being converted into the grade. The total points are converted into the grade of the written exam in the manner shown in the table. Students who want a higher grade take the oral part of the exam. If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is 0 points.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University
Program	Entrepreneurial management	Year	1	Semester	1
Course Name	Risk management - project risk management	Code	10900	ECTS	4
Lecturers	Mario Đaković, Asst. Prof. Dijana Pletikosa				
Teaching Method and Hours	Lectures	15	Exercises	15	Total 30
Course Description					
1. Course objectives	The course introduces students to the basic methodological approach to risk management and project risk management. The goal is for students to gain knowledge about the significance of risk in an organization (risk classification, quantitative and qualitative, identification and presentation of modern risk theories, risk management in an organization through the application of modern methods and techniques for recognition, measurement and regulation of risk, crisis management with clear goals and impact on time and cost share) and new techniques specific to the real sector through project work. The ultimate goal is to learn to apply risk management skills and tools to projects and effectively use the acquired knowledge in practice. Special attention will also be paid to the methodology for presenting papers through practical tasks.				
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. describe the concept and basic functions of risk, 2. differentiate risks by category, 3. classify risks based on the observed impact of project management and all the features of mitigating the impact of risk in individual project phases, 4. compare risk types and principles of systematic risk management on projects during the execution of the entire project, 5. analyze the process of assessing project management risks and ensuring project completion and the production of all accompanying documents, diagrams, graphs, etc., in accordance with the selected management model 6. differentiate between working with one of the information and communication support tools for competent management, risk transfer on projects and risk analysis (operational and financial), 7. design a project (risk and analysis), based on theoretical knowledge and examples of good practice 8. assess the success of risk treatment on a project with a presentation of conclusions.				
3. Content	1. Basics of risk management: introduction to risk management; integration of functional knowledge about risks; standard phases and process groups managed by project risk, 2. project life cycle and risk identification: stakeholders involved in project risk identification; planning risk analysis on projects: scope, structural elaboration of risks, list of activities, risk assessment, impact on time plan, impact on project organization; quantitative and qualitative process of risk analysis with impact on the integrity of the project, 3. risk response planning, control and action development processes for improvements, options and mitigations to reduce threats to project objectives, 4. profitability of the project: the procedure for implementing plans for monitoring the identified risks, assessing the effectiveness of the risk process during the entire duration of the project, 5. simulations of risk management models on projects. General managerial skills in project risk management; development of teams and team roles in risk management.				
4. Admission requirements	There are no special requirements for enrolling in the course.				
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar 1
7. Required literature	1. Dale Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Managements Guidelines", Managing Risk in Large projects and complex procurements, British Library Cataloging in Publication Data, HD61.P765 (2004), ISBN 0-470-02281-7 2. PMBOK/ Project Management Body of Knowledge,: "A Guide to the Project Management Body of Knowledge (PMBOK)", 5th ed. Newtown Square, (2011) PA: 11th chapter (PRM) - PROJECT RISK MANAGEMENT				
8. Additional literature	1. David L. Olson., Desheng Wu.: "Enterprise Risk Management Models", Springer Heidelberg Dordrecht London New York, Library of Congress Control Number: 20109228025 (2010), ISBN 978-3-642-11473-1 2. Dale F. Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Management Guidelines: Managing Risk in Large Projects and Complex Procurements", John Wiley & Sons Ltd. HD61.P765 2004, ISBN 0-470-02281-7.				
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll				
10. Exam access requirements	The student is required to attend at least 20% of the total number of teaching hours provided for in the study program. The requirements for taking the written exam are regular attendance of at least 20% and two practical exercises submitted and graded. A student whose regular attendance is less than 20% cannot take the exam in that academic year and is instructed to retake it in the next academic year.				

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="311 163 596 282"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </table>	Criteria	Weight share	Written exam	60%	Project	40%
Criteria	Weight share						
Written exam	60%						
Project	40%						
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. The exam is graded from 0 to 80 points, the preliminary exam from 0 to 40 points. Scale preliminary exam: 24 - 27 sufficient; 28 - 32 good; 33 - 36 very good; 37 - 40 excellent Scale exam: 48 - 55 sufficient; 56 - 64 good; 65 - 72 very good; 73 - 80 excellent During the semester, the student writes a project paper that is graded from insufficient (1) to excellent (5), and which carries 40% of the total course grade. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he/she wishes to apply for a higher grade.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information					VERN' University	
Program	Entrepreneurial management		Year	1	Semester	1
Course Name	Diplomacy and diplomatic communication		Code	10895	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	This course aims to introduce students to the basic concepts and theories of diplomacy, as well as to key practices of diplomatic communication. Through lectures and interactive seminars, students will analyze various forms of diplomatic communication in the context of bilateral and multilateral diplomacy, negotiations, and public diplomacy. The impact of media and new technologies on diplomacy in the contemporary world will also be addressed.					
2. Expected learning outcomes	After successful completion of the course, the student will be able to: 1. Understand key terms and theories of diplomacy. 2. Recognize different types of diplomatic communication and their application. 3. Critically analyze international relations through the prism of diplomatic communication. 4. Apply diplomatic techniques in negotiations and crisis situations. 5. Interpret the role of the media and public diplomacy in shaping international policy.					
3. Content	The course content includes: 1. Introduction to diplomacy: Historical overview and basic concepts. 2. Diplomatic institutions and protocol: Ministries, diplomatic missions, international organizations and the European diplomatic service, basics of protocol. 3. Diplomatic work: Bilateral, multilateral and economic diplomacy and consular service. 4. Public diplomacy and the media: The role of the media and social networks in diplomatic communication. 5. Diplomatic negotiation: Strategies and tactics.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3		
7. Required literature	Working materials and literature.					
8. Additional literature						
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are evaluated.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University							
Program	Entrepreneurial management		Year	1	Semester	2						
Course Name	Financial management		Code	9867	ECTS	6						
Lecturers	Asst. Prof. Melita Cita											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	Develop an understanding of financial management and its impact on a company's operations. Answer relevant questions about modern financial management, enabling students to identify and overcome existing and potential problems that financial management faces in a business environment. Understand the fundamental characteristics of the basic functions of financial management and the process of making financial decisions in conditions of limited resources. Introduce students to the basic tools of financial management, the basics of financial analysis and planning, investment analysis, and the basics of project feasibility assessment.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: - comment on the importance of financial decisions and their impact on a company's operations - analyze the external and internal factors that financial managers face in the business environment - create a cash budget for managing a company's cash flows and financial analysis with the aim of interpreting the financial aspect of the company's overall operations - use financial decision-making tools for quality corporate financial decision-making and the selection of financial instruments in the processes of investing and financing a company - assess the profitability of investments using financial efficiency methods - create a project assignment on the assessment of the operations of a selected company.											
3. Content	1. Introduction to financial management; 2. Theories of financial management; 3. Financial environment of the company; 4. Time value of money; 5. Investment analysis; 6. Capital budgeting and project feasibility assessment; 7. Financial analysis and planning; 8. Financing of business operations; 9. Liquidity management of the company.											
4. Admission requirements	There are no special requirements for student enrollment											
5. Student obligations	Attend classes, take a written exam. According to the regulations and internal acts of VERN' University											
6. Monitoring student progress and associated ECTS credits	Written exam		4	Project		2						
7. Required literature	1. Vidučić, Lj., Pepur, S. and Šimić Šarić, M. (2018). <i>Financial Management</i> . Zagreb: RRIF-plus. 2. Workbook (2024). Financial Management.											
8. Additional literature	1. Žager, K., Mamić Sačer, I., Mališ Sever, S., Brozović, M. and Žager, L. (2023). <i>Financial Statement Analysis.Fundamental Principles and Procedures. VIth Revised and Amended Edition</i> . Zagreb: HZRiF . 2. Orsag, S. (2015.) Business Finance, Zagreb: HUFA, Avantis. 3. Brigham, E. F., Houston J. F. (2004). <i>Fundamentals of Financial Management</i> .South-Western, Thomson Learning, Ohio 4. Gitman, L.J. (2003). <i>Principles of Managerial Finance</i> , 10th edition.Addison-WesleyLongman, Reading, Mass. 5. Van Horne J. C. (1993). <i>Financial Management and Policy</i> . Zagreb: MATE.											
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.											
10. Exam access requirements	The exam consists of a written part. The condition for taking the written exam is to attend classes for at least 20% of the total number of hours provided for in the study program and submit a project assignment. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	The written exam is conducted using problem-based calculation tasks. <i>If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, or with one's own knowledge, he/she may schedule an additional oral test.</i> If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, a result of 0 points is recorded. The exam is considered passed and a grade is recorded if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight Share</td></tr><tr><td>Written exam</td><td>80 %</td></tr><tr><td>Project</td><td>20 %</td></tr></table>						Criteria	Weight Share	Written exam	80 %	Project	20 %
Criteria	Weight Share											
Written exam	80 %											
Project	20 %											

12. Assessment
criteria -
explanation

The grades for the written exam reflect the points achieved as follows:

Total points	Rating
0 – 60	insufficient (1)
61 – 70	enough (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

Project assignment: the evaluation criteria relate to: elaboration of the topic, solutions to problem calculation data, and the reality of personal reflections when reaching a conclusion.

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University
Program	Entrepreneurial management	Year	1	Semester	2
Course Name	Operations management	Code	10121	ECTS	5
Lecturers	Lect. Dario Galinec, Assoc. Prof. Jadranka Ivanković				
Teaching Method and Hours	Lectures	15	Excercises	15	Total 30
Course Description					
1. Course objectives	To introduce students to the role and tasks of operations management in an organization. To provide an understanding of the functioning of operations management in various business environments, so that students are able to independently identify and select appropriate tools and methods for supporting and improving business processes. To discuss current technological, methodological and other solutions used in practice, so that students can understand current trends, as well as how to implement them.				
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the place and role of operations management in business practice 2. Identify and analyze the basic activities of operations management 3. Analyze different operations management strategies and associated models 4. Critically assess different levels of production efficiency, and ways of designing production and service processes 5. Examine the interconnection of product/service and process design 6. Critically assess the functioning of operations management in specific organizations (case analysis) 7. Propose appropriate operations management strategies in specific organizations 8. Create proposals for improving operations management in specific organizations.				
3. Content	INTRODUCTION TO OPERATIONS MANAGEMENT: 1. The place and role of operations management in a business organization. POSITIONING STRATEGY: 2. From business to production strategy; production goals and policies; challenges of operations management in a global environment. IMPLEMENTATION TACTICS: 3. Types of business processes; design and analysis of production and service processes. 4. Design of products and services. 5. From innovation strategy to new product introduction. 6. Monitoring performance and continuous improvement in operations management.				
4. Admission requirements	There are no special requirements for enrolling in the course				
5. Student obligations	Attending classes, creating a project assignment and presentation, taking a written exam.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Research 0.5 Project 1.5
7. Required literature	• Prester, J. (2014). <i>Operations Management in Services</i>. Zagreb: Sinergija d.o.o.				
8. Additional literature	• Jacobs, F.R., Chase, R.B. (2018). <i>Operations and Supply Chain Management</i>, 13th Edition. Zagreb: MATE. • Matelja, Ž., Mihanović, D., Veža, I. (2017). <i>Production Management</i>. Split: Faculty of Economics. • Prester, J. (2012). <i>Supply Chain Management</i>. Zagreb: Sinergija d.o.o. • Greasley, A. (2013). <i>Operations Management, 3rd Edition</i>. John Wiley & Sons. • Finch, J.B. (2006). <i>Operations Now</i>. McGraw Hill, Irwin. • Krajewski, L. & Ritzman, L. (2005). <i>Operations Management, Processes and Value Chain, 7th Edition</i>. Pearson. • Schroeder, G.R. (1999). <i>Production Management, Decision Making in the Production Function, 4th Edition</i>. Zagreb: MATE				
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.				
10. Exam access requirements	The student is required to attend at least 20% of the total number of teaching hours provided for in the study program, but is required to participate in the development of the team project assignment and its oral defense (20% of attendance must be collected BEFORE the last two weeks of classes when the project assignments are presented).				

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam	60%
Project	20%
Presentation	20%

12. Assessment criteria - explanation

Each activity is evaluated with a numerical score according to the following table:

0% - 59% insufficient (1)

60% - 69% sufficient (2)

70% - 79% good (3)

80% - 89% very good (4)

90% - 100% excellent (5)

The written exam is a test of knowledge from the entire material covered in the course. In the academic year, the student has the opportunity to take the written exam exam a limited number of times, as provided for in the teaching calendar activities.

If the teacher has reasonable doubts that the result of the written exam is not achieved without the help of others, may schedule an additional oral examination. If in in such a case, the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded.

At the beginning of class, students will receive a topic and instructions for creating a PROJECT TASK, or PRESENTATION, which deals with the work of operational management in a specific business organization. The topic of the project assignment or presentation is given by the teacher in agreement with the student. The goal of the project assignment and presentation is to analyze and solve operational management challenges. The quality of work, following the given guidelines, and compliance are evaluated given deadlines.

At the beginning of class, students will receive a topic and instructions for creating a seminar (project task) and the presentation that deals with the work of operational management in specific business organization. The topic of the project task, that is presentations are assigned by the teacher in agreement with the student. The aim of the seminar (project assignment) and presentation is to analyze and solving operational management challenges. The quality of work, following the given guidelines, and respecting the given deadlines are evaluated.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University
Program	Entrepreneurial management	Year	1	Semester	2
Course Name	Management of innovation and technological change	Code	9868	ECTS	5
Lecturers	Sr. Lect. Gordana Ćorić				
Teaching Method and Hours	Lectures	15	Excercises	15	Total 30
Course Description					
1. Course objectives	Innovation and technological progress are closely related to entrepreneurship, and their application contributes to the creation of a company's competitive advantage. For years, the Global Entrepreneurship Monitor has pointed out the problem that the products of Croatian entrepreneurs are "nothing new to anyone". Therefore, starting from individual innovations, innovative ventures and projects, students will become familiar with understanding the importance of developing innovation systems and capacities, a culture of innovation in companies, and an enabling environment (ecosystem) for the emergence and continuous development of innovations and innovative solutions. Furthermore, in order to realize the strategic goals and vision of the company, and starting from the strategy of creating conditions for the development of innovative solutions, and gaining competitive advantages through innovations and appropriate technology, students will become familiar with the need to understand the risks involved in innovation processes, but also with the importance of learning from their own and others' mistakes. By attending this interactive course, students will acquire new knowledge and skills, and connect them with the experience gained in other courses, adopt the principles of creating conditions for continuous innovative action and managing innovations and technological changes. The course will be useful for those who want to be exposed to innovative action and reflections on adding new value, systematic innovation and mastering techniques for encouraging the creation of innovative products and services, as a response to the need to change the perception of Croatian entrepreneurs as creators of already seen products and services.				
2. Expected learning outcomes	After completing the course and completing the personal assignment, students will be able to 1. Describe key terms related to innovation, innovativeness and technological change, and connect them with practical examples 2. Present innovative solutions and technology/technology change that contributed to the innovativeness of the solution 3. Analyze existing problems using creative techniques, generate ideas for their solution, and develop options that enable the use of innovation capacities and gaining competitive advantage based on innovation and technological changes while planning the necessary resources and technology 4. Using modern tools and techniques, research needs, then develop and present an innovative idea, identify a business opportunity, consider potentials and realization factors, demonstrate understanding of the necessary resources to transform an idea into an innovative venture, point to the possible development of the company's innovative capacity, and argue for the need to develop awareness of the importance of investing in the company's innovative capacity 5. Make recommendations for creating an innovation culture and strengthening innovation capacities in the company, and present a project proposal for running an innovative company (from recognizing existing potential, through creating conditions for the commercialization of potential innovations)				
3. Content	MODULE 1: Defining terminology (innovation, invention, innovation system, commercialization of innovations, technology, technological capacity of the company, agile business, change management, the link between learning from mistakes and innovation, business incubators, etc.) MODULE 2: Activities related to the use of knowledge and technology in solving problems (creativity, learning, research, development and innovation in the context of the project). Work on examples from the competition for innovative ideas. MODULE 3: Research and development as a prerequisite for the emergence of innovation in the company - characteristics of the research and development activities of the company. The concept of innovation and the main factors of enterprise development, the link between the development of innovations and the technological capacity of the company. The emergence, development and impact of innovations on the business of the company. The innovation process - turning an invention into an innovation. Technological strategy and competitiveness of the company. The link between technological changes and the market success of the company. Creation of a manual for managing innovations and technological changes. MODULE 4: Presentation of examples of innovations and technological changes. Research and presentation of the success factors of innovative projects (base: finalists of the Entrepreneur of the Year project from 2014-2022) MODULE 5: Getting to know different tools and models for arriving at innovative solutions, decisions about technological changes and achieving competitiveness (idea generation techniques, sources of ideas, tips for establishing an innovation process and innovation culture, types of innovation, agile innovation management, business model innovation, measurement of innovation power, trend of universal innovation, etc.). Work on optional examples				
4. Admission requirements	There are no prerequisites for taking this course				
5. Student obligations	Attendance at classes, active participation in classes, conducting assigned research, participating in the preparation, development and presentation of assignments and projects (individually or in pairs).				
6. Monitoring student progress	Classes	1	Written exam	1	Research 1 Project 2

and associated ECTS credits									
7. Required literature	Galović, T. (2016). <i>Introduction to Enterprise Innovation</i> (university textbook). Rijeka: Faculty of Economics, University of Rijeka.								
8. Additional literature	- Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). <i>Report on small and medium-sized enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019</i>. Zagreb: CEPOR – Center for SME and Entrepreneurship Development Policy (retrieved from: https://www.cepor.hr/wp-content/uploads/2021/01/Izvjescje-2020-HR-web.pdf). - Alpeza, M. and Singer, S. (eds.) (2022). <i>Report on Small and Medium-Sized Enterprises in Croatia – 2021: Small and Medium-Sized Enterprises in Croatia in the Context of the COVID-19 Pandemic</i>. Taken from https://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf. Zagreb: CEPOR. - Aralica, Z. (2011). Innovation financing: mutual conditioning of macro and micro concepts. <i>Economic review</i>, 62(9-10), 544-558. - Božičević, J. (2012). Innovation hive: innovation and business center. <i>Proceedings of the Karlovac University of Applied Sciences</i>, 2(1), 105–112. - Jorisch, A. (2019). Let there be innovation: How Israeli ingenuity is fixing the world. Zagreb: Profil. - Kim, W.C., Mauborgne, R. (2007). <i>Blue Ocean Strategy: How to create a space without competition in the market</i>. Zagreb: Masmedia. - Larrecche, J. C. (2009): <i>Momentum effect – how to stimulate extraordinary growth</i>. Zagreb: Lider biblioteka. - LEAD innovation papers: <i>From Vision to Market Success</i>. Retrieved from: https://www.lead-innovation.com/en/innovation-downloads - Osterwalder, A., Pigneur, Y. (2009). <i>Business Model Generation: a handbook for visionaries, game changers, and challengers</i>. Self-published. ISBN: 978-0-470-87641-1 - Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2021). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2019-2020</i>. Zagreb: CEPOR. (retrieved from: http://www.cepor.hr/wp-content/uploads/2015/03/WEB-GEM-2019I20.pdf) - Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2023). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2022</i>. Zagreb: CEPOR. (retrieved from: https://www.cepor.hr/GEM%20zbornik%202022%2005%2007%202023.pdf) - Švarc, J. (2001). What is a national innovation system and is it necessary and possible in Croatia? <i>Economic Review</i>, 52(9-10), 1053-1077. Retrieved from https://hrcak.srce.hr/28771								
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.								
10. Exam access requirements	The opportunity to write a preliminary exam can be used by students who have an attendance rate of more than 50%. Regular attendance at classes of at least 20%, positive participation in classes and assigned research, and continuous work on assignments are required. For the purpose of taking the exam, a student can compensate for insufficient activity by preparing and submitting an entrance (seminar) paper or similar assignment. The entrance paper is assigned after missed participation in classes, and is submitted <i>by e-mail</i> . The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper in a timely manner (at least 5 days before the exam deadline). A student whose regular attendance at classes is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>30%</td></tr> <tr> <td>Activities</td><td>30%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </tbody> </table>	Criterion	Weight share	Written exam	30%	Activities	30%	Project	40%
Criterion	Weight share								
Written exam	30%								
Activities	30%								
Project	40%								
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between several answers, and essay questions, with examples as proof of understanding the material. The grade from the written exam is positive if the student scored at least 60% of the points in the test. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. Evaluation of the project: collection of points - part of the points is collected based on compliance with the given deadlines, part for quality, part as <i>feedback</i> or feedback on the presentation, and Evaluation of class activities is carried out in every class, because the teaching is workshop-type. Individual activities, pair activities, and team/group activities and exercises are conducted. Students who do not come to class will not be able to make up for this part of the assessment in full, and thus will not be able to collect the maximum number of points. The assessment of research for the needs of projects and classes is carried out after receiving the initial instructions and instructions, and is carried out on the basis of meeting the deadlines, assessing the effort invested, the quality of the results, and comparing it with the best works/researches in group. <table border="1"> <thead> <tr> <th>Points</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 – 79</td><td>3</td></tr> </tbody> </table>	Points	Grade	60 - 69	2	70 – 79	3		
Points	Grade								
60 - 69	2								
70 – 79	3								

	80 - 89	4
	90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Entrepreneurial management	Year	1	Semester	2	
Course Name	Human resources management	Code	9869	ECTS	5	
Lecturers	Sr. Lect. Ivana Vrhovski					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30

Course Description

1. Course objectives	Development and understanding of the concept of human resources management. Identification of key processes and activities in human resources management, and familiarization with their specificities. Focusing attention on understanding the importance of recruitment, selection, strategic planning, reward systems, and continuous education throughout the working life. Development of the correct value system in the process of judging and evaluating achievements and work performance.												
2. Expected learning outcomes	- Plan human resources management activities in line with the company's strategic directions - Evaluate which methods and techniques to use in the recruitment and selection process - Create a job and job analysis - Create an employee performance assessment plan - Create an education and career development plan according to the company's needs - Create a fair employee reward system - Create a mini HRM project for a specific company												
3. Content	Introduction to the human resources management function: concept and historical development; key objectives and determinants of the human resources management function. Strategic role and responsibilities of human resources management: organization of the human resources management function. Practices of modern human resources management: traditional transactional and transformational activities. Key human resources management activities: organization design; recruitment, selection and recruitment; training and career development; compensation and benefits; performance measurement; employee relations. The importance of human resources management in an integral model of business effectiveness.												
4. Admission requirements	None												
5. Student obligations	Class attendance, project-based teaching - creating a group project on the topic of a given human resources management process using the example of a specific company, project presentation, project discussion, taking a written exam.												
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Project	2							
7. Required literature	Dessler, G. (2015). Human Resources Management. Zagreb: Mate.												
8. Additional literature	1.Petar, S., Vrhovski, I. (2004). <i>The Human Side of People Management</i> . Zagreb: Mozaik knjiga. - Noe, A. R., Hollenbeck, R., J., Gerhart, B., Wright, M., P., (2006.) <i>Human Resource Management</i>, Zagreb: Mate. - Price, A. (2001). <i>Human Resource Management in a Business Context</i>. London: Thomson Learning.												
9. Quality monitoring	Student survey. Evaluation of teaching with the help of fellow experts. Evaluation of course performance.												
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, determined at the University level for specialist graduate professional studies, and a positively assessed project work.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th>Criteria</th><th>Weight proportion</th></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project</td><td>30%</td></tr><tr><td>Activities</td><td>10%</td></tr></table>					Criteria	Weight proportion	Written exam	60%	Project	30%	Activities	10%
Criteria	Weight proportion												
Written exam	60%												
Project	30%												
Activities	10%												
12. Assessment criteria - explanation	WRITTEN EXAM: Students take the written exam after attending lectures within the stipulated deadlines. Students who collect 90% or more points will receive an excellent grade, students who collect between 80 and 89.99% points, good between 70 and 79.99%, and sufficient between 60 and 69.99% of the total number of points. In the event that an online exam is needed, there is a possibility of substituting the written exam by solving a complex project task that includes knowledge of the entire material. The passing criterion is also 60% of the successfully solved task. PROJECT TEACHING: Creating a group project on a given topic - a specific human resources management process using the example of a specific company. Presentation of the group project.												

	CLASS ACTIVITY - includes: student preparation for class, class activity, contribution to the success of class through constructive participation in problem discussions.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Entrepreneurial management		Year	1	Semester	2						
Course Name	Project management		Code	9870	ECTS	5						
Lecturers	Lect. Sanja Mudrić Rešetar, Asst. Prof. Dijana Pletikosa											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	Adopting a project way of thinking; Using analytical techniques for formulating project proposals; Management of project components in order to achieve project goals and results.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Structure projects with the aim of identifying key points and setting realistic goals; 2. Select project tools for identifying and formulating project ideas; 3. Prepare project proposals using the PCM methodology; 4. Plan needs in each phase of the project and select effective available resources; 5. Evaluate different approaches for controlling project implementation within a given time, budget and risk; 6. Argue the importance of a balance between the application of tools, techniques and people management skills;											
3. Content	Defining terms and terminology; Understanding the interrelationship, interaction and hierarchy of strategy, program and project; Project life cycle; Project identification and formulation phase; Project implementation phase; Project monitoring, reporting and evaluation; Project conclusion phase; Sources of project financing.											
4. Admission requirements	None											
5. Student obligations	According to the regulations and internal acts of the University of Vern'											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Project	2						
7. Required literature	1. Central State Office for Development Strategy and Coordination of EU Funds. (2008). <i>Methods of Providing Assistance. Volume 1. Guidelines for Project Cycle Management</i> . Zagreb: Central State Office for Development Strategy and Coordination of EU Funds.											
8. Additional literature	1. Institute for Project Management (2008). <i>Guide to Project Management Knowledge, Fourth Edition</i> , Zagreb: MATE. 2. Omazić, M. A., Baljkas, S. (2005). <i>Project Management</i> . Zagreb: Sinergija Publishing. 3. Massimo, F. (2007). <i>Guide to Cost-Benefit Analysis of Investment Projects</i> . Zagreb: FOIP Library.											
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.											
10. Exam access requirements	A student is required to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The requirements for taking the written exam are: a) A minimum of 20% regular attendance; b) A completed project proposal.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th>Criteria</th><th>Weight share</th></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project</td><td>40%</td></tr></table>						Criteria	Weight share	Written exam	60%	Project	40%
Criteria	Weight share											
Written exam	60%											
Project	40%											

General information					VERN' University	
Program	Entrepreneurial management		Year	1	Semester	2
Course Name	Digital marketing		Code	6918	ECTS	4
Lecturers	Lect. Hrvoje Ratkić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The aim of the course is to acquaint students with digital marketing channels, which in today's practice are an integral part of integrated marketing communication. By acquiring knowledge that will be based on theoretical frameworks and examples from practice, students will be trained to independently create comprehensive communication plans, implement them and analyze their success.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define basic digital marketing concepts and channels 2. Integrate digital marketing channels into integrated marketing communications 3. Manage digital marketing channels 4. Analyze and evaluate digital marketing campaigns					
3. Content	Introduction to digital marketing, digital marketing trends, Creating a brief for a digital marketing campaign, Strategic planning in digital marketing, Integration of digital marketing channels, Influencer marketing, Content and content creation in digital marketing, Real time marketing, Native advertising, Evaluation in digital marketing					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2
7. Required literature	Teaching materials assigned during class					
8. Additional literature	1. Drago Ružić, Antun Biloš, Davorin Turkalj: E-marketing, Josip Juraj Strossmayer University, Faculty of Economics, 2014 2. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge. 3. Hinton, S.; Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 4. Lambert, J. (2013) Digital Storytelling. New York: Routledge 5. Lester, P.M. (2014) Digital Innovations for Mass Communication: engaging the user. New York: Routledge					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey					
10. Exam access requirements	Attendance at classes of at least 20%					
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions:					
	Criteria	Weighting				
	Oral exam	20%				
	Project assignment	80%				
12. Assessment criteria - explanation	Students present a project task that they work on as a team at the registered exam period. The grade of the whole team is entered for each member of the team. After the presentation of the project assignment, the students approach the oral part of the exam.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University	
Program	Entrepreneurial management		Year	1	Semester	2
Course Name	EU project cycle		Code	3782	ECTS	4
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	The course is conducted to empower students for local development, creating project ideas and projects, and successfully implementing projects in accordance with developed strategic plans at the local and regional level. Given the available funds in the EU and other funds, it is important that students are empowered and empowered for proactive and entrepreneurial action, designing projects, finding appropriate tenders, writing project proposals, and managing projects.					
2. Expected learning outcomes	After mastering all teaching content, students will: 1. analyze tender documentation 2. propose the sequence of actions necessary for the preparation of the project proposal 3. justify the relevance of the chosen topic in relation to the goals and priorities of the individual competition 4. prepare project documentation (logic matrix, application form, methodology, project budget) 5. create a concrete project proposal as a team 6. evaluate the quality of the prepared project proposal					
3. Content	Context of EU projects; EU, national and local context, stakeholders, prerequisites for entering projects, partnership (2+2 hours of exercises) Context analysis; stakeholders, problems, strategy objectives (4 + 4 hours of exercises) Defining the intervention logic of the project (3 + 3 hours of exercises) Logic matrix as a tool for project preparation (2+2 hours of exercises) Detailed activity plan (1+2 hours of exercises) Project budget (2+3 hours of exercises) Students develop a project proposal based on a real call for proposals and prepare complete project documentation in order to gain practical experience in applying for project proposals and receive relevant feedback on it. During the preparation, students work in teams of 3-6 members, and are monitored by a mentor.					
4. Admission requirements	Basic knowledge of English, min. level B1					
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2
7. Required literature	• <i>European Commission 2004 Project Cycle Management Guidelines</i> • <i>Central State Office for Development Strategy and Coordination of EU Funds: European Funds for Croatian Projects: 2009 Handbook on Financial Cooperation and Programmes Supported by the European Union in Croatia, CODEF, Zagreb</i>					
8. Additional literature	• European Commission (2012), The European Social Fund: investing in people - What it is and what it does, European Commission. Retrieved from http://ec.europa.eu/esf/main.jsp?catId=3&langId=en (selected sections) • European Commission (2009), Making a difference in life - The EU investing in people through the European Social Fund, European Commission. Retrieved from http://ec.europa.eu/esf/main.jsp?catId=3&langId=en (selected sections) • Croatian Chamber of Commerce, 2013, "Common Agricultural Policy: What, why and how?", Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480					
9. Quality monitoring	Observations and evaluations of teaching; Student survey.					
10. Exam access requirements	The requirements for taking the written exam are: 1. A minimum of 20% attendance. 2. A positively graded seminar paper (project) For the purpose of taking the exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time - no later than two weeks before the exam. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight proportion</th></tr> </thead> <tbody> <tr> <td>Activities</td><td>30%</td></tr> <tr> <td>Written exam</td><td>70%</td></tr> </tbody> </table>	Criteria	Weight proportion	Activities	30%	Written exam	70%
Criteria	Weight proportion						
Activities	30%						
Written exam	70%						
12. Assessment criteria - explanation	Final is the grade composed of the sum of points for all parameters and is the average of all obtained grades. If the teacher has reasonable doubts about the written result did not pass the exam without the help of others, can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a score of 0 points is recorded.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information					VERN' University	
Program	Entrepreneurial management		Year	1	Semester	2
Course Name	Geopolitical and geoeconomic trends in the world		Code	10983	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course provides students with a deeper understanding of the key dynamics that shape global politics and economics. The course analyzes the mutual influence of geopolitics and geoeconomics through topics such as great power rivalry, economic blocs, energy policy, technological conflicts, trade wars and climate change. Special emphasis is placed on the role of new powers (China, India, Brazil) in the international order, the implications of globalization and regionalization, as well as the growing influence of the digital economy. Through a multidisciplinary approach, students will develop critical thinking about global trends and their consequences for countries, regions and international organizations. The course includes case studies, discussions and analysis of current events in order to apply theoretical knowledge in a practical context.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Explain key terms and theories. 2. Critically analyze global politics and economics. 3. Analyze the mutual influence of geopolitics and geoeconomics through different topics. 4. Distinguish the role of global trends and their consequences for countries, regions and international organizations.					
3. Content	Global politics and economics; great power rivalry, economic blocs, energy policies, technological conflicts, trade wars and climate change; The role of new powers (China, India, Brazil) in the international order; Implications of globalization and regionalization, Digital economy; global trends (...)					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1.5
7. Required literature	Working materials and literature.					
8. Additional literature	Articles, reports and academic papers Geopolitics and the Geometry of Global Trade: 2025 update — McKinsey Global Institute McKinsey & Company GEO-ECONOMIC STRUCTURE OF THE GLOBAL MARKET: CHALLENGES AND PROSPECTS (PANDEMIC AND MILITARY & POLITICAL SHOCKS, 2010–2022) — Oleksandr Sharov nasu-periodicals.org.ua Geopolitical Barriers to Globalization — Tianyu Fan, Mai Wo, Wei Xiang (pre-print paper) arXiv Impact of Geopolitics in the World Economy — S&P Global report S&P Global Contemporary Geopolitical Alignment in the Global South: Security, Peace and Sustainable Development — collection of articles / book (Springer, 2025)					
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria -	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the					

explanation	material and understanding of the topics covered in lectures and seminars are evaluated. The essay carries 30% of the total points, while the written exam carries the remaining 70%.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Entrepreneurial management			Year	1	Semester	2			
Course Name	Start-up management			Code	11001	ECTS	4			
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	12	Seminars and workshops	6	Excercises	14	Total	32		
Course Description										
1. Course objectives	To teach male and female students the knowledge of the theory of public communication and image creation with an emphasis on the analysis of the application of the theory on selected examples and the analysis of the image of public figures from the fields of politics, business, popular culture. The emphasis is on an overview of how individuals create and present their roles in society and the role of the media and the audience in the presentation. Create a portfolio based on a matrix to display the image of the selected person. Through the practical application of theoretical knowledge, the knowledge and skills necessary for creating and managing the image and reputation of persons and companies in public communication are acquired.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Compare similarities and differences in the concepts of impression, image, identity, social role, audience expectations, social role context, and perception through expectations. 2. Explain models of creating social stages and the roles of public perspectives from a sociolinguistic perspective. 3. Analyze image creation strategies with an emphasis on theories of agenda setting, framing, storytelling, spectacle construction, and stereotyping of social roles and activities. 4. Evaluate and analyze the tactics behind created images in relation to the selected media platform and communication and social framework. 5. Develop and present an image portfolio of a selected public figure or company.									
3. Content	Introduction to public communication. Analysis of media announcements and image construction in public communication. Theoretical foundations of the mechanisms and theories in the background of image creation with an emphasis on agenda-setting theories, framing, storytelling, constructing spectacles, stereotyping of social roles and activities. Media portraits of individuals, groups and business entities. Creating a portfolio of the image of a public person or company.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, creation and presentation of a project assignment (seminar work).									
6. Monitoring student progress and associated ECTS credits	Classes	1	Portfolio	1	Project	1	Presentation	1	Tasks	1
7. Required literature	1. Lecture materials 2. Borčić, N. (2023) The devil is in the details. Image and discourse in politics. Zagreb: TIM Press. 3. Relevant online sources.									
8. Additional literature	Selected professional and scientific articles and case studies.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from the activities during the classes. Activities during the classes include participation in the preparation of exercises and discussions during the classes, the preparation and presentation of a portfolio with an analysis of the image of a selected person / group or company. A student who has not achieved the right to sign (less than 70% attendance in class and/or a negative grade during the classes) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper (an additional task of analyzing a selected political image). Students will be informed about the details regarding the entrance paper after the lectures. This method of compensation depends on the percentage of regularity, and the task is assigned in accordance with the above.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result of the written exam (seminar paper) was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the									

	student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The grade for class activity is created according to the active participation in class that the lecturer observes and records individually for each student in each class. <table><tr><td>Criteria</td><td>Weighting</td><td></td></tr><tr><td>Assignments</td><td>30%</td><td></td></tr><tr><td>Presentation</td><td>35%</td><td></td></tr><tr><td>Portfolio</td><td>35%</td><td></td></tr><tr><td>Table</td><td>Criteria</td><td>Weighting</td></tr><tr><td>Table</td><td>Table</td><td></td></tr></table>	Criteria	Weighting		Assignments	30%		Presentation	35%		Portfolio	35%		Table	Criteria	Weighting	Table	Table	
Criteria	Weighting																		
Assignments	30%																		
Presentation	35%																		
Portfolio	35%																		
Table	Criteria	Weighting																	
Table	Table																		
12. Assessment criteria - explanation	The seminar paper includes a theoretical treatment of the selected topic, and is prepared individually. In addition to the quality of the selected topic according to the teacher's instructions and in particular the type and method of research, the final grade is also influenced by the form of the submitted assignment and (non)compliance with the deadlines for submission. In addition to the written project (portfolio), the final grade also includes the presentation of the project assignment. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																		

General information					VERN' University							
Program	Entrepreneurial management		Year	1	Semester	2						
Course Name	Stress management		Code	10028	ECTS	4						
Lecturers	Sr. Lect. Zoran Komar											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The fundamental goal of the course is to enable students to acquire contemporary knowledge about psychosocial risks at work and their individual (health) and organizational (business) consequences, with a special emphasis on the nature, causes and consequences of work-related stress. The secondary goal is, through practical exercises and examples from practice, to introduce techniques and methods for preventing, managing and resolving work-related stress and other negative psychosocial phenomena at work in order to increase the quality of work and the well-being of employees.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify psychosocial risks that arise from unfavorable organization, management and/or from an inappropriate social context at work, and produce negative psychological, physical, business and social effects; 2. analyze the sources of the emergence and development of stress in the workplace and the health, legal and business consequences of exposure to stress; 3. determine the severity of work-related stress in employees; 4. distinguish between primary, secondary and tertiary interventions that can eliminate sources of stress and/or mitigate its negative effects; 5. consider ways of coping with stress and the effectiveness of various techniques for reducing stress and tension; 6. assess the prevalence of <i>mobbing</i> , <i>bullying</i> , sexual harassment and other negative phenomena at work; 7. valuate the effects of managing stress and psychosocial risks at work on work motivation and organizational efficiency.											
3. Content	Psychophysiology of stress, contemporary concepts of stress. Sources of stress: environmental, life, work, organizational, social, global sources of stress. Burnout at work (<i>burnout</i>). Coping with and managing work stress. Procedures for measuring work stress. Primary, secondary and tertiary interventions in managing work stress. Psychosocial risks at work and their health, legal and business consequences (overwork, lack of time, conflicting demands and unclear work roles, mismatch between work demands and employee competencies - underestimation or overestimation of employee competencies and skills, non-involvement in decision-making that is important for employees, inability to influence the way work is done, <i>mobbing</i> , <i>bossing</i> , <i>bullying</i> , sexual harassment at work). Prediction, prevention and management of stress and psychosocial risks at work, work motivation and organizational efficiency. Methods and techniques for relaxation and reduction of tension and stress.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attending lectures and exercises, taking a written exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1						
7. Required literature	1. Hudek-Knežević J., Kardum I., (2006). <i>Stress and Physical Health</i> , Jastrebarsko: Naklada Slap. 2. European Agency for Safety and Health at Work, (2013). <i>Guide to the Campaign Managing Stress and Psychosocial Risks at Work</i> , , http://www.hzzo-net.hr/dload/zastita_zdravlja/2_1_Vodic_za_Kampanju.pdf											
8. Additional literature	1. Bodiroga-Vukobrat, N., Francisković, T., Pernar, M., (2006). <i>Mobbing</i> , Zagreb: Society of Psychologists of the Primorje-Gorski Kotar County. 2. Cooper Cary L., Campbell Quick, James, Schabracq Marc J. (Eds), (2009). <i>International Handbook of Work and Health Psychology, Third Edition</i> , Chichester, West Sussex: Wiley-Blackwell. 3. Benson, Herbert, (2001). <i>Reaction of relaxation</i> , Zagreb: Algorithm.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The condition for taking the final exam is to achieve the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grade from the written exam and the grade from the class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>30%</td></tr></table>						Criteria	Weight share	Written exam	70%	Activities	30%
Criteria	Weight share											
Written exam	70%											
Activities	30%											

12. Assessment criteria - explanation	The exam consists of 10 essay-type questions that require knowledge and understanding of theoretical and practical knowledge as well as their application in concrete situations. The passing grade criterion is 60% of the exam being answered correctly. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what is written, or does not respond, a result of 0 points is recorded. Class activity is evaluated according to the following criteria: • constructive participation in group discussions • quality of participation in individual tasks • degree of engagement in group exercises Although the oral exam is not provided as a mandatory part of the evaluation process, it will take place: if the student is unable to take the written exam for objective reasons, if with an average written exam grade of 2.4 or 3.4 or 4.4 he/she wants a higher grade, and if the teacher in question decides so for some other reason.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Entrepreneurial management		Year	2	Semester	3				
Course Name	International management		Code	10090	ECTS	5				
Lecturers	Assoc. Prof. Jadranka Ivanković, Lect. Kristian Šustar									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	To learn the importance of international business and to become familiar with the challenges of internationalization of business and management in a multicultural environment. To understand the context, dimensions of the international environment in which modern international business management takes place. To broaden and deepen the understanding of management tools and styles in a multicultural environment. To develop conceptual and analytical skills necessary for developing plans and implementing effective management in a globally competitive environment. Specific objectives: - To learn about the socio-economic, political, legal, technological and cultural dimensions that influence international business management. - To understand the specifics of developing and implementing a strategy, managerial activities and organizational specificities in international business. - To acquire the knowledge necessary to develop an analysis of the success of a particular business venture in an international environment, for existing companies or on the example of a hypothetical case. - To acquire the skills to assess the importance and diversity of key management functions in international business, such as marketing and sales, human resources management, finance and controlling.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the nature of international business, list the differences between domestic and international business. 2. Comment on the process of internationalization and globalization. 3. Analyze and evaluate the prerequisites for internationalization of business. 4. Research and collect relevant information and analyze individual dimensions of the international environment. 5. Critically assess the role and importance of culture, ethics and social responsibility in an international, multicultural environment. 6. Develop a proposal for internationalization of business; analysis, selection and methods of entering foreign markets. 7. Anticipate the challenges of managing contemporary international business and generate proposals for improvements. 8. Review decisions regarding the expansion of international business.									
3. Content	Introduction to international management; basic concepts and overview of the field; globalization, the process of internationalization and international enterprise. International environment; economic, political, legal and technological dimensions of the international environment. Cross-cultural management; the role of culture, ethics and social responsibility in international business. International strategic management; theories of competitive advantage, business internationalization strategies; analysis, selection and ways of entering foreign markets. Management of modern international business; international human resources management, organizational design, leadership and control. The future of international business and international management (latest trends; international marketing and sales, production, finance, human resources)									
4. Admission requirements	None									
5. Student obligations	According to the regulations and internal acts of VERN' University (Attendance of classes, preparation of seminars and entrance papers, oral exams)									
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1.5	Research	0.5	Tasks	0.5	Qualifying paper	1.5
7. Required literature	1. Ivanković, J. (2024). Teaching materials available on Eduneta. 2. Rahimić, Z. and Podrug, N. (2013). International management. Sarajevo: Faculty of Economics in Sarajevo									
8. Additional literature	1. Buble M. (2009). International management. Zagreb: Lares plus d.o.o. 2. Bilas, V., Bošnjak, M., Novak, I. (2020). <i>International trade – Quo Vadis?</i> Zagreb: Faculty of Economics University of Zagreb. 3. Griffin, R., W. & Pustay M., W. (2013). <i>International Business</i> . (7/E). UK: Pearson 4. Wild, J., J. & Wild, K., L. (2014). <i>International Business: The Challenges of Globalization</i> . (Global Edition, 7/E). UK: Pearson 5. Ciravegna, L., Fitzgerald, R. and Kundu, S. K. (2014). <i>Operating in Emerging Markets: A Guide to Management and Strategy in the New International Economy</i> . New Jersey: Financial Times Press 6. Stutz, F., P. & Warf, B. (2014). <i>The World Economy; Geography, Business, Development</i> (6/E). UK: Pearson 7. Lazibat T., Kolaković M.. eds. (2004). <i>International Business in the Context of Globalization</i> . Zagreb: Sinergija 8. Matić B. (2004). <i>International Business</i> . Zagreb: Sinergija 9. Stiglitz J. (2004). <i>Globalization and the Controversies It Raises</i> . Zagreb: Algoritam									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									

10. Exam access requirements	1. The student is required to participate in at least 20% of the total teaching hours provided for in the study program. 2. The student is required to independently prepare and submit assignments 1 and 2 according to the instructions and in agreement with the lecturer. 3. The student is required to prepare and submit the entrance work (team project assignment) according to the instructions and in agreement with the lecturer. The student is required to participate in at least 50% of the teaching hours provided for in the study program AS A PREREQUISITE FOR PRESENTING the entrance work (team project assignment) together with the assigned team of students during classes, otherwise, the student presents the entrance work independently during the exam periods provided for in the academic calendar.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Oral exam</td><td>40%</td></tr> <tr> <td>Entry paper</td><td>40%</td></tr> <tr> <td>Assignments (1 and 2)</td><td>20%</td></tr> </table>	Criteria	Weight share	Oral exam	40%	Entry paper	40%	Assignments (1 and 2)	20%		
Criteria	Weight share										
Oral exam	40%										
Entry paper	40%										
Assignments (1 and 2)	20%										
12. Assessment criteria - explanation	ORAL EXAMINATION (presentation): The exam is taken after the course, with regular attendance at classes and previously submitted and positively evaluated: Tasks 1 and 2 (individual tasks), and Access work (team project task). Tasks (1 and 2) - each student prepares them independently on a topic in agreement with the lecturer. Tasks 1 and 2 solved successfully and on time form the basis for further solving the team project task (Evaluated: collection, analysis and synthesis, along with problem discussion and constructive and critical thinking). APPROACH WORK (team project task): The topic of the approach paper is assigned by the teacher in agreement with the student at the beginning of the class. The introductory paper includes the connection of theoretical foundations from international management and the application of the appropriate methodology to solve the specific challenges of the selected company in international business. The introductory paper is prepared in written form in accordance with the instructions for writing seminar papers and instructions for the preparation of the project assignment, and is submitted in the form of a seminar and presentation (<i>in the form: word.doc and .ppt</i>) in electronic form no later than 3 working days before the oral presentation, i.e. the exam deadline. FINAL GRADE: For a positive grade from the course, a minimum of 60% points must be achieved for each of the mentioned final grade criteria. Positively graded independent tasks, the written part of the project assignment and the oral defense of the approach work - are the conditions for concluding the final grade. A positive grade from any component of the final grade is valid only until the end of the current academic year. <table> <tr> <th>Points(%)</th><th>Grade</th></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </table>	Points(%)	Grade	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5
Points(%)	Grade										
60 - 69	2										
70 - 79	3										
80 - 89	4										
90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University			
Program	Entrepreneurial management		Year	2	Semester	3		
Course Name	Methodology of research and professional work		Code	10091	ECTS	5		
Lecturers	Sr. Lect. Zrinka Gregov							
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30		
Course Description								
1. Course objectives	The aim of the course is to train students to identify, articulate, define and solve concrete business and research problems as easily as possible, applying scientifically relevant methods and procedures. Then instruct students on the correct use and citing of appropriate professional and scientific literature and other available sources of information and databases. In this way, to train students for the most successful choice of topic, conducting research, and more efficient creation and oral defense of specialist diploma theses.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Distinguish between methodological approaches, key concepts and types of research in the social sciences - Use available sources of scientific and professional literature, statistical databases and other sources of professional information - Formulate the problem, subject and objectives of the research, as well as hypotheses and/or research questions - Choose an appropriate research method and develop a research plan - Conduct simpler quantitative and qualitative research - Evaluate the findings of qualitative and quantitative research in economics and formulate relevant recommendations for practice - Write a report on the research conducted using academic writing - Create a research outline and a proposal for the content of a specialist graduate thesis							
3. Content	Research and research philosophy. Types of research and ethics in research. Defining the field, reviewing the literature and selecting a theoretical framework for research. Defining the problem, subject and objectives of the research and formulating a hypothesis and/or research questions. Data sources and selecting an appropriate sample. Basic determinants, advantages and disadvantages of individual quantitative and qualitative research methods. Managerial tools for analyzing and comparing the success of a company's business. Planning, organizing and implementing the research process. Processing and analyzing data, interpreting results and formulating recommendations for practice. Writing a report on the conducted research. Academic writing.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attend lectures and exercises, pass a written exam, develop and defend a research proposal.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1	Research	1.5
7. Required literature	- Tkalec Verčić, V., Sinčić Ćorić, D. and Pološki Vokić, N. (2010). <i>Manual for Research Methodology</i>. Zagreb: MEP d.o.o. - Working instructions for the graduate thesis. VERN' University, 2024. https://eduneta.vern.hr/vern-nastava/DocDownloadFS.aspx?akc=10 - Teaching materials from lectures and exercises							
8. Additional literature	- Zelenika, R. (2011). <i>Written works on professional and university studies</i> (5th ed.). Faculty of Economics in Rijeka. - Žugaj, M., Dumičić, K. and Dušak, V. (2006). <i>Fundamentals of scientific research work: methodology and methods</i>. Faculty of Organization and Informatics Varaždin. - Marušić, M. and Vranešević, T. (2001). <i>Market research</i> (5th ed.). ADECO. - Have, S., Have, W., Stevens, F., Elst, M. with Pol-Coyne, F. (2003). <i>Key management models: the management tools and practices that will improve your business</i>. Prentice Hall, Financial Times, Pearson Education.							
9. Quality monitoring	Observation and evaluation of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program and to have the activity and research plan assessed positively. If the research plan is not completed in class, in addition to the <i>Power Point</i> presentation, the student must also prepare a written seminar paper of 10-15 pages according to the Working Instructions for Writing Seminar Papers and present it at regular consultations. The student must take into account the consultation dates and exam registration deadlines.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						

Written exam	50%
Project	30%
Seminar	10%
Activities	10%

12. Assessment criteria - explanation	The WRITTEN EXAM is designed to test knowledge, understanding and application of basic concepts, theoretical models and practical research instruments, especially those outcomes that are not covered by the project and seminar. The written exam is taken during regular and extraordinary exam periods. The grade from the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. The <i>“Research Outline”</i> PROJECT is designed to check whether the student has acquired the competencies of structuring their own research idea, selecting appropriate research methods, and creating an appropriate research outline. The <i>“Comparison of Newspaper, Professional, and Scientific Articles”</i> SEMINAR is designed to check the competencies of searching and selecting relevant scientific work, referencing, and distinguishing the structure and language of a scientific article from professional and newspaper articles. CLASS ACTIVITY includes: student preparation for classes in the form of searching libraries and online databases of scientific journals, creating exercises and research outlines, and contributing to the success of classes through constructive participation in problem discussions.	
	Points	Grade
	60 - 69	2
	70 - 79	3
	80 - 89	4
	90-100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Entrepreneurial management		Year	2	Semester	3		
Course Name	Business ethics		Code	10089	ECTS	5		
Lecturers	Sr. Lect. Zrinka Gregov							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	To make students aware that in modern business, business ethics are the foundation of good relationships within the company and towards all stakeholders in the business ecosystem. To explain to them how trust, integrity, a culture of satisfied and engaged employees, agility, transparency and a good reputation make the difference between good and excellent deliveries. To introduce them to the basics of understanding ethics and business ethics, individual ethics and models for resolving ethical dilemmas, the characteristics of authentic leadership through purpose, values and integrity, the organizational context of business ethics and ethics and compliance programs as a tool for implementing business ethics in company management systems.							
2. Expected learning outcomes	1. Differentiate between business ethics and socially responsible business 2. Valorize the impact of business ethics and compliance on business success in a globalized world 3. Compare ethical approaches to ethical decision-making and discover solutions using different models for resolving ethical dilemmas 4. Analyze leadership and organizational culture as an organizational context and a prerequisite for the development of business ethics 5. Propose a model for implementing an ethics and compliance program in a company 6. Create or refine a code of ethics for a selected company 7. Critically and self-critically assess ethical behavior and commitment to professional ethics in others and in oneself 8. Self-evaluate and develop the character traits necessary for assuming personal responsibility and successful leadership							
3. Content	Basics for understanding the concept of ethics. Basics for understanding the concept of business ethics. Globalization of business ethics. Individual characteristics and ethical decision-making. Motivation, pressures and models for resolving ethical dilemmas. Leadership as a fundamental determinant of business ethics. Organizational culture and climate. The impact of business ethics on business success. Implementation of business ethics in corporate management systems. Creation of a code of ethics.							
4. Admission requirements	None							
5. Student obligations	Attendance of classes, exercises, development of a code of ethics, taking a written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1	Project	1
7. Required literature	1. Vig, S. (2019). <i>Business Ethics</i> . CODUPO. 2. Bussard, A.; Markuš, M. and Olejrrrov, D. (2000). <i>Code of Ethics and Social Audit, Manual</i> . Ruke, Integra.							
8. Additional literature	1. Collins, J. and Poras, J.I. (2009). <i>Made to last</i> . Binoza Press. 2. Jalšenjak, B. and Krkač, K. (eds.) (2016). <i>Business ethics, corporate social responsibility and sustainability</i> . Mate 3. Vujić, V., Ivaniš, M. and Bojić, B. (2016). <i>Business ethics and multiculturalism</i> . Faculty of Management in Tourism and Hospitality. 4. Bebek,, B. and Kolumbić, A. (2000). <i>Business ethics</i> . Synergy.							
9. Quality monitoring	Student survey. Teaching evaluation with the help of fellow experts. Evaluation of course performance.							
10. Exam access requirements	A minimum of 20% attendance, a grade from the activity, and a positively graded seminar and project on the development of a code of ethics. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. All assignments are sent regularly by email by a certain date and time and presented in class the following week. All outstanding assignments are not sent by email, but are submitted in printed form and presented <u>exclusively during the consultation period</u> , and the student must take into account the end date of regular consultations before the deadline for the registered exam.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	Written exam	50%						
	Project	20%						
	Seminar	20%						
	Activities	10%						

12. Assessment criteria - explanation	The WRITTEN EXAM is designed to test knowledge, understanding and application of basic concepts, theoretical models and practical management instruments, especially those outcomes that are not covered by the project and seminar. The written exam is taken during regular and extraordinary exam periods. The grade from the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. THE PROJECT "<i>Development of a Code of Ethics for a Selected Company</i>" is designed to analyze a) international and domestic documents on which the professional ethics of a particular activity are based, b) the organizational culture of the selected company and its value system, and c) the analysis of the company's stakeholders and their values in order to develop a proposal for an appropriate code of ethics. THE SEMINAR "<i>Critical Review of a Book on Ethical Principles for Life and Business</i>" is designed to develop monitoring of ethical behavior, critical and self-critical assessment, ethical reflection, and to develop character traits necessary for assuming responsibility and successful leadership. CLASS ACTIVITY includes: student preparation for class, activity in class, preparation of exercises, contribution through constructive participation in problem discussions, and timely preparation and presentation of seminars and of the project. <table border="1" data-bbox="308 551 467 748"> <thead> <tr> <th>Points</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </tbody> </table>	Points	Rating	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5
Points	Rating										
60 - 69	2										
70 - 79	3										
80 - 89	4										
90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Entrepreneurial management			Year	2	Semester	3	
Course Name	Strategic management			Code	10092	ECTS	6	
Lecturers	Assoc. Prof. Jadranka Ivanković							
Teaching Method and Hours	Lectures	15	Excercises	12	Project	3	Total	30
Course Description								
1. Course objectives	To acquaint students with the practical application of the strategic conceptual framework, models and tools for the purpose of creating a sustainable competitive advantage of the organization. Provide an understanding of the process of strategic positioning, strategic choice and management of strategies in action in profit and non-profit, public and private, as well as micro, small, medium and large organizations. To improve the research potential of students, which is needed in the process of strategic management.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. <i>Connect strategic management concepts and key strategic issues with the activities and steps of the strategic management process.</i> 2. <i>Propose and link the company's goals, main activities and capabilities into a company's strategic statement.</i> 3. <i>Synthesize key factors of the external and internal environment (which affect the organization's operations: PESTEL, industry, stakeholder and resource capabilities analysis) and, based on the conducted analyses, formulate the SWOT and TOWS matrix.</i> 4. <i>Critically assess the company's existing directions and propose alternative solutions (company missions and visions, guiding values and appropriate short-term and long-term goals).</i> 5. <i>Formulate different options for strategic positioning (strategic choice) based on two dimensions: price and added value.</i> 6. <i>Create a portfolio matrix and propose potential strategies.</i> 7. <i>Connect the Balanced ScoreCard method in the development and implementation of strategies.</i> 8. <i>Create new ways of implementing development strategies based on practical examples.</i>							
3. Content	STRATEGIC POSITIONING: 1. Environment, 2. Strategic capability, 3. Strategic purpose, 4. Culture and strategies, STRATEGIC CHOICE: 5. Corporate level strategies, 6. Portfolio matrix, 7. Balanced Score Card, 8. Mergers / acquisitions / strategic partnerships. STRATEGIES IN ACTION AND STRATEGIC CONTROL. 9. Processes, 10. Organizing, 11. Resources, 12. Changes, 13. Strategic methods and evaluation							
4. Admission requirements	None							
5. Student obligations	According to the regulations and internal acts of VERN' University							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Research	0.5	Project	2
7. Required literature	- Ivanković, J. (2024). Teaching materials available on Edunet. - Horvat, Đ., Perkov, D., Trojak, N. (2017). <i>Strategic Management and Competitiveness in the New Economy, 2nd Edition</i>. Zagreb: Effectus.							
8. Additional literature	- Thompson, A. A. Jr., Strickland, A. J. III., & Gamble, J.E. (2008). <i>Strategic management (14th edition)</i>. Zagreb: MATE. - Barney, J.B., Hesterly, W.S. (2015). <i>Strategic Management and Competitive Advantage – Concepts</i> (5th ed.) Edinburgh: Pearson - Johnson, G., Whittington, R., & Scholes, K. (2012). <i>Fundamentals of Strategy (2nd ed.)</i>. Upper Saddle River, NJ: Prentice Hall. - Buble, M., editor (2005). <i>Strategic management</i>. Zagreb: Sinergija. - Bryson, J. M. & Alston, F.K. (2005). <i>Creating and Implementing your Strategic Plan</i>. Hoboken: Jossey-Bass. - David, F. R. (2007). <i>Strategic Management, Concepts and Cases</i>. Upper Saddle River, NJ: Prentice Hall. - Kim, W.C. & Mauborgne, R. (2007). <i>Blue Ocean Strategy</i>. Zagreb: Masmedia. - Krause, D.G. (2003). <i>The art of warfare for managers</i>. Zagreb: Knjižara UM.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The student is required to attend at least 50% of the teaching hours provided for in the study program AS A PREREQUISITE for presenting the project assignment to academic and business mentors, and is required to actively participate in the development of the team project assignment and in its oral defense.							
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							

and assessment criteria	Criteria	Weight share	
	Written exam		40%
	Project	30%	
	Oral exam	30%	
	Total	100%	

The WRITTEN EXAM is a test of knowledge from the entire material covered in the course. In the academic year, the student has the opportunity to take the written exam a limited number of times, as provided in the calendar of teaching activities

If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he/she can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded.

12. Assessment criteria - explanation

%	Grade
60 - 69	2
70 - 79	3
80 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Entrepreneurial management		Year	2	Semester	3				
Course Name	Business growth management		Code	10093	ECTS	5				
Lecturers	Sr. Lect. Gordana Ćorić									
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30				
Course Description										
1. Course objectives	During this course, students will learn about the connection between business growth and economic growth, and gain knowledge about different business growth goals, as well as the internal and external conditions that affect business growth and development. By becoming familiar with different internal and external growth paths, as well as useful tools to facilitate innovative thinking, students will be able to make informed decisions and manage the growth of the company they work for or will work for.									
2. Expected learning outcomes	After completing the course and completing the task of analyzing available information about the company, students will be able to: 1. define and explain basic concepts related to growth and development, growth goals, general growth conditions, external and internal growth paths 2. give reasoned recommendations on how to manage growth, combine the use of various tools for analyzing and representing the company, identify growth potential, identify key factors for realizing growth and consider digital transformation opportunities, and recommend resources needed for growth; 3. measure the utilization, efficiency, quality, and losses of any activity and place them in the context of company growth, and apply the <i>design thinking</i> method for planning innovative solutions and selecting a business model 4. apply the customer benefit matrix and thus identify ways to increase the basis for increasing customer benefits from using a product or service, and select those that are most likely to realize rapid growth; 5. determine the existence of managerial ability to lead growth and test the basic characteristics of managers, evaluate their suitability or deficiencies for individual phases of the company's life cycle, and how to develop them to overcome crisis situations during company growth 6. define the life cycle phase in which the company is located (using the Adizes model), and associate the necessary roles (decision-making and management styles) for the successful realization of company growth, and the appropriate business model.									
3. Content	The core curriculum of the course Managing Corporate Growth includes the following topics: 1. Corporate growth and economic growth: concepts of growth and development; corporate growth theory; corporate development management; conditions for economic growth; measuring economic growth. 2. Corporate growth objectives: profit growth; production volume growth; derived growth objectives (growth in the value and dimensions of the company, growth in sales and market share, growth in inputs, growth in business quality, and growth in the strength and power of the company). 3. General conditions for corporate growth: growth factors (capital, labor, natural resources, technology, institutions); market conditions and consumption conditions; growth dependencies (investments in development, profitability, size and age of the company); growth constraints (general constraints, falling profit rates, diminishing returns, organizational negligence). 4. External paths for corporate growth: investment in development; strategic alliances (types of connections). 5. Internal paths for growth: utilization of production factors (materials, capacity, and labor); autonomous sources of growth (learning curve and fatigue, progressive yield phenomenon, product innovation); technical progress. 6. Tools for company analysis, performance measurement, presentation of growth opportunities and growth management, planning of innovative solutions (<i>Design Thinking</i>), consideration of digital transformation opportunities; 7. Company life cycles: how good companies are born, develop and why good companies die (phases: courtship, infancy/diaper age, <i>go-go</i>, adolescence, top form, stability, aristocracy, early bureaucracy, bureaucracy, death; decision-making roles/management styles: (P)roduction of results, (A)dministration, entrepreneurship, (I)ntegration; organizational characteristics: short- and long-term effectiveness and efficiency), and how to manage in times of crisis									
4. Admission requirements	None									
5. Student obligations	Attendance at classes, active participation in lectures and exercises, preparation of assigned review, development of recommendations for managing company growth, taking a written exam									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Research	0.5	Exercises	0.5	Project	2
7. Required literature	Script based on parts of books/textbooks: 1. Adizes, I. (2006). <i>Company Life Cycles - How Good Companies Are Created, Developed and Why They Die</i>. Zagreb: MEP. 2. Gašparović, V. (1996). <i>Growth Theory and Corporate Growth Management</i>. Zagreb: University of Zagreb, School Book 3. Rupčić, N. (2022). Creation and Development of Innovative Business Models. Rijeka: Faculty of Economics									
8. Additional literature	• Adizes, I. (2009). <i>How to Manage in Times of Crisis and How to Avoid It in the First Place</i>. Zagreb: MEP consult. • Allen, K. (1999). <i>Growing and Managing an Entrepreneurial Business</i>. (Part III: The Nature of Rapidly Growing Companies (chapters 7-9), page 167-262). Boston/New York: Houghton Mifflin Company.									

- Alpeza, M. and Singer, S. (eds.) (2022). Report on Small and Medium-Sized Enterprises in Croatia – 2021: "SMALL AND MEDIUM-SIZED ENTERPRISES IN CROATIA DURING THE COVID-19 PANDEMIC". Taken from <https://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf>. Zagreb: CEPOR.
- Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). *Report on Small and Medium-sized Enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019*. Zagreb: CEPOR – Center for SME and Entrepreneurship Policy (retrieved from: <http://www.cepor.hr/wp-content/uploads/2021/01/lzvjesce-2020-HR-web.pdf>)
- Apsolon (2022). *Digital Transformation in Croatia 2021*. (taken from: <https://apsolon.com/publikacije/digitalna-transformacija-u-hrvatskoj-2021/>)
- Blyth, A. (2009). *How to Grow Your Business (For Entrepreneurs)*. ISBN-9780273720935. London: Pearson Prentice Hall Business - Education Limited.
- Čorić, G. (2016). Cooperation of educational institutions with entrepreneurs and emerging entrepreneurial initiatives: Help in bringing education programs and the labor market closer together. *Practical Management: A Professional Journal of Management Theory and Practice*, 7(1), 28-38. (retrieved from <http://hrcak.srce.hr/171160>)
- European Commission, Directorate-General for Research and Innovation, *European Innovation Scoreboard 2022 : executive summary*, Publications Office of the European Union, 2022, <https://data.europa.eu/doi/10.2777/563149>
- Greiner, L.E. (1972). *Evolution and Revolution as Organizations Grow*. Harvard Business Review, July-August 1972, reprint no. 72407 (Retrieved from: <https://ils.unc.edu/daniel/131/cc04/Greiner.pdf>)
- Hamm, J. (2002). *Why Entrepreneurs Don't Scale*. Harvard Business Review Article, reprint R0212J, 12/2002, p. 110-115 (taken from: <http://www.colonyfund.com/Entrepreneurs/Why%20Entrepreneurs%20Don%27t%20Scale.pdf>)
- Larrecche, J. C. (2009). *The Momentum Effect – How to Inspire Extraordinary Growth..* Zagreb: Lider Biblioteka.
- Penrose, E. (1995). *The Theory of the Growth of the Firm*. ISBN 13: 9780198289777. Oxford: Oxford Univ. Press.
- Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2022). *What Makes Croatia an (Un)Entrepreneurial Country? GEM Croatia 2021*. Zagreb: CEPOR. (Retrieved from: <https://www.cepor.hr/wp-content/uploads/2022/06/GEM-publikacija-2021-WEB.pdf>)
- Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2023). *What makes Croatia an (un)entrepreneurial country? GEM Croatia 2022*. Zagreb: CEPOR. (taken from: <https://www.cepor.hr/GEM%20zbornik%202022%2005%2007%202023.pdf>)
- Timmons, J. A. and Spinelli, S. (2003). *New Venture Creation – Entrepreneurship for the 21st Century*. 6th (international) edition (Part V: Startup and After, Chapter 17: Managing Rapid Growth: Entrepreneurship Beyond Startup, pp. 559-579). Boston: McGraw-Hill.

9. Quality monitoring

Student survey. Teaching evaluation. Evaluation of course performance. Self-evaluation of the adoption of the outcome.

10. Exam access requirements

A minimum of 20% attendance, mandatory completion of assigned exercises and a review (regardless of absence/attendance), and a recommendation for managing the growth of the selected company. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.

All students must complete the exercises that will be performed in class, and for absent students, instructions for completing these tasks will be available on the portal. All graded papers must be submitted at least 7 days before the exam date, and the student must take into account the deadline for obtaining a second signature to register for the exam.

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Written exam	30%
Practical work	40%
Exercises and tasks (participation and preparation)	30%

12. Assessment criteria - explanation

COMPLETE EXAM: The written exam is taken in advance, halfway through the course. The grade from the written exam is positive if the student has achieved at least 60% of points. A passed written exam is valid until the end of the current academic year. PRACTICAL WORK (case study/project analysis): Written treatment of a company case represented by the selected entrepreneur, and oral defense of the proposed company growth management strategy. EXERCISES AND ASSIGNMENTS: includes: regular class attendance (%), student preparation, activity in doing exercises in class, contribution through constructive participation in discussions, and doing assignments (preparedness and preparation of material for the exam), as well as respecting the given deadlines for doing assignments.

Points	Grade
60 – 69	2
70 – 79	3
80 – 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Entrepreneurial management		Year	2	Semester	3		
Course Name	EU funds and programs		Code	4085	ECTS	4		
Lecturers	Assoc. Prof. Irena Đokić							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	Provide a comprehensive overview of the EU Structural Funds, Common Agricultural Policy funds intended for rural development and Union Programs. Deepen understanding of the possibilities of using Structural Funds as instruments of EU regional policy. Know how companies and other institutions in the fields of research, innovation, environmental protection, education, youth, media, culture and citizens can access Union funds and programs. Deepen understanding of the possibilities of financing projects from the European Social Fund, the field of culture and the EU Common Agricultural Policy and its implementation in the Republic of Croatia. Know how to use tools for evaluating project proposals.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. List the instruments of cohesion policy and explain the objectives of using EU funds and programs; 2. Identify ways in which EU funds (ESF, ERDF, EFRR) can be obtained and used in the implementation of individual activities; 3. Explain how investment and development-investment projects intended for development and industrial companies, in the field of culture and media, and projects in the agricultural and food sector are managed; 4. Discuss examples of regional cooperation projects and determine similarities and differences; 5. Review basic information about the procedure and purpose of the evaluation procedure, and evaluate the summary of the project proposal							
3. Content	This course will cover the following topics and subtopics: 1. Cohesion Policy Instruments: 1.1. General information about the European Social Fund (ESF) - Objectives and eligible regions of the ESF; Who applies and who uses ESF funds?; How to access ESF funds?; Benefits that the ESF can bring to an individual - examples 1.2. Transition and strengthening of institutions; 1.3. Human resources development 2. How to access European Regional Development Fund (ERDF) funds? - Innovation as a basis for company development in the project preparation phase; Preparing a company for project thinking in the project preparation phase; Examples of industrial and development projects. 3. Regional development and cross-border cooperation - how to finance cross-border, transnational and inter-regional cooperation projects (INTERREG)? 3.1. Regional development - what are regions and why are they important in the context of Cohesion Policy?; 3.2. Cross-border cooperation – objectives and programmes; 3.3. South-Eastern Europe (SEE) and Mediterranean (MED) – case studies/examples 4. How to finance projects through Union programmes? - Culture, Erasmus for All – basic information on programmes, examples of projects; HORIZON 2020 - Programme for research, technological development and innovation; COSME - Programme for the competitiveness of enterprises and SMEs 5. Common agricultural policy – funds intended for rural development 5.1. Common agricultural policy – historical context and development of rural development measures; 5.2. Rural development measures in the period 2014-2020. experiences – Rural development measures in the period 2023-2027; 5.3. Examples of projects financed from funds intended for rural development 6. Seminar paper/evaluation of project proposals - Instructions for writing a seminar paper, selection of topics; General information about evaluation, and instructions for evaluating the project summary and full project proposal; Example of an evaluated summary and full project proposal (example of a "hard" (infrastructure) and "soft" project (e.g. education, campaign, etc.)							
4. Admission requirements	There are no prerequisites that must be met in order to take this course.							
5. Student obligations	Attendance at classes, preparation of a seminar paper or evaluation of a complete project proposal, taking a written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5	Continuous assessment	0.5
7. Required literature	1. European Commission - Directorate-General for Employment, Social Affairs and Inclusion (2016). European Social Fund - Investing in People. Retrieved from file:///C:/Users/idokic/Downloads/esf_brochure_hr.pdf (08.03.2018) 2. MRRFEU (2017). Regional Development Strategy of the Republic of Croatia for the period up to the end of 2020. https://razvoj.gov.hr/UserDocsImages/O%20ministarstvu/Regionalni%20razvoj/razvojne%20strategije/Strategija%20regional%20razvoja%20Republika%20Hrvatske%20za%20razdoblje%20do%20kraja%202020._HS.pdf (03/08/2018) 3. European Commission, (2021) Next generation EU, https://europa.eu/next-generation-eu/index_en 4. European Commission (2011). <i>Mini Country Report/Croatia, Thematic Report 2011 under Specific Contract for the Integration of INNO Policy Trend Chart with ERAWATCH (2011-2012)</i> , Brussels: European Commission. Retrieved from http://ec.europa.eu/enterprise/policies/innovation/files/countryreports/croatia_en.pdf (12/02/2016)							

	5. Aralica, Z. (2009). <i>The role of the R&D sector in Croatia's approach to the EU</i>, (pp. 101-108). Zagreb: Croatian Society for Systems 6. Christensen, C. M. (2011). <i>The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business</i>. New York: HarpersBusiness Essentials, ISBN 0062060244 (selected chapters) 7. Devin, L., Austin Dee, R. (2012), <i>The Soul of Design: Harnessing the Power of Plot to Create Extraordinary Products</i>, Stanford: Stanford University Press. ISBN: 9780804757201 (selected chapters) 8. Croatian Chamber of Commerce (2013). <i>Common Agricultural Policy: What, Why and How?</i>, Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480								
8. Additional literature	1. Ulwik, W. A. (2005). <i>What Customers Want; Using Outcome Driven Innovation to Create Break through Products and Services</i>. New York: McGraw-Hill (selected chapters) 2. European Commission (2014). <i>Erasmus+ Programme Guide</i>, Retrieved from http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus-plus-programme-guide_en.pdf 3. European Commission-Directorate-General for Research and Innovation (2014). Horizon 2020 in brief. Retrieved from https://ec.europa.eu/programmes/horizon2020/sites/horizon2020/files/H2020_HR_KI0213413HRN.pdf (08.03.2018.) 4. Ministry of Agriculture (2015) Rural Development Programme: list of measures with basic information. Zagreb: Ministry of Agriculture Retrieved from http://ruralnirazvoj.hr/files/documents/MPS_program-ruralnog-razvoja-RH_200x275_v6-LQ.pdf 5. European Commission (2021), Directorate-General for Agriculture: https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_hr								
9. Quality monitoring	Evaluation of course performance by student survey.								
10. Exam access requirements	A student is required to attend at least 20% of the total number of teaching hours provided for in the study program. A student who has attended less than 20% of the classes may exceptionally make up for the lack of teaching hours, in a manner determined by the course instructor. A student who has attended less than 15% of the total number of teaching hours during an academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Entry seminar paper</td><td>30%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	60%	Entry seminar paper	30%	Activity	10%
Criteria	Weight share								
Written exam	60%								
Entry seminar paper	30%								
Activity	10%								
12. Assessment criteria - explanation	WRITTEN EXAM: The written part of the exam can be taken in advance after completing the course. The grade for the written part of the exam is positive if the student has achieved at least 60% accuracy in the answers from the three exam sections (collectively). The grading scale according to the accuracy of the answers: sufficient (60-70%), good (71-83%), very good (84-94%), excellent (95-100%). A passed written part of the exam is valid until the end of the current academic year. ENCLOSURE SEMINAR PAPER: 'Objectives of using cohesion policy instruments'; 'Possibilities of using cohesion policy instruments in the Republic of Croatia' and other topics in agreement with the lecturer. CLASS ACTIVITY - includes: regular class attendance, student preparation for class in the form of reading assigned literature, class activity, contribution to the success of class through presentation of results and active and constructive participation in problem discussions.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Entrepreneurial management	Year	2	Semester	3
Course Name	Creative tools in management	Code	10603	ECTS	4
Lecturers	Prof. Stud. Sendi Deželić				
Teaching Method and Hours	Lectures	15	Exercises	15	

Course Description

1. Course objectives	The aim of the course is to introduce students to the processes of creativity, their importance in the 21st century as one of the main characteristics that separates humans from artificial intelligence. The course teaches how to encourage, develop, and maintain creativity in a business context. Students will be introduced to various creative techniques and tools that serve to extract maximum creative potential. Special emphasis will be placed on developing techniques, generating ideas, and selecting and evaluating techniques.														
2. Expected learning outcomes	Upon successful completion of the course, students will: - Argue the importance of creativity, its encouragement and maintenance in modern business. - Evaluate the elements of creative culture and new ways of collaboration and communication. - Apply and implement creative tools and techniques on an example in an organization. 1. Choose a specific creative technique and use it to solve a problem or create a new product or service of your choice.														
3. Content	Creativity, idea, innovation, new age. Other people's ideas, modification. Ethics. Encouraging, developing and maintaining creativity. Good and bad ideas. Obstacles to creativity. Creative team, creative culture and organization. New ways of collaboration, communication and marketing of ideas. Creative processes (5I). Creative techniques (Disney Strategy, Hall of Fame, Brainstorming, Brainwriting, Mind Map, etc.)														
4. Admission requirements	There are no special requirements for enrolling in the course.														
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes														
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Activities	0.5	Activities	0.5							
7. Required literature	Green, A. (2007): Creativity in public relations. HUOJ, Zagreb (selected chapters) Korkut, D., Kopal, R. (2018). Creativity 4.0: evolution and revolution, Kerschhoffset, Zagreb (selected chapters)														
8. Additional literature	Antoljak, V., Kosović, M., (2018): Design thinking for non-designers – how to solve business problems and innovate successfully. Školska Byres, T.H., Dorf, R.C., Nelson, A.J. (2015): Technological entrepreneurship: from idea to company. Technical University, Zagreb Srića, V. (2004): Inventive manager in 100 lessons. Delfin Znanje, Zagreb														
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.														
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Written essay														
11. Exam implementation and assessment criteria	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>10%</td></tr><tr><td>Exercises and presentations</td><td>10%</td></tr><tr><td>Essays</td><td>10%</td></tr></table>					Criteria	Weight share	Written exam	70%	Activities	10%	Exercises and presentations	10%	Essays	10%
Criteria	Weight share														
Written exam	70%														
Activities	10%														
Exercises and presentations	10%														
Essays	10%														
12. Assessment criteria - explanation	/														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.														

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Entrepreneurial management		Year	2	Semester	3
Course Name	Teamwork		Code	10088	ECTS	4
Lecturers	Asst. Prof. Maja Kolega					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The main goal of the course is to introduce students to the determinants and characteristics of group behavior as a basis for analyzing, understanding, and managing the various phases of the team process. In addition, the goal is to introduce students, through direct experience, to the dynamics of interpersonal relationships in order to develop skills for more effective teamwork and team leadership.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Analyze the basic organizational and individual factors that influence teamwork performance 2. Distinguish the phases of team development and propose guidelines for working with teams in each phase; 3. Argue the advantages and disadvantages of teamwork, with special emphasis on the specificities of contact and virtual teams; 4. Evaluate the strengths and weaknesses of team decision-making, considering the type of organization and the specifics of the situation; 5. Compare team roles and their contribution in different group work situations; 6. Propose various tools for diagnosing the state of the team and techniques for increasing team effectiveness. 7. Formulate a teamwork methodology for solving certain problem situations Situation 1. Compile an evaluation of the team process					
3. Content	Emergence and characteristics of groups, differences between a group and a team. Group processes; possible negative phenomena in group work. Stages of development of a group into a team. Determinants of group decision-making, advantages and disadvantages in relation to individual decision-making. Common types of teams in organizations and their specificities. Specifics of working in virtual volumes. The process of creating and developing successful teams, building trust among members and dedication to the team purpose, prerequisites for creating a team atmosphere in the organization. Team roles and their contribution to team performance. Management of team communication and relationships within the team. Team supervision. Team process evaluation.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Research	1.5
7. Required literature	1. Miljković D., Rijavec, M. (2001). <i>Organizational Psychology</i>, Zagreb: IEP. 2. Robbins S. P., Judge T.A. (2009) <i>Organizational behavior</i>, MATE, Zagreb					
8. Additional literature	1. Holpp L. (2014). <i>Team Management</i>, Zagreb: Mate. 2. Blanchard K.H. (2005). <i>Winners: The Magic of Teamwork</i>, Ljubljana: Orbis. 3. Brown R., Gaertner, S. (2003). <i>Intergroup Processes</i>, Boston: Blackwell Publishers. 4. Hogg MA, Tindale RS (2001). <i>Blackwell Handbook of Social Psychology: Group Processes</i>, Boston: Blackwell Publishers. 5. Tudor, G., Srića V. (2006). <i>Manager and the Winning Team: The Magic of Teamwork</i>, Zagreb: MEP Consult. 6. West, M. (2005). <i>Secrets of Successful Team Management</i>, Zagreb: Školska Knjiga.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The exam consists of a written part in which students are asked to reflect on their own experience of participating in various team activities, leading teams and designing a methodology for working with teams and connect it to theory. The condition for taking the final exam is a minimum attendance of 20% in class, set at the University level for specialist graduate professional studies. In addition to attendance, students are required to complete a research task that includes field research, analysis of a specific team, identification of key challenges of that team and proposing innovative solutions for better team performance. Exam dates are published on the student portal.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="309 163 671 324"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Pi meni exam</td><td>40%</td></tr> <tr> <td>Research assignment</td><td>40%</td></tr> <tr> <td>Class activity</td><td>20%</td></tr> </table>	Criteria	Weight share	Pi meni exam	40%	Research assignment	40%	Class activity	20%
Criteria	Weight share								
Pi meni exam	40%								
Research assignment	40%								
Class activity	20%								
12. Assessment criteria - explanation	The written exam consists of essay-type questions that require knowledge and understanding of theory, reflection and application to some specific situations.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University		
Program	Entrepreneurial management		Year	2	Semester	4	
Course Name	Business analysis and controlling		Code	2379	ECTS	5	
Lecturers	Sr. Lect. Zrinka Gregov						
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30	
Course Description							
1. Course objectives	Learn the importance of business analysis and the controlling process in a company's operations and their contribution to achieving set business goals. Understand the historical development of controlling, and learn about the role of the controller as a consultant and expert interlocutor for all levels of management. Know how to analyze business, create information from data, and participate in the controlling process. Acquire knowledge and skills for business analysis - be able to diagnose the current situation in the company and offer suggestions for development, taking into account the dynamics of internal and external factors.						
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Argue the importance of business analysis and various possibilities for its application 2. Analyze the macro environment, activity and competition 3. Valorize the internal environment of the company - organizational structure, culture, resources and management 4. Interpret the calculation of financial indicators based on the analysis of financial statements 5. Synthesize the obtained results in the form of a management report according to IBCS standards 6. Explain the concept of the controlling function in a company 7. Select appropriate instruments of strategic and operational controlling and software solutions in controlling 8. Propose a risk management system while recognizing early warning signs of a business crisis 9. Design steps for managing a business crisis and restructuring a company						
3. Content	Introduction, concept, scope and role of business analysis; Analysis of the external environment; Financial analysis, indicators; Analysis of the internal environment; Managerial reporting; Conceptual foundations of controlling and introduction of controlling in a company; Instruments of strategic and operational controlling; Risk management; Business crisis and company restructuring.						
4. Admission requirements	None						
5. Student obligations	Class attendance, project-based teaching – creating a group project on the topic of promoting greater use of business databases for making informed decisions that lead to more successful and secure business operations for entrepreneurs and managers						
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Seminar	1	
					Exercises	1	
						Project	1
7. Required literature	1. Osmanagić Bedenik, N. (2007). <i>Crisis as a Chance</i> (2nd supplementary ed.). Zagreb: Školska knjiga. 2. Cinotti, K. (2011). <i>What Entrepreneurs Need to Know About Finance: Managing a Business Based on the 5C Model</i> . Zagreb: Tile financije d.o.o. 3. Teaching materials from lectures and exercises						
8. Additional literature	1. Osmanagić, Bedenik N. (2007). <i>Controlling: The Alphabet of Business Success</i> (3rd supplementary ed.). Zagreb: Školska knjiga. 2. Očko, J. and Švigir, A. (2009). <i>Controlling Management from the Backstage</i> . Zagreb: Altius savjetovanje d.o.o., Kognosko. 3. Blazek, A., Deyhle, A. and Eiselmayer, K. (2014). <i>Controlling and the Controller</i> . Zagreb: Kontroling Kognosko d.o.o. 4. International Group of Controlling, Horvath & Partners Management Consultants (ed.) (2014). <i>Process Model Controlling: A Manual for Defining and Designing the Controlling Process</i> .Zagreb: Poslovna utvosti d.o.o. for business consulting 5. International Group of Controlling (2013). <i>Dictionary for controllers: Croatian-English-German</i> . Zagreb: Poslovna efekcivnost d.o.o. for business consulting 6. Vitezić, N. and Lebefromm, U. (2019). <i>Production Controlling in the Digital Age</i> . Rijeka: FAculty of Economics and Business. 7. Have, S., Have, W., Stevens, F., Elst, M. with Pol-Coyne, F. (2003). <i>Key management models: the management tools and practices that will improve your business</i> . Prentice Hall, Financial Times, Pearson Education.						
9. Quality monitoring	Student survey. Teaching evaluation with the help of fellow experts. Evaluation of course performance.						
10. Exam access requirements	The condition for taking the written part of the exam is participation in at least 20% of the total number of teaching hours provided for in the study program. Then, a positively graded seminar and participation in fieldwork, development and presentation of a team project. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the next academic year.						

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="312 165 596 365"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Project</td><td>20%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criteria	Weight share	Written exam	50%	Project	20%	Seminar	20%	Activities	10%
Criteria	Weight share										
Written exam	50%										
Project	20%										
Seminar	20%										
Activities	10%										
12. Assessment criteria - explanation	WRITTEN EXAM: is designed to test knowledge, understanding and application of basic concepts, theoretical models and practical management instruments, especially those outcomes that are not covered by the project and seminar. The written exam is taken during regular and extraordinary exam periods. The grade from the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. THE PROJECT "<i>Business Analysis and Controlling of a Selected Company</i>" is designed to verify the outcomes related to the analysis of the internal environment of the company, the synthesis of results and the preparation of a management report, as well as to evaluate the current level of development of controlling in the company and the preparation of proposals for its improvement. THE SEMINAR "<i>Analysis of the Macroenvironment, Activities and Competition of a Selected Company</i>" is designed to verify the ability to collect relevant information from business databases, their evaluation, analysis and interpretation of the obtained results. CLASS ACTIVITY includes: student preparation for classes in the form of reading assigned literature, searching business databases, preparing exercises, class activity, contribution to the success of classes through constructive participation in problem discussions. <table border="1" data-bbox="312 880 464 1081"> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </table>	Points	Grade	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5
Points	Grade										
60 - 69	2										
70 - 79	3										
80 - 89	4										
90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University					
Program	Entrepreneurial management		Year	2	Semester	4				
Course Name	Business consulting / consulting skills		Code	2650	ECTS	4				
Lecturers	Lect. Kristian Šustar									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	The course aims to equip students with an understanding of the theory, practice, tools and techniques of business consulting and to help them achieve successful careers in both profit and non-profit organizations. Attending the course will help students understand and determine the requirements for business consulting in organizations, and introduce them to the issues and stage of development of business consulting as a propulsive scientific and professional discipline. The course also aims to introduce students to the architecture and phases of the consulting process and to present the elements of business consulting as part of the organizational development process.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - clearly identify and characterize the needs for business consulting and explain the role of business consulting in improving organizational performance; - analyze and evaluate types of business consulting and identify problems and initiatives related to the introduction and use of business consulting techniques in organizations; - define and correctly apply the phases of the consulting process - identify and identify appropriate tools for business consulting and techniques for creating solutions to consulting problems - correctly evaluate and argue for the importance of business consulting in gaining competitive advantage for organizations; - create and design methods for approaching business consulting management - define criteria for selecting and using business consulting									
3. Content	The content of the course Business consulting-consulting skills is divided into 3 modules: (1) Basics of business consulting: Basic elements of the consulting service market, understanding of business consulting, mechanistic and systemic view of consulting, profiling and mindset of a business consultant. Framework and processes for implementing the necessary changes within the framework of the consulting project, Leadership in organizations undergoing change: an integrated approach to implementing change, dealing with resistance, the basics of implementing effective strategic leadership, planning and implementing effective change, ensuring successful integration, rounding off the transition process; conflict management and resistance to change. (2) Advisory process: types and types of advisory processes, elements of the advisory process, intervention methods and techniques. Architecture of counseling processes, Comparison of different types of counseling, familiarization with different systems from the point of view of the counselor, the client and the counseling process itself, designing counseling processes, intervention methods and techniques. (3) Advisory tools: Tools for overcoming complex problems, tools for solving problems, tools for making decisions. Application of different tools and methods in different phases of the counseling process. Examples of tools and recommendations for application. Data collection techniques, effective presentations, facilitation.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and possibly a written and oral exam in the event of failure to pass the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.0	Written exam	1.0	Oral exam	0.5	Seminar	0.5	Continuous assessment	0.5
	Critical review	0.5								
7. Required literature	Lectures (lecture handouts) Cope, M. (2003). The Seven Cs of Consulting, The definitive guide to the consulting process. London: FT Prentice									
8. Additional literature	Kubr, M. (ed.) (2002). Management Consulting, A Guide to the Profession. (4th edition). Geneva: ILO. Senge, P. M. (2003). The fifth discipline - principles and practice of the learning organization. Zagreb: Mozaik knjiga. Biech, E. (1997). The Business of Consulting. San Francisco: John Wiley. Rasiel, E.M. (1999), The McKinsey Way, New York: McGraw Hill Roam, D. ((2013), The Back of the Napkin, Edmonton: Portfolio									
9. Quality monitoring	Observations and evaluations of teaching. Evaluation of the course. Student survey.									
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 60%* and positive activity in class. b) Positively graded seminar paper c) Positively graded critical review of scientific/professional work d) Submitted and positively graded exercises For the purpose of taking the written exam, a student who has less than 60% regular attendance in class (50%-59%) can make up for absences by writing and submitting an additional assignment. Students who have a regular attendance									

	between 41% - 49% must re-attend the lectures they missed and write an additional assignment, while students who have a regular attendance of less than 40% must re-attend the entire course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria mentioned are evaluated positively. The student passed the written part of the exam, the student's activity was evaluated, all the tasks for independent work were submitted and evaluated. <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>30%</td></tr> <tr> <td>Critical presentation of scientific/professional of work</td><td>20%</td></tr> <tr> <td>Advisory task and presentation</td><td>30%</td></tr> <tr> <td>Exercises; Activity and creation of exercise tasks</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	30%	Critical presentation of scientific/professional of work	20%	Advisory task and presentation	30%	Exercises; Activity and creation of exercise tasks	20%
Criteria	Weight share										
Written exam	30%										
Critical presentation of scientific/professional of work	20%										
Advisory task and presentation	30%										
Exercises; Activity and creation of exercise tasks	20%										
12. Assessment criteria - explanation	The written exam is taken in one section from the entire course. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The grade from the written exam is positive if the student has achieved at least 50 points in the test. Before being converted into a grade, the points achieved through classes are added to the points from the written exam. The total points are converted into a grade as shown in the table. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a result of 0 points is recorded.) Activity and regularity. During the course, the subject teacher evaluates students through group work based on the following criteria: - interactivity and participation in classes and exercises - teamwork, social competences - approach to classes, acceptance and fulfillment of obligations (critical reviews and seminar papers) - interest in learning, deepening knowledge The advisory assignment and critical review of scientific or professional work are submitted no later than two weeks before the scheduled exam date, and their value and quality are assessed, as well as the quality of the presentation / oral defense of the work.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University
Program	Entrepreneurial management	Year	2	Semester	4
Course Name	Start-up management	Code	9304	ECTS	4
Lecturers	Sr. Lect. Gordana Ćorić				
Teaching Method and Hours	Lectures	15	Excercises	15	Total 30
Course Description					
1. Course objectives	<i>Start-ups</i> start as small entrepreneurial ventures, but from the very beginning they have a clear tendency to grow and multiply (scalability). Since they differ from the way of working/doing business in large corporations, it is necessary to gain new insight into the issues of launching and managing a sustainable <i>start-up</i> entrepreneurial venture, and how to enable continuous exposure to innovative activities, introduce innovations (e.g. by using the <i>design thinking</i> approach), use available resources and incentive programs (incubators, hubs, <i>co-working spaces</i>, etc.), and become familiar with different and alternative sources of financing (business angels, venture capital, ethical banks, <i>crowdfunding</i>, etc.). The importance of developing an innovation system and capacity as a necessary platform for producing innovations and constantly discovering one's own creative potential and systematic innovation in order to add new value will be highlighted. The main objectives of this course are to enable students to manage their business and/or entrepreneurial future by integrating the knowledge acquired during their studies and directing them towards designing and managing a <i>start-up</i> project, and to gain competitive advantages in the labor market by adopting and using specific entrepreneurial knowledge and skills in planning <i>start-up</i> ventures.				
2. Expected learning outcomes	After completing the course and completing the assignment, students will be able to 1. Describe the conditions and business climate that encourage and support creativity, creative thinking and innovation, map the ecosystem for encouraging innovative <i>start-up</i> entrepreneurship, and provide recommendations for its greater efficiency 2. Present an innovative idea, identify a business opportunity, consider potentials and realization factors, demonstrate an understanding of the resources needed to transform an idea into an innovative venture, and develop an appropriate business model 3. Indicate the possible development of a company's innovative capacity, argue for the need to develop awareness of the importance of investing in a company's innovation capacity, and make recommendations for the implementation and financing of projects to improve a company's innovation capacity, 4. Prepare the implementation of a Design Thinking project in practice to solve complex business problems, and make a plan for applying the <i>design thinking</i> process to create concrete solutions in a business environment, for a specific product or service 5. Develop and apply their own innovation model that will enrich the existing <i>start-up</i> project or venture, and in addition to its success and sustainability, contribute to the development of the company in which the venture will operate. Present a project proposal for running an innovative company (from finding potential to commercializing potential innovations) 6. Evaluate the suitability of various innovative sources of growth financing for a specific <i>start-up</i> company, and recommend the most appropriate ones for the implementation and financing of innovation and development projects				
3. Content	MODULE 1: <i>Start-up</i> entrepreneurship. Motives for entry into entrepreneurship. Mapping sources of resources and encouragement of start-up entrepreneurship. Innovations and entrepreneurship; Practice, sources, types and examples of innovative <i>start-ups</i>. Examples of innovations. Intellectual property, assessment of innovation capacity, technology transfer. Learning from mistakes. Cooperation. Initial definition of the concept and framework of a <i>start-up</i> entrepreneurial venture (<i>Effectuation entrepreneurship</i>, <i>Technopreneurship</i>. <i>Momentum effect</i>. <i>Reinvention</i>.) MODULE 2: Business idea - from idea and innovation to project, entrepreneurial opportunity, needs research, creation and testing of solution proposals, etc. Tools for developing a <i>start-up</i> entrepreneurial venture (<i>Business Model Canvas</i>, <i>Lean management</i>, ...). MODULE 3: Elaboration of the organization's strategy for innovation management, their commercialization, obtaining the necessary resources and venture development, communication with stakeholders and partners. Finalizing proposals for the development of an innovative company, making recommendations for the long-term improvement of innovation capacities at the company level. MODULE 4: Introduction to <i>Design Thinking</i> (tools, processes, step-by-step application). Integration of <i>Design Thinking</i> into company strategy. Examples of the development of new services. Development of appropriate business model(s) for innovation management, testing and verification, scenario sketching. Organizing for innovation – formal and informal organization, coordination. MODULE 5: Business models. Innovation output, processes and innovation strategies (new product strategies, proactive new product development process, practices that shorten product development cycles and assess actual progress). Making recommendations for the development of an innovative company and long-term improvement of innovation capacities at the company level. Business incubators and accelerators. MODULE 6: Sources of financing for start-up companies. Microcrediting. <i>Bootstrapping</i> funding. FFF. Venture capital funds. Business angels. Group funding (<i>crowdfunding</i>). <i>Crowdsourcing</i>. Alternative sources of financing. Ethical banks. Cryptocurrencies - virtual currencies. Local currencies. Financial consulting. Finalization of management and financing proposals for <i>start-up</i> ventures.				
4. Admission requirements	There are no prerequisites for taking this course.				

5. Student obligations	Attendance at classes, participation in fieldwork, conducting assigned research, participation in the preparation, development and presentation of projects (individually or in pairs).										
6. Monitoring student progress and associated ECTS credits	Classes1	Written exam1	Project2								
7. Required literature	1. Script based on current literature (compilation): - Golob, B. (2009). <i>Innovation from idea to market. A handbook for creating new products, services and business models</i>. Rijeka: Dragon doo - Osterwalder, A. and Pigneur, Y. (2014). <i>Creating business models</i>. Školska knjiga, Zagreb - Ries, E. (2013). <i>Lean startup: how today's entrepreneurs use continuous innovation to create fully successful businesses</i>. Zagreb: Mate.										
8. Additional literature	- Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). <i>Report on Small and Medium-Sized Enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019</i>. Zagreb: CEPOR – Center for the Development of Small and Medium-Sized Enterprises and Entrepreneurship Policy (retrieved from: www.cepor.hr/wp-content/uploads/2021/01/izvjesce-2020-HR-web.pdf). - Alpeza, .M. et al. (2022). <i>Report on small and medium-sized enterprises in Croatia - 2021: "SMALL AND MEDIUM-SIZED ENTERPRISES IN CROATIA UNDER THE CONDITIONS OF THE COVID-19 DISEASE PANDEMIC"</i>. Zagreb: CEPOR CEPOR – Center for the Development Policy of Small and Medium Enterprises and Entrepreneurship (taken from: http ps://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf) - Golob, B. (2012). <i>Innovation of business models</i>. Rijeka: University of Rijeka Science and Technology Park/EEN - Nikolić, G. and Zorić, D. (2014). <i>Development of start-up culture in Croatia in the function of economic development</i>. Practical management (professional journal for management theory and practice 5.2, pp. 98-102). - Entrepreneurial notebooks published by the Osijek Entrepreneurship Center, PODI, Center for Civil Initiatives, etc. - Senor, D. (2014). <i>Start-up nation: the secret of the Israeli economic miracle</i>. Zagreb: Profil. - Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2021). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2019-2020</i>. Zagreb: CEPOR. (retrieved from: http://www.cepor.hr/wp-content/uploads/2015/03/WEB-GEM-201920.pdf) - StartupReport-2022-Q1, StartupReport-2022-Q2, StartupReport-2022-Q3, StartupReport-2022-Q4 - Thiel, P. (2015). <i>Zero to one: observations on startup companies, or how to build the future</i>. Zagreb: Večernji list - Tupek, K.L. and Čorić, G. (2018). The impact of entrepreneurial incubators on idea generation and the success of start-up projects in Croatia. <i>Entrepreneurship Education - E4E</i>, 8 (1), 125-152. Retrieved from https://hrcak.srce.hr/202733.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The opportunity to write a midterm exam can be used by students who have an attendance rate of more than 50%. A minimum of 20% attendance is required, as well as positive participation in classes and assigned research, and continuous work on the project. For the purpose of taking the exam, a student can compensate for insufficient activity by preparing and submitting an entrance (seminar) paper or similar assignment. The entrance paper is assigned after missed class participation, and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose attendance rate is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>20%</td></tr><tr><td>Start-up projects</td><td>50%</td></tr><tr><td>Class activity and research</td><td>30%</td></tr></table>			Criteria	Weight share	Written exam	20%	Start-up projects	50%	Class activity and research	30%
Criteria	Weight share										
Written exam	20%										
Start-up projects	50%										
Class activity and research	30%										
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between multiple answers and essay questions. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. Evaluation of the <i>start-up</i> project (collection of points - part of the points is collected based on compliance with the set deadlines, part for quality, part as <i>feedback</i> or feedback on the presentation) and Evaluation of class activities is carried out in every class, because the teaching is of the workshop type. Individual activities, pair activities, and team/group activities are conducted. Students who do not come to class will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. The evaluation of research for project and teaching purposes is carried out after receiving initial instructions and guidelines, and is conducted based on meeting deadlines, assessing the effort put in, the quality of the results, and comparing them with the best papers/research in the group.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.										

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Entrepreneurial management		Year	2	Semester	4								
Course Name	Organizational change management		Code	10052	ECTS	4								
Lecturers	Sr. Lect. Zoran Komar													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The fundamental goal of this course is to shed light on the psychological and other mechanisms behind the introduction of organizational changes that are largely responsible for the success or failure of reform and/or transition processes, especially in crisis situations and periods. In addition, students will be introduced to recent findings on the change (and crisis) management process, positive and negative examples of the introduction of organizational changes, and the activities of people responsible for managing human resources before, during, and after the introduction of changes.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, types, drivers, processes and models of introducing organizational changes; 2. identify psychosocial and other causes of success and failure of planned organizational changes; 3. connect the factors of organizational crisis and change and analyze their cause-and-effect relationships; 4. critically assess the dimensions of organizational capacity for change; 5. recognize the role of the human factor in the processes of reorganization, restructuring, takeover, merger and other organizational changes; 6. value the importance and role of leadership in the process of introducing organizational changes; 7. select the tasks and responsibilities of human resources management in introducing organizational changes.													
3. Content	Nature, types, drivers, processes and models of introducing organizational changes. The influence of psychosocial factors - abilities, experiences, emotions, values, motivation, social perception, interpersonal relationships, intragroup dynamics on the final outcomes of planned changes. External and internal causes of organizational crises, consequences of crises and their effects on the planning and implementation of organizational changes. Criteria and dimensions of the organization's ability (capacity) to implement changes. Behavior of organizational leadership before, during and after the transition. Key activities and responsibilities of human resources management in the process of organizational change.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attending lectures and exercises, seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1								
7. Required literature	1. Kotter, John P., (2009). <i>Leading changes</i> , Zagreb: Lider press.													
8. Additional literature	1. Lawson, Emily, Price, Colin, (2003). The psychology of change management, McKinsey Quarterly. Luecke, Richard, (2004). <i>Change and transition management</i> , Zagreb: Zgombić & partners. 2. Kotter, John P., (2009). <i>The sense of urgency</i> , Zagreb: Lider press..													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies, and a positively graded seminar paper. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positive grade in the written exam. In the process of acquiring the status of a passed exam, the grades from the written exam, the project assignment, and the grade of class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project assignment</td><td>30%</td></tr><tr><td>Class activity</td><td>10%</td></tr></table>						Criteria	Weighting	Written exam	60%	Project assignment	30%	Class activity	10%
Criteria	Weighting													
Written exam	60%													
Project assignment	30%													
Class activity	10%													
12. Assessment criteria - explanation	The written exam consists of 10 essay-type questions that require understanding and application of acquired theoretical and practical knowledge. The criterion for a passing grade is 60% of a correctly solved exam. The project task is evaluated according to the following criteria: • originality in the approach and processing of the project task • quality, i.e. relevance and recency of the information sources used • quality of argumentation and development of the topic and logical coherence of the topic													

- quality of language and graphic design of the content
- creativity in presentation of information

Class activity is evaluated according to the following criteria:

- constructive participation in group discussions
- quality of participation in individual tasks
- degree of engagement in group exercises
- attitude towards the course, teacher, group colleagues and work duties.

Although the oral exam is not provided as a mandatory part of the evaluation process, it will be held: if the student is from objective reasons for not being able to take the written exam, if with an average written exam grade of 2.4 or 3.4 or 4.4 they want a higher grade and if the subject teacher so assesses for some other reason.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Entrepreneurial management	Year	2	Semester	4
Course Name	Professional practice	Code	10238	ECTS	6
Lecturers					
Teaching Method and Hours	Total			160	

Course Description

1. Course objectives	The main goal of student internship is to test and apply certain acquired knowledge and skills in the field of entrepreneurial management, such as business process management, making quick, efficient and profit-oriented decisions, and socially responsible and sustainable entrepreneurship. The goals of internship are also aimed at concretizing the preparation of the graduate thesis.
2. Expected learning outcomes	1. Apply acquired specialized knowledge in solving specific work tasks in a real work environment in which the internship is carried out. 2. Solve more complex business processes independently or in a team. 3. Demonstrate an understanding of social responsibility, sustainability and ethical action within the work process. 4. Choose a method of communication appropriate to the business environment and situation. 5. Apply new technologies and creative solutions in business. 6. Demonstrate the ability to adapt to work in an international environment. 7. Prepare a Report on the completed specialist internship.
3. Content	A) INTERNSHIP REPORT (written by unemployed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution) 2. Description of the company/institution 3. Description of the tasks the student performed during the internship 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could have from the thesis 7. Conclusion B) WORK REPORT (written by employed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution/department) 2. Description of the company/institution/department 3. Description of the job/jobs that the student does 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could gain from the graduate thesis 7. Conclusion The recommended scope of the report is about 5 pages, with technical formatting according to the instructions for writing seminar papers published on student portals.
4. Admission requirements	Correctly completed and signed consent from the organization to accept the student for student internship
5. Student obligations	Attending internships, performing assignments and work at internships, writing internship reports, appropriate behavior in the organization.
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held student internship. Evaluation of mentors in the organization.
10. Exam access requirements	Delivered documents Consent of the organization, Certificate of completed student internship and Report.
11. Exam implementation and assessment criteria	There is no numerical grade, only a passing grade of 'DONE'.

12. Assessment
criteria -
explanation

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Business informatics			Year	1	Semester	1	
Course Name	English for Information Technology 1			Code	2488	ECTS	5	
Lecturers	Sr. Lect. Svea Kršul, Sr. Lect. Branka Šuput							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To enable students to listen, read, speak and write about themselves, their personal life and interests, and about their current and past education, ongoing activities and plans for the future; to expand the student's vocabulary to include technical and business terms needed in business informatics; to develop accuracy and precision in oral and written expression.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe their environment and the course of their education to date; 2. define the function of computer components; 3. describe and compare computer configurations with respect to different users; 4. perform actions by listening to or reading instructions in English; give oral and written instructions for performing complex actions; 5. explain the course of complex processes in which computers are used (electronic cash register, ATM, credit card payment, e-parking, etc.); 6. create a summary of a professional text; 7. keep a glossary of professional terms used in mandatory literature 8. repeat and practice the application of A2 level language structures							
3. Content	Since the study groups consist of students with different prior knowledge, the course content covers the structures and functions of all 4 language skills required for personal and business communication in the profession, ranging from A2 to B2 language levels according to the Common European Framework of Reference for Languages. General English includes introduction and introduction, description of daily routines, course of education, achievements and ambitions, and description of studies and courses; English for information technology includes types of computers, purchasing computers considering the needs of various users, input and output devices, data storage devices, application programs. Language structures include the system of verb tenses: Present Simple, Present Continuous (also for expressing future actions), Present Perfect Simple; Passive Voice; comparison of adjectives; conjunctions, prepositions of place and movement, imperative, gerund and infinitive. Teaching units: Computer Users. Computer Architecture. Computer Applications. Peripherals. Interview: Former Student.							
4. Admission requirements	Level A2. Students who do not meet this requirement must make up the difference through independent work during the semester.							
5. Student obligations	Regular class attendance, preparation for classes, constructive and cooperative participation in classes, completion of assignments in and outside of classes, completion of ad hoc tests and partial knowledge assessments and/or written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	1
	Activities	0.5	Continuous assessment 1					
7. Required literature	- Eric H. Glendinning, John McEwan: <i>Oxford English for Information Technology</i>, Second Edition, OUP, 2008 - Resources from the interactive site Moodle.vern.hr							
8. Additional literature	- Santiago Remacha Esteras, Elena Marco Fabré: <i>Professional English in Use For Computers and the Internet</i>, CUP, 2007 - Paul Emmerson: <i>Email English</i>, Macmillan, 2004 - Various online dictionaries, articles and exercises							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended classes less than 70% may exceptionally make up for absences by writing and submitting an entrance paper. The entrance paper is assigned after the end of classes at the student's request, and is submitted exclusively by e-mail at least 7 working days before the 1st regular exam period. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Compensation for absences is not possible for the 1st mid-term exam, which is written halfway through the semester.							

	A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The oral part of the exam can be taken partially during classes in the week before the 1st or 2nd partial exam, or in its entirety during the exam period.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Oral exam</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Oral exam	30%	Activities	20%
Criteria	Weight share										
Written exam - 1st preliminary exam	25%										
Written exam - 2nd preliminary exam	25%										
Oral exam	30%										
Activities	20%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed a single partial written exam take a written exam covering the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam in all subsequent deadlines. The written exam consists of tasks that test the extent to which the student has mastered the required literature (including materials from the interactive website Moodle.vern.hr), knowledge of vocabulary, verb tenses and structures, their active use, and the skills of reading and summarizing the text. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written part, or does not respond, the result is recorded as 0 points. The oral part of the exam can be taken partially, during classes in the week of preparation for taking the 1st or 2nd partial exam, or in its entirety during the exam period. If a student receives a negative grade on the oral exam, he or she can take it again at the scheduled time, which cannot be before the next time for taking the written exam. Activity is assessed by active participation in class, either individually or working in pairs/groups. Students are required to come to class prepared and informed about the material being covered. Preparedness includes independently solving exercises or reading the assigned text. <table> <tr> <td>36 - 41</td><td>2</td></tr> <tr> <td>42 - 50</td><td>3</td></tr> <tr> <td>51 - 56</td><td>4</td></tr> <tr> <td>57-60</td><td>5</td></tr> </table>	36 - 41	2	42 - 50	3	51 - 56	4	57-60	5		
36 - 41	2										
42 - 50	3										
51 - 56	4										
57-60	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University						
Program	Business informatics			Year	1	Semester	1					
Course Name	Mathematics 1			Code	2483	ECTS	5					
Lecturers	Branimir Meštrić, Sr. Lect. Joško Meter											
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4				
	Total	60										
Course Description												
1. Course objectives	The goal of the course is to introduce students to basic mathematical concepts that will make it easier for them to follow classes in other courses. The acquired knowledge should enable students to follow economic analyses more easily, provide them with a deeper understanding of mathematical functions of one variable, and facilitate their understanding of basic concepts in programming courses.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. explain the concept of a set and operations on sets, 2. solve exponential and logarithmic equations, 3. determine the domain of definition of a real function of one variable, 4. calculate the derivative of a function of one variable, 5. apply the rules of differentiation to the problem of analyzing the flow of a function of one variable, 6. explain the concept of indefinite and definite integrals, 7. calculate the indefinite integral using the appropriate integration technique, 8. apply the rules of percentage calculus, 9. apply the rules of simple and compound interest calculus.											
3. Content	Sets: definition of set, operations on sets, subset. Functions: definition of a function, elementary functions, exponential and logarithmic functions, limit value of a function. Derivation of functions: derivations of elementary functions, rules of derivation, derivation of compositions of functions. Application of derivatives: L'Hospital's rule and calculation of limes, asymptotes of functions, intervals of monotonicity, convexity and concavity, finding extrema of a function. Integrals: concept of indefinite integral, integrals of elementary functions, integration rules. Integration methods: substitution method, integration of rational functions, partial integration. Definite integral: application of the definite integral. Financial mathematics: percentage calculus, simple and compound interest calculus and applications, loan calculus.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.											
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1	Continuous assessment	0.5				
7. Required literature	1. Neralić, L., Šego, B. (2015) <i>Mathematics</i> (4th edition). Zagreb: Element.											
8. Additional literature	• Beroš I. (2012), <i>Mathematics 1</i>, Zagreb:VERN. • Beroš I. (2012), <i>Mathematics 2</i>, Zagreb:VERN.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	Requirements for taking the written exam: Students are required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended classes for less than 70% may exceptionally make up for the lack of teaching hours by writing and submitting a seminar paper. The seminar paper is assigned only after the end of classes, and is submitted no later than five days before the exam date. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>25%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	25%
Criteria	Weight share											
Written exam - 1st preliminary exam	25%											

	Written exam - 2nd preliminary exam	25%
	Oral exam	50%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the material from differential calculus, while the second part covers the content from integral calculus and economic mathematics, and is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the 1st exam term, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms.

The written exam also consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. The tasks are designed to test both the understanding of the material, and not just the mastery of techniques.

The grade for the written exam is positive if the student scores at least 50 points on the test. The total points are converted into the grade in the manner shown in the table.

The oral part of the exam is accessed after the written part has been passed.

If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam.

Points	Grade
50 - 59	2
60 - 74	3
75 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Business informatics			Year	1	Semester	1	
Course Name	Selected chapters of business psychology			Code	2484	ECTS	5	
Lecturers	Asst. Prof. Maja Kolega							
Teaching Method and Hours	Lectures	26	Seminars and workshops	6	Exercises	20	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	The goal of this course is to acquire knowledge and skills from various areas of psychology, necessary for understanding interpersonal relationships in business and private contexts, as well as one's own patterns of experience and behavior, with the aim of improving them.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Apply the rules and techniques of rational learning 2. Identify interindividual differences that determine work performance 3. Critically assess the processes of perception in general and social perception 4. Argue the importance of positive thinking and self-confidence 5. Describe the principles of successful communication and apply them when giving presentations 6. Describe the principles of (un)successful teamwork and self-evaluate their role within the team 7. Define and apply the rules of assertive communication and successful conflict resolution 8. Explain the principles of successfully dealing with stress and fatigue 9. Argue the concept and importance of emotional intelligence, and identify the characteristics of people with high and low emotional intelligence							
3. Content	The course includes the following thematic units: Introduction to psychology: theoretical directions, methods, branches; Learning and memory: principles, mnemonics, rational learning; Individual differences important for success in work: biographical characteristics, personality, abilities, interests; Perception: determinants, deviations from normal perception; Self-image and self-esteem: dimensions, development, personality defense mechanisms; Positive thinking: locus of control, self-fulfilling prophecy, learned helplessness; Social perception: determinants, typical mistakes, improvement; Communication: types, principles; Successful presentation: principles, recording student presentations; Assertiveness: characteristics, assertive techniques; Conflict resolution: types, causes, strategies; Teamwork: principles, team roles, characteristics of successful teams; Emotional intelligence: components, characteristics of people with high and low EI; Fatigue and rest: symptoms, principles of successful rest; Stress: causes, symptoms, coping.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, held a five-minute presentation in front of the camera on a free topic, made a portfolio, passed a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Continuous assessment	0.5
	Activities	0.5						
7. Required literature	1. Miljković Krečar, I., Kolega M. (2013). <i>Psychology in the Business Environment</i> . Zagreb: VERN' d.o.o. 2. Miljković D., Rijavec M. (2006). <i>Organizational Psychology - Selected Chapters</i> . Zagreb: IEP-D2.							
8. Additional literature	- Miljković, D., Rijavec, M. (1999). <i>How to present yourself well?</i>. Zagreb: IEP-D2. - Miljković, D., Rijavec, M. (2001). <i>Conversations with the mirror</i>. Zagreb: IEP-D2. - Miljković, D., Rijavec, M. (2001). <i>Management skills 2</i>.Zagreb: IEP-D2, MEP. - Miljković, D., Rijavec, M. (2002). <i>Management skills 3</i>.Zagreb: IEP-D2, VERN'. - Rijavec, M., Miljković, D. (1999). <i>How to avoid mistakes in assessing people?</i>.Zagreb: IEP-D2.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. In addition to regular attendance, the condition for taking the final written exam is: A presentation in front of a camera has been held and has been positively assessed (described in more detail under point 1.12) A student who has attended less than 70% of the classes may exceptionally make up for the lack of teaching hours by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer, taking into account the number and content of the missed classes. The paper is mostly a written assignment, but an oral examination is also							

	possible. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper at least one week before the exam deadline. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the 1st preliminary exam, which is held in the middle of the semester, is regular attendance at classes of at least 50%. Making up for absences through the entrance paper is not possible for the 1st preliminary exam.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria mentioned are evaluated positively. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>Presentation</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Activities	20%	Presentation	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Activities	20%										
Presentation	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part (so-called 1st midterm) is written after 7 weeks of classes and covers the units covered so far. The second part (2nd midterm) covers the remaining material and is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the 1st exam period, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, and not only the acquisition of techniques. The grade from the written test is positive if the student scored at least 60% of the points in the test. If the teacher has reasonable doubts that the result on the written test was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. Activity in class is continuously assessed according to the following criteria: • contribution to class through active and constructive participation in problem discussions. • student's readiness for class (carrying writing utensils, independently determining previous material) • arrival to class on time • general attitude towards the course, colleagues and the lecturer Also, the final assessment of activity includes the grades of occasional unannounced knowledge tests, and occasional homework assignments of a smaller scope. The presentation in front of the camera is roughly scheduled for the 11th and 12th weeks of classes. Students have the right to choose a topic of their choice, which they must then present in front of the group for exactly 5 minutes. The presentation is recorded and then watched and analyzed. This obligation is assessed, and without it it is not possible to pass the exam. The following are assessed: students' preparation for the presentation (knowledge of the text, compliance with any PP presentation, adherence to the given time frame, etc.) and the form of the presentation (to what extent it corresponds to the principles of a successful presentation, which are taught in class).										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Business informatics			Year	1	Semester	1	
Course Name	Application programs 1			Code	2487	ECTS	5	
Lecturers	Prof. Stud. Jadranka Musulin							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						

Course Description

1. Course objectives	The aim of the course is to introduce students to the basic terms and units of measurement and methods of calculation used in computer science, and then to the use of general so-called application programs as a tool for more efficient performance in business applications. Lessons and exercises deal with the use of the most marketable programs in their field, namely MS Word, MS PowerPoint and GIMP (an open source photo processing tool).									
2. Expected learning outcomes	After mastering the planned units, students will be able to: • Recognize opportunities to improve business using IT tools • Process text using the basics of typography • Apply word processing tools in everyday and business environments • Apply IT tools for multimedia presentations • Recognize the differences between basic graphic formats • Apply tools for digital processing of image records									
3. Content	The course content provides insight into the application of IT in a business environment and the basics of IT terminology and present units of measurement. The course is based on studying the use of tools for word processing, images and creating presentations. The units are divided as follows; Basic IT concepts, measures and calculations based on them. MS Word: basics of text entry, using basic word processing procedures, entering additional elements, using tables and graphs, using styles, indexing elements and advanced automation in creating documentation. MS PowerPoint: basic concepts during presentations, basics of using PowerPoint, creating templates, creating an entire presentation. Digital image processing: basic concepts in graphics and when processing image materials, GIMP: basics of work and framework, tools for creating and correcting images, marking methods, image correction and editing, using filters, the concept of layer, the concept of mask, work automation, preparing materials for the web.									
4. Admission requirements	There are no special requirements for enrollment.									
5. Student obligations	Continuous monitoring and participation in classes, creating tasks along with classes, solving partial knowledge tests.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	1.5	Continuous assessment	1	Activities	1.5
7. Required literature	1. Jeff Nott: GIMP 2.8 Plus (Gimp for Photographers series)									
8. Additional literature	1. Informatics 1 (script), Vern									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The written exam can be taken in two ways, partially in two parts or in full. In the case of partial exams, the requirement for taking the first part of the exam is 50% attendance, and for taking the second part of the partial exam or the full exam, the requirement is 70% attendance and fulfillment of the prescribed obligations. Students whose attendance in class is less than 70% are required to complete make-up assignments assigned by the lecturer. Make-up assignments are assigned by the lecturer at the student's request. Insufficient attendance for taking partial exams cannot be compensated by writing an entrance paper. If a student attends less than 40% of classes, he/she will enroll and take the course again. Obligations during classes: Positive grade from activities during classes Completed and submitted assignments for independent work Entry paper: If a student does not attend classes regularly enough or has not fulfilled long-term obligations, the lecturer will prescribe an entry paper. The entry paper is assigned after the end of classes at the student's request. The student is responsible for submitting the entry paper on time and it must be at least one week before the exam date.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									

	Criteria	Weight share
	Written exam - 1st preliminary exam	30%
	Written exam - 2nd preliminary exam	30%
	Activities	20%
	Assignments	20%
	20%	

12. Assessment criteria - explanation	The written exam is taken in two parts. The first part is taken after 7 weeks of classes, and the second part is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams may take the partial part that was not passed during the first exam period. After the first exam period, in all other cases, the exam is taken in its entirety. To pass the exam, at least 50% of the points must be achieved. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and University regulations. If the student is not satisfied with the grade, the student can take the exam again, but the grade already obtained is no longer valid. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, a score of 0 points is recorded.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Business informatics			Year	1	Semester	1			
Course Name	Introduction to computer architecture			Code	2485	ECTS	5			
Lecturers	Sr. Lect. Jakob Gračanin, Sr. Lect. Igor Ljubi									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The aim of the course is to introduce students to the mathematical and logical fundamentals of computing, primarily Boolean algebra as the basic formalism of mathematical modeling of electronic circuits, as well as the associated methods of reducing logical expressions used to describe them. The central part of the course is dedicated to modeling and digital design, and computer simulations of circuits. Examples include various arithmetic circuits and circuits responsible for displaying data on a graphic screen. Standard combinational modules are studied and their use for the purpose of realizing electronic circuits as an alternative to design based on modeling and minimization. Sequential logic circuits are also studied as the basis for a rudimentary memory model. The optional part of the course includes introducing students to the components of electronic computers, their capabilities, and development trends.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - describe the Von Neumann computer model and ways of displaying information in an electronic computer - perform arithmetic operations regardless of the chosen number system - perform the necessary Boolean algebra operations on logical functions of two and three variables in order to obtain the desired representation and/or minimize the associated logic circuits - describe all 16 logical functions of two variables and basic functions of three variables and associated circuits - recognize and model simpler examples using arithmetic circuits and a 7-segment indicator - describe standard combinational modules and basic sequential logic circuits - use standard combinational modules in the implementation of circuits and the design of simpler digital systems - perform simulations of the processed circuits and examples									
3. Content	1. Digital systems and information: Von Neumann's computer model. Display of information in an electronic computer. Number systems. Arithmetic operations. Principles of coding with binary words. 2. Designing digital systems: Judgment logic and Boolean algebra. Canonical forms of logical functions. Minterm and maxterm. Dual function and complement. Basic circuits (gates) and representation of logical functions using circuits. Minimization: goal and methods. Principles of digital design and examples. 3. Standard combination modules and applications: Decoder. Multiple score. Permanent memory. Programmable logic devices. Application in the design of digital systems. Modular arithmetic circuits. 4. Sequential logic circuits: Circuits with feedback. Basic bistables. Circuits with bistables. Registers. Parallel and shift registers. Counters based on shift registers. Binary counter.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, active participation in classes and regular preparation for classes.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Oral exam	1	Activities	0.5
7. Required literature	Jukić O., Špoljarić M. (2010). Introduction to Computer Structure. Virovitica: College of Tourism Management and Informatics									
8. Additional literature										
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program and to complete all other academic obligations listed below. By meeting these criteria, the student is awarded an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% attendance in classes and/or has not completed prescribed academic obligations during the semester) may exceptionally compensate for the lack of engagement. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the stated criteria are evaluated positively. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a									

significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded.

Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Written exam - 1st preliminary exam	40%
Written exam - 2nd preliminary exam	40%
Oral exam	20%
Points	Grade
0%-50% 50%-60% 60%-75% 75%-90% 90%-100%	1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part ('first midterm') is taken after 7 weeks of classes, and the admission requirement is attendance at at least 50% of classes in the first quarter. The second part ('second midterm') is taken after the end of classes, and the admission requirement is a signature (see 1.10, above). These two partial written exams make up the so-called "Pre-term".

During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the remaining part partially in the first exam period.

After the first exam period, in all other exam periods, the exam is taken in full (as a 'written exam').

To pass the exam, it is necessary to achieve at least 50% of the points on the exam.

A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and the regulations on the study of the Polytechnic.

If the student is not satisfied with the grade, the student can take the exam again, but in that case the grade already obtained is no longer valid.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University	
Program	Business informatics			Year	1	Semester	1	
Course Name	Introduction to programming			Code	2486	ECTS	5	
Lecturers	Lect. Dean Nižetić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to present students with the basic concepts and techniques needed to create and code algorithms. Additionally, students will learn the basic features of structured programming in the programming language JS (Javascript). The acquired knowledge should enable students to perform simpler programming tasks and make it easier for them to learn other programming languages.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. create an algorithm to solve a simple problem, 2. code the given algorithm in the chosen programming language JS, 3. recognize the correct data type for a variable, 4. create a simple program that contains flow control statements, 5. write a function that solves a defined task, 6. describe the data structure and the necessary functions to work with it, 7. create a program that uses files at a basic level.							
3. Content	Components and algorithm design. Basic concepts: data type, variable, operators, priority of operations. Assignment statement. Program flow control statements: branch statement, repeat statement. Functions: creation and significance, variable visibility, passing variables to a function. Arrays: declaration, access to elements, one-dimensional and multidimensional arrays. Structures: definition and access to parts. Files: file division, reading and writing.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance at classes, completion of homework, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Continuous assessment	1	Tasks	1
7. Required literature	Haverbeke M.. (2018), <i>Eloquent JavaScript</i>, Marijn Haverbeke.							
8. Additional literature	/							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: Students are required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended less than 70% of classes may exceptionally make up for the lack of teaching hours by writing and submitting a seminar paper. The seminar paper is assigned only after the end of classes, and is submitted no later than five days before the exam date. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="336 185 919 306"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st colloquium</td><td>20%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>40%</td></tr> <tr> <td>Activities</td><td>40%</td></tr> </table> If the teacher has well-founded doubts that the result of the written exam is not achieved without the help of others, i.e. with his own knowledge, he can schedule an additional one oral examination. If in such a case the student shows a significant lack of knowledge in compared to what was written, or does not respond, a score of 0 points is recorded.	Criteria	Weight share	Written exam - 1st colloquium	20%	Written exam - 2nd colloquium	40%	Activities	40%
Criteria	Weight share								
Written exam - 1st colloquium	20%								
Written exam - 2nd colloquium	40%								
Activities	40%								
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first two chapters of the course. The second part covers the third and fourth chapters and is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial written exam take a written exam covering the entire course. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The tasks are designed to test understanding of the material, not just the acquisition of techniques. The grade for the written exam is positive if the student scores at least 50 points on the test. The activity is assessed through a series of short knowledge tests that are performed in class. The tasks must be submitted by the given deadline. There is no possibility of submitting tasks later. Points can be transferred between criteria.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Business informatics			Year	1	Semester	2			
Course Name	Business economics			Code	2490	ECTS	5			
Lecturers	Sr. Lect. Maja Has									
Teaching Method and Hours	Lectures	30	Seminars and workshops	11	Excercises	11	Midterms	4		
	Consultations	4	Total	60						
Course Description										
1. Course objectives	To provide an understanding of basic economic categories, as well as the current economic environment. To introduce students to the specific knowledge needed by a modern entrepreneur and manager in performing everyday tasks. To build a foundation for studying related disciplines in the continuation of their studies and applying the acquired knowledge to other professional fields and disciplines.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Comment on the most important theorists of economic thought 2. Interpret basic microeconomic concepts 3. Calculate basic indicators of a company's business performance 4. Analyze macroeconomic categories important for every economy 5. Present a business case from a real environment									
3. Content	Introduction and basic concepts. A brief history of economic thought. Microeconomic environment of the enterprise: supply and demand, price elasticity, forms of enterprise organization, costs, income, profit, enterprise competitiveness, financial elements of enterprise operations, price formation. Macroeconomic environment of the enterprise: gross domestic product, economic growth and business cycles, inflation, unemployment, fiscal and monetary policy, open economy.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of project assignments, taking a preliminary exam and/or written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Project	1	Activities	0.5
7. Required literature	1. Delač, D (2010). Microeconomics for entrepreneurs and managers. Zagreb: Grupa Vern d.o.o. 2. Delač, D (2010). Macroeconomics for entrepreneurs and managers. Zagreb: Polytechnic Vern'									
8. Additional literature	1. Samuelson, P.A., Nordhaus, W.D. (2007): Economics, 18th edition, Zagreb: MATE d.o.o. 2. Internet - business websites 3. Croatian Chamber of Commerce - HGKINFO, publications, bulletins 4. Professional journals and daily newspapers									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking written exams and midterms: Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70% and a “second signature” awarded A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present at least 70% of the classes held and if he/she submitted and presented the project assignment.									
	For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned orally or via the portal, and is submitted in written form during the regular consultation period. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, but not before the last week of classes. Making up for absences is not possible for the 1st midterm exam, which is written halfway through the semester.									
	A student whose regular attendance at classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
	Criterion		Weight share							
	Written exam - 1st preliminary exam		35%							

	Written exam - 2nd preliminary exam	35%
	Activities	10%
	Project	20%

12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. These two partial written exams make up the Summer Pre-Term. In the following exam term, i.e. in the Summer Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms.
	The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures.
	If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, or with his/her own knowledge, he/she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.
	A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the grade, he/she can take the exam again, but the grade already obtained is no longer valid.
	The activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes.
13. Communication methods	The project assignment is prepared according to the instructions defined and presented at the beginning of the semester. The project assignment is sent by email to the lecturer at least two days before the oral presentation, which is at the time determined for each student at the beginning of the semester. The oral presentation should be accompanied by a Power Point presentation. If a student is late with a project assignment, the grade is reduced by 1 for each week of delay, and if he does not present it orally by the end of the class, he is required to do so during consultations.
	Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
	The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Business informatics			Year	1	Semester	2			
Course Name	English for Information Technology 2			Code	2494	ECTS	5			
Lecturers	Sr. Lect. Svea Kršul									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To enable students to listen, read, speak and write about themselves, their personal life and interests, and about their current and past education, ongoing activities and plans for the future; to expand the student's vocabulary to include technical and business terms needed in business informatics; to develop accuracy and precision in oral and written expression.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. answer questions at a job interview/awarding a scholarship for education 2. present past events and plans for the future, wishes and ambitions; 3. describe the functioning of an operating system; 4. name the elements of a graphical interface; 5. explain the use of the most common application programs in your own words; 6. express advice and warnings in your own words with arguments 7. create a summary of a professional text; 8. competently use simple and complex instructions 9. correctly use conditional sentences 10. competently use verb tenses, collocations and prepositions									
3. Content	Given that the study groups consist of students with different prior knowledge, the course content covers the structures and functions of all 4 language skills required for personal and business communication in the profession, ranging from A2 to B2 language levels according to the CEFR for Languages. From general English, it covers the description of past events, achievements, ambitions, plans, intentions and ongoing projects; from business English, writing a CV, emails and instructions; from English for information technology, a description of the functioning of operating systems, naming graphic interface elements and predicting further development in this area, a description of the use of the most common application programs, a description of the functioning of multimedia. Language structures include verb tenses: Present Simple vs. Present Continuous (also for expressing future actions), 'going to' Future vs. Future Simple, Past Continuous vs. Past Simple; Gerund, Infinitive; Conditional Clauses (0, 1 and 2). Teaching units: Operating Systems. Graphical User Interfaces. Applications Programs. Multimedia. Interview.									
4. Admission requirements	Level B1-B2.									
5. Student obligations	Regular class attendance, preparation for classes, constructive and cooperative participation in classes, completion of assignments in and outside of classes, solving ad hoc tests and partial knowledge tests and/or written and oral exams - presentations									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	1	Oral exam	1	Continuous assessment	0.5
	Activities	1								
7. Required literature	- Eric H. Glendinning, John McEwan: <i>Oxford English for Information Technology</i>, Second Edition, OUP, 2008 - Resources from the Internet									
8. Additional literature	- Santiago Remacha Esteras, Elena Marco Fabré: <i>Professional English in Use For Computers and the Internet</i>, CUP, 2007 - Paul Emmerson: <i>Email English</i>, Macmillan, 2004 - Various online dictionaries, articles and exercises - Cotton, Falvey, Kent : Pre-intermediate Market Leader coursebook & practice book, Pearson 2015									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Conditions for taking the written exam: The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who attended classes for less than 70% can make up for the lack of teaching hours by submitting to the lecturer by e-mail the solved assignments that were worked on in class or were assigned for independent work, and about which they should inform their colleagues or ask the lecturer directly. In the event that class attendance for justified reasons (serious illness, hospital treatment) is not compensated in this way, for the purpose of taking the written									

	exam, the student can make up for the absences by completing additional assignments, which are submitted by e-mail at least 7 working days before the 1st regular exam period. Compensation for absences is not possible for the 1st preliminary exam. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The oral part of the exam in this semester is a carefully prepared and well-delivered presentation on a business or technical topic.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Oral exam</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Oral exam	30%	Activities	20%
Criteria	Weight share										
Written exam - 1st preliminary exam	25%										
Written exam - 2nd preliminary exam	25%										
Oral exam	30%										
Activities	20%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after the 7th week of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed a single partial written exam take a written exam covering the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam in all subsequent deadlines. The written exam consists of tasks that test the level of mastery of the required literature, knowledge of vocabulary, grammar, structures and functions, their active use, writing emails, and reading and summarizing skills. The grade for the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written part, or does not respond, a score of 0 points is recorded. The student will take the oral part of the exam during class by giving a presentation at the agreed time, and exceptionally after taking the complete written exam during the exam period. If the student receives a negative grade on the oral exam, he or she may take it again at the scheduled time, which cannot be before the next written exam date. Activities are assessed through active participation in class and solving hoc tests and tasks and written papers (business letters, email, resume), of which there are at least 4 per semester. The student may exceptionally collect the necessary points through other forms of independent work (e.g. solving supplementary tasks, presenting on a topic related to the current material or writing a short essay). In such a case, the student is obliged to promptly request such compensation from the lecturer, and complete the agreed tasks at least 7 days before the exam date. Students are required to come to class prepared and informed about the material being covered. <table> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>36 - 41</td><td>2</td></tr> <tr> <td>42 - 50</td><td>3</td></tr> <tr> <td>51 - 56</td><td>4</td></tr> <tr> <td>57-60</td><td>5</td></tr> </table>	Points	Grade	36 - 41	2	42 - 50	3	51 - 56	4	57-60	5
Points	Grade										
36 - 41	2										
42 - 50	3										
51 - 56	4										
57-60	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Business informatics			Year	1	Semester	2			
Course Name	Croatian language and culture			Code	2491	ECTS	5			
Lecturers	Asst. Prof. Danijela Unić									
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	22	Midterms	4		
	Tasks	4	Total	60						
Course Description										
1. Course objectives	The course objectives are to master the basic features of administrative-business style, spelling and grammatical norms of the Croatian language, and the methods and procedures necessary for: • using normative manuals of the standard Croatian language - spelling, grammar, dictionary and language manuals-advisors • distinguishing administrative-business style from other functional styles of the standard Croatian language and its application in business communication • independently writing applications, CVs, business offers, business letters, recommendations, etc. • using administrative style in business correspondence in the IT sector (writing business letters, business offers, etc.). Through the assignments, students will also become familiar with selected monuments of Croatian cultural heritage.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish standard language from colloquial language 2. Apply language knowledge in oral presentations, etc. 3. Use appropriate manuals for improving language standards 4. Choose the correct and correct spelling of the language in business, using the terminology of the IT profession 5. Form business letters and correspondence (with the characteristics of an administrative-business style) 6. Write employment-related letters and other business correspondence 7. Recognize selected monuments of Croatian cultural heritage.									
3. Content	The course content is based on the study of spelling and grammar issues, which includes: uppercase and lowercase letters, compound and compound word writing, writing foreign words, č, ć, đ, ž, ije/je/e/i, abbreviations, slurs and spelling signs; normative manuals and language advisors, the most common spelling errors, etc. In the part dealing with business Croatian language, the following are studied: characteristics of administrative and business style, parts of a business letter, forms of a business letter, writing a request and CV, presentation (presentation of a product or service), drafting a business offer, interview and advertisements.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Oral exam	1	Activities	0.5
7. Required literature	1. Krampus, V., Zrinjan, S. (2013). Business Croatian Language. Zagreb: Vern									
8. Additional literature	• Anić, V. (2000). <i>Dictionary of the Croatian Language</i>. Zagreb: Novi liber. • Boban, V. (2007). <i>The Beginnings of Spoken Communication</i>. Zagreb: Jurčić Publishing House. • Jozić, Ž. et al. (2013). <i>Croatian Spelling</i>. Zagreb: Institute of Croatian Language and Linguistics. • Mihaljević, M. (2003). <i>How to Say WWW in Croatian</i>. Zagreb: Croatian University Publishing House. • Ožanić, M. (2005). <i>Business Letters or How to Write an Effective Business Letter</i>. Zagreb: Technology Park. • Škarić, I. (2000). <i>Fundamentals of Modern Speech</i>. Zagreb: Školska knjiga. • Unić, D. Teaching materials in electronic form, Edunet system.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the written exam: Regular attendance of at least 70%. Oral presentation held and graded - oral part of the exam Submitted and positively graded exercises from the unit on business correspondence exercises The exception to point a) is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. For the purpose of taking the written exam, the student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period 5 days before the exam date or as agreed with the teacher. The student should take into account the deadline for applying for the exam, i.e. submit the									

	entrance paper on time. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. An oral presentation (oral exam) is given during class in front of the entire student group.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%	Activities	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Oral exam	20%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers language issues. The second part covers the area of business Croatian language and is written after the end of classes. These two partial written exams make up the so-called "pre-term". In the next exam period, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, a complete written exam is taken. The written exam also consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. The tasks are designed to test both understanding of the material and not just mastery of the technique. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, the result is recorded as 0 points. The oral exam is taken during class and consists of a short presentation (5 to 10 minutes). . In the presentation, the student will present a topic or current event of their own choice, applicable to Croatian culture or applicable to business informatics. Activities are assessed according to the student's actual contribution to class according to the following: checking exercises, assignments, participation in the teaching process. Exercises are submitted during class in agreement with the teacher and are the following: a job application, your own CV, a job offer or a business letter. They must be submitted by the end of class at the latest.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Business informatics			Year	1	Semester	2	
Course Name	Mathematics 2			Code	2489	ECTS	5	
Lecturers	Toni Čvrljak, Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to familiarize students with the basic concepts of linear algebra, linear programming and combinatorics. The acquired knowledge should enable students to master material from other courses more easily, as well as provide insight into the basic problems of counting and mathematical optimization.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. perform the basics of computational operations on matrices, 2. calculate the inverse matrix if possible, 3. solve a system of linear equations, 4. define a linear programming problem, 5. solve a linear programming problem using the graphical method, 6. count the elements of a set using the basic rules counting, 7. explain the concepts of permutation and set combinations, 8. set up and solve recursion.							
3. Content	Linear algebra: concept of matrix and vector, definition of matrix, types of matrices. Basic operations on matrices. Matrix rank. Inverse matrix. Determinant of matrix. Solving matrix equations. Solving systems of linear equations. Linear programming: definition of linear programming problems. Setting up simple problems. Solving linear programming problems using the graphical method. Combinatorics: basic principles of counting, set permutations, set combinations. Inclusion-exclusion formula. Setting up recursion. Linear recursive relations with constant coefficients of the first and second order.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.0	Oral exam	1	Continuous assessment	0.5
7. Required literature	1. Neralić, L., Šego, B. (2015) Mathematics (4th edition). Zagreb: Element.							
8. Additional literature	1. Beroš I. (2012), <i>Mathematics 2</i> , Zagreb:VERN. 2. Beroš I. (2012), <i>Mathematics 1</i> , Zagreb:VERN.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: Students are required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended classes for less than 70% may exceptionally make up for the lack of teaching hours by writing and submitting a seminar paper. The seminar paper is assigned only after the end of classes, and is submitted no later than five days before the exam date. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Criterion Weighting Written exam - 1st preliminary exam 25% Written exam - 2nd preliminary exam 25% Oral exam 50% If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded.							
	Criteria		Weight share					
	Written exam - 1st colloquium		25%					

	Written exam - 2. colloquium	25%
	Oral exam	50%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after 7 weeks of classes and includes material from linear algebra, while the second part includes content from linear programming and combinatorics, and is written after the end of classes. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, and not only the acquisition of techniques. The grade from the written exam is positive if the student has scored at least 50 points from the test and at the same time from each part (algebra and combinatorics) at least 15 points. The total points are converted into the grade in the manner shown in the table. The oral part of the exam is accessed after passing the written part. If the student receives a negative evaluation on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. Points Rating 50 - 59 2 60 - 74 3 75 - 89 4 90-100 5

Points	Rating
50 - 59	2
60 - 74	3
75 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Business informatics			Year	1	Semester	2			
Course Name	Application programs 2			Code	2493	ECTS	5			
Lecturers	Lect. Siniša Jovčić, Sr. Lect. Joško Meter									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to the use of IT tools as a means for more efficient and faster problem solving in the field of business, and to the basic concepts and techniques of electronic data processing using the example of MS Excel. To enable students to understand and apply computer spreadsheets when solving basic and financial calculations and presenting business results.									
2. Expected learning outcomes	After mastering the planned units, students will be able to: - Identify the areas of application of computer spreadsheets - Show basic and elements of advanced techniques for using MS Excel tools - Connect knowledge from the field of finance and business mathematics with the use of IT resources - Apply a spreadsheet to arithmetic and financial calculations - Explain the concepts of extracting (referencing) data and how to apply them - Use a spreadsheet to analyze and solve numerical problems in practice - Use a spreadsheet to present financial and business results - Demonstrate the creation of a repayment plan in MS Excel									
3. Content	Basics of using Excel: about spreadsheets and their general and business applications, general Excel capabilities, the workspace, data types and the importance of their use, the use of arithmetic operations, relative and absolute addressing. Applied use of Excel: calculations of rebates, margins, taxes, extracting data from reference functions, graphical display of numerical data, creating presentations of business results. Application of spreadsheets in financial calculations: calculation of relative and conformal interest rates, present and future value, calculation of interest rates, repayment periods and calculation of annuities. Repayment plan. Advanced use of Excel: Pivot tables, checking the correctness of entries, conditional data formatting. Complex use of various procedures for the purpose of improving efficiency in business.									
4. Admission requirements	There are no special requirements for enrollment.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers and homework, active participation in classes, regular preparation for classes, taking midterm exams and possibly a written and oral exam in the event of unsuccessful passing the midterm exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Continuous assessment	1	Activities	1
7. Required literature	Kubelka, O., Jovčić, S., Korent, K.,: 'Excel in office business'									
8. Additional literature	Johnson, S. (2010) Excel 2010 in the palm of your hand. Zagreb: Miš.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) may be taken by a student who has met the following criteria: 1. Regularity in classes of at least 70%, 2. POSITIVE grade in classes (see 1.11 and 1.12). Students who have a regularity of at least 40% may also take the following exam terms if they have made up for all obligations prescribed by the syllabus and have acquired the right to register for the exam (second signature). Compensation for obligations is achieved through an entrance paper. ADDRESS PAPER: If a student does not have sufficient regularity in classes and/or does not have a positive grade in classes, the teacher determines the entrance paper. The entrance paper is determined after the end of classes at the student's request. The student is responsible for timely submission and defense of the entrance paper, which must be at least one week before the exam date.									

	The deadline for exercising the right to access the exam (second signature) is one year from the date of enrollment in the course. If the student does not acquire the right to access the exam within that period, he/she is required to re-enroll in the course. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.				
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares:				
	Criterion		Weight share		
	Written exam - 1st preliminary exam		35%		
	Written exam - 2nd preliminary exam		35%		
	Activities		30 %		
	Points			Grade	
	0%-49%	50%-63%	64%-75%	76%-87%	88%-100% 1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)
12. Assessment criteria - explanation	Written Exam Criterion:				
	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the partial part that was not passed in the first exam period. After the first exam period, in all others, the exam is taken in its entirety.				
	For a positive grade, it is necessary to achieve 50% of the points on the exam.				
	A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic.				
	If the student is not satisfied with the grade, the student can take the exam again, but the grade already obtained is no longer valid.				
	The material for the written exams includes mandatory literature and lecture materials.				
	Activity criterion:				
	The classes include announced and unannounced short tests, assignments, seminars, projects, homework and all other activities initiated during classes by the teacher. Each activity is scored. Based on the points achieved during classes, the student achieves a grade from this criterion, which participates in the final grade with a share of 30% (see table). A positive grade from this criterion is a condition for obtaining a signature. The student is obliged to continuously monitor his/her success (number of points achieved).				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system.				
	The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.				
	During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.				

General information						VERN' University				
Program	Business informatics			Year	1	Semester	2			
Course Name	Programming			Code	10588	ECTS	5			
Lecturers	Lect. Dean Nižetić									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The goal of the course is for students to acquire the ability to use various data structures and the basic principles of using and implementing algorithms. The course is conducted through practical computer programming exercises, always using examples of use in real situations. The course begins with basic programming and an introduction to object-oriented programming, and in doing so, already known problems are solved, with an emphasis on analyzing the program code itself and adding new ideas and solutions to existing problems.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. List and define basic data structures 2. Choose an appropriate data structure implementation for a specific problem 3. Integrate a data structure implementation into a specific problem 4. Evaluate and utilize a specific data structure depending on the problem 5. Define algorithm design methods 6. Compare and differentiate between different algorithm design methods 7. Construct their own algorithms using one of the methods 8. Evaluate and select a suitable algorithm design method for solving a problem									
3. Content	The <i>Programming</i> course provides an introduction and overview of the concepts of data structures, abstract data types, and algorithms. Using abstract data types solves more complex problems, but also provides new solutions to existing problems. The usefulness and use of abstract data types in business and other information systems is emphasized. An overview of different implementations and usage methods is also provided. Through the second part of the course, algorithm design, more complex problems are solved, but a clearly defined and efficient algorithm is taken into account. Simpler methods for analyzing algorithms and calculating their complexity are also used. Different sorting and searching algorithms are compared, from their efficiency to their complexity. The concept of recursion and alternative ways of solving problems are also introduced. All methods of algorithm design are analyzed and used in solving real problems. At the very end, students are introduced to the use of algorithm design in business information systems.									
4. Admission requirements	There are no special requirements for enrollment.									
5. Student obligations	Attendance at classes, completion of independent assignments, taking a written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	1	Continuous assessment	0.5	Activities	1
7. Required literature	Lecture notes and materials Haverbeke M.. (2018), <i>Eloquent JavaScript</i>, Marijn Haverbeke.									
8. Additional literature	Aho A.V., Hopcroft J.E., Ulman J.D., Data Structures and Algorithms, 2nd edition. Addison-Wesley, Reading MA, 1987									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the written exam: 1. A minimum of 70% attendance at classes. 2. Activity graded with a positive grade. The exception to point a) is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned no later than one week after the end of the lecture on the student portals, in the designated place, and is submitted and explained in the manner prescribed by the lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Compensation for absences is not possible for the 1st mid-term exam, which is written in the middle of the semester. The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program.									

	A student who has attended less than 70% of classes may exceptionally make up for the lack of teaching hours. The obligation to make up for the absence will be in the form of a program assignment that must be submitted and defended. The assignment is assigned after the end of classes. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Activities</td><td>30 %</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Activities	30 %		
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Activities	30 %										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and covers data structures. The second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the 1st exam term, students who have not passed any partial written exam take a written exam from the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, in all subsequent terms it is taken as a complete written exam. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. The tasks are designed to check the understanding of the material, not just the mastery of the techniques. The total points are converted into the grade in the manner shown in the table. Activities are evaluated by the total sum of points achieved on occasional short knowledge checks and on tasks that are solved during class. <table> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>50% - 64%</td><td>2</td></tr> <tr> <td>65% – 79%</td><td>3</td></tr> <tr> <td>80% - 89%</td><td>4</td></tr> <tr> <td>90% -100%</td><td>5</td></tr> </table>	Points	Grade	50% - 64%	2	65% – 79%	3	80% - 89%	4	90% -100%	5
Points	Grade										
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65% – 79%	3										
80% - 89%	4										
90% -100%	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Business informatics			Year	2	Semester	3			
Course Name	Algorithms and data structures			Code	2658	ECTS	5			
Lecturers	Lect. Siniša Jovčić									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The goal of the course is for students to gain the ability to use various data structures and the basic principles of using and implementing algorithms. The course is conducted through practical exercises in the Python programming language, always using examples of use in real situations. The course begins with basic programming in Python and an introduction to object-oriented programming, and in doing so, already known problems are solved, with an emphasis on analyzing the program code itself and adding new ideas and solutions to existing problems.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - List and define basic data structures - Choose an appropriate data structure implementation for a specific problem - Integrate a data structure implementation into a specific problem - Evaluate and use a specific data structure depending on the problem - Define algorithm design methods - Compare and differentiate between different algorithm design methods - Construct their own algorithms using one of the methods - Evaluate and select a suitable algorithm design method for solving a problem									
3. Content	The course <i>Algorithms and Data Structures</i> provides an introduction and overview of the concepts of data structures, abstract data types, and algorithms. Using abstract data types solves more complex problems, but also provides new solutions to existing problems. The usefulness and use of abstract data types in business and other information systems is emphasized. An overview of different implementations and methods of use is also provided. Through the second part of the course, algorithm design, more complex problems are solved, but a clearly defined and efficient algorithm is taken into account. Simpler methods for analyzing algorithms and calculating their complexity are also used. Different sorting and searching algorithms are compared, from their efficiency to their complexity. The concept of recursion and alternative ways of solving problems are also introduced. All methods of algorithm design are analyzed and used in solving real problems. At the very end, students are introduced to the use of algorithm design in business information systems.									
4. Admission requirements										
5. Student obligations	Attendance at classes, completion of independent assignments, taking a written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Activities	0.5	Continuous assessment	0.5	Activities	0.5
7. Required literature	- Lecture notes and materials - Problem solving with Python programming, 2012.									
8. Additional literature	Aho A.V., Hopcroft J.E., Ulman J.D., Data Structures and Algorithms, 2nd edition. Addison-Wesley, Reading MA, 1987									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the written exam: 1. A minimum of 70% attendance at classes. 2. Activity graded with a positive grade. The exception to point a) is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned no later than one week after the end of the lecture on the student portals, in the designated place, and is submitted and explained in the manner prescribed by the lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Compensation for absences is not possible for the 1st mid-term exam, which is written in the middle of the semester. The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program.									

	A student who has attended less than 70% of classes may exceptionally make up for the lack of teaching hours. The obligation to make up for the absence will be in the form of a program assignment that must be submitted and defended by September 15 of the current academic year. The assignment is assigned after the end of classes. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Activities</td><td>30%</td></tr> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Activities	30%		
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Written exam - 2nd preliminary exam	35%										
Activities	30%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and covers data structures. The second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the 1st exam term, students who have not passed any partial written exam take a written exam from the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, in all subsequent terms it is taken as a complete written exam. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. The tasks are designed to check the understanding of the material, not only the mastery of techniques. The grade from the written exam is positive if the student scored at least 50% of the test. The total points are converted into a grade as shown in the table. The activity is graded by the total sum of points achieved in periodic short knowledge tests, and in assignments that are solved during classes. <table> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>50% - 64%</td><td>2</td></tr> <tr> <td>65% – 79%</td><td>3</td></tr> <tr> <td>80% - 89%</td><td>4</td></tr> <tr> <td>90% -100%</td><td>5</td></tr> </table>	Points	Grade	50% - 64%	2	65% – 79%	3	80% - 89%	4	90% -100%	5
Points	Grade										
50% - 64%	2										
65% – 79%	3										
80% - 89%	4										
90% -100%	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University										
Program	Business informatics		Year	2	Semester	3										
Course Name	Databases 1		Code	2662	ECTS	5										
Lecturers	Lect. Dean Nižetić															
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4								
	Total	60														
Course Description																
1. Course objectives	The aim of the course is aimed at understanding the basics of databases, their application, concepts and implementation. As the first of two courses on the Business Informatics course with the topic of databases, the emphasis of the course is on the basics and covers the following areas: database terminology, relational data model, database model planning, model execution in MS Access, normalization forms, queries and action queries over databases. The course also includes the technical creation of forms and reports in the MS Access program.															
2. Expected learning outcomes	After completing the required units, students will be able to: - Identify the differences between conceptual and implementation database structures - Design relational database models - Perform optimization of the relational data model - Create a database in MS Access - Create basic and complex database queries - Create reports in MS Access															
3. Content	The content of the course is based on the study of the basics of databases including basic terms and concepts, database planning and modeling, implementation of the database project. When designing, optimization procedures and referential stability are especially emphasized. Integrity constraints are described and applied. The practical part of the content is carried out on the MS Access program with the following components: database implementation, field properties and data types, creating indexes and restrictions, checking the correctness of entries, entering external formats, creating lookups on foreign keys, simple queries, complex (summary and combined) queries, join dependencies, creating simple and complex reports.															
4. Admission requirements	There are no special requirements for enrollment.															
5. Student obligations	Continuous monitoring and participation in classes, creating tasks along with classes, solving partial knowledge tests.															
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Activities	1	Activities	1								
7. Required literature	1. Script, I. Beroš, Database Fundamentals, VERN'															
8. Additional literature	/															
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.															
10. Exam access requirements	The written exam can be taken in two ways, partially in two parts or in full. In the case of a partial exam, the requirement for taking the first part of the exam is 50% attendance, and for taking the second part of the partial exam or the full exam, the requirement is 70% attendance and fulfilling the prescribed obligations. In the case of partial exams, insufficient regularity cannot be compensated for by writing an entrance paper. Entrance paper: If a student does not attend classes regularly enough or has not fulfilled long-term obligations, the lecturer prescribes an entrance paper. The entrance paper is assigned after the end of classes at the student's request. The student is responsible for submitting the entrance paper on time and it must be submitted at least one week before the exam date.															
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>37.50%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>37.50%</td></tr><tr><td>Activities</td><td>25%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	37.50%	Written exam - 2nd preliminary exam	37.50%	Activities	25%
Criteria	Weight share															
Written exam - 1st preliminary exam	37.50%															
Written exam - 2nd preliminary exam	37.50%															
Activities	25%															
12. Assessment criteria -	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is taken after the end of classes. These two partial written exams make up the so-called "Pre-term".															

explanation	During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the partial part that remained unpassed during the first exam period. After the first exam period, the exam is taken in full at all other exam periods. To pass the exam, it is necessary to achieve at least 50% of the points on the exam. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the grade, the student can take the exam again, but the grade already obtained is no longer valid. The material on the preliminary exams primarily follows the lectures.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University	
Program	Business informatics			Year	2	Semester	3	
Course Name	English for Information Technology 3			Code	2663	ECTS	5	
Lecturers	Sr. Lect. Irena Medvešek							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To enable students to listen, read, speak and write about themselves, their personal life and interests, and about their current and past education, ongoing activities and plans for the future; to expand the student's vocabulary to include technical and business terms needed in business informatics; to develop accuracy and precision in oral and written expression.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. classify the activities of different departments in a company 2. identify changes in information technology 3. handle English numbers accurately 4. distinguish registers 5. draw a graph based on data in English and describe the graph; 6. write a memorandum							
3. Content	Since the study groups consist of students with different entry levels, the course content covers the structures and functions of all 4 language skills required for personal and business communication in the profession, ranging from B1 to B2 language levels according to the Common European Framework of Reference for Languages. The course covers a description of the organizational structure of a company, the activities of various departments, memoranda and offers. Language structures include narrative tenses, passives, conditionals, expressing the future and probability.							
4. Admission requirements	No special conditions							
5. Student obligations	Regular class attendance, preparation for classes, constructive and cooperative participation in classes, completion of assignments in and outside of classes, completion of ad hoc tests and partial knowledge assessments and/or written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	1
	Tasks	0.5	Activities	0.5	Continuous assessment 0.5			
7. Required literature	John Allison, Paul Emerson, The Business,, intermediate Macmillan, 2007 John Allison, Jeremy Townend, Paul Emerson, The Business upper intermediate, Macmillan, 2007							
8. Additional literature	• Santiago Remacha Esteras, Elena Marco Fabré: <i>Professional English in Use For Computers and the Internet</i>, CUP, 2007 • Paul Emmerson: <i>Email English</i>, Macmillan, 2004 • Various online dictionaries, articles and exercises							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: The student is required to attend at least 70% of the total number of classes scheduled in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended classes for less than 70% can make up for the absences by writing and submitting an entrance paper. The entrance paper is assigned after the end of classes at the student's request, and is submitted exclusively by e-mail at least 7 working days before the deadline on which the student intends to take the exam. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Compensation for absences is not possible for the 1st mid-term exam, which is written halfway through the semester. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The oral part of the exam can be taken partially during classes in the week before the 1st or 2nd partial exam, or in its entirety, after taking the written part of the exam.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		35%					

	Written exam - 2nd preliminary exam	35%
	Oral exam	20%
	Activity	10%
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed a single partial written exam take a written exam covering the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it will be taken as a complete written exam in all subsequent deadlines. The grade from the written exam is positive if the student obtained at least 60% of the points from the test. If the teacher has well-founded doubts that the result in the written exam was not achieved without the help of others, i.e. with additional knowledge, he can schedule an oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. The oral exam is taken by the instructor of the course. If the student does not pass, he/she may retake the oral exam without retaking the written part of the exam.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Business informatics			Year	2	Semester	3	
Course Name	Computer networks			Code	2659	ECTS	5	
Lecturers	Assoc. Prof. Marko Čupić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of this course is to introduce students to the basic concepts related to modern computer networks: local networks and protocols, addressing in networks, mechanisms for automatically assigning network parameters to computers, connecting local networks to a global network, data transfer services from any computer to any computer in the network, data transfer services from any application to any application in the network, connection and connectionless services, building network applications, standard services and protocols of the highest levels, and the problem of security in networks. During the course, knowledge is acquired that enables solving practical problems as well as later upgrading the acquired skills.							
2. Expected learning outcomes	After mastering the planned units, students will be able to: 1. Describe the mode of operation of networks and network applications and standard models (such as ISO/OSI RM) 2. List the most important protocols encountered in computer networks and their role and characteristics 3. Describe the most common network devices and their functions and differences 4. Plan and configure a computer network consisting of several local networks and network equipment 5. Explain the operation of the most common network tools such as the PING and TRACEROUTE commands 6. Apply the setting of a security protection device with regard to the desired level of protection 7. Categorize network protocols from the point of view of the services they offer to users 8. Identify the necessary network traffic protection mechanisms with regard to the set requirements (secrecy, non-repudiation, authenticity)							
3. Content	The course content covers basic concepts related to the operation and construction of computer networks, and includes the units listed below. Introductory considerations (multiplexing, switching, messages, packets, standardization bodies, reference models), local networks (protocols, network devices, addressing), connecting local networks (IP protocol, routers, ICMP protocol, PING and TRACEROUTE commands, security protection device), data transfer (connection-based and connectionless services, implementation of reliable transmission, UDP protocol, TCP protocol), services (service standardization, HTTP protocol, DNS protocol, security: digital signature, seal and envelope, certificates).							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1	Continuous assessment	0.5
7. Required literature	Kurose J.F., Ross K.W. (2010), <i>Computer Networking: A Top-down Approach</i>, Addison-Wesley.							
8. Additional literature	Lecture materials.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: Students are required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended classes for less than 70% may exceptionally make up for the lack of teaching hours by writing and submitting a seminar paper. The seminar paper is assigned only after the end of classes, and is submitted no later than five days before the exam date. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		45%					

Written exam - 2nd preliminary exam	45%
Oral exam	9%
Practical assignment	1%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the material from probability, while the second part covers the content from statistics, and is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the 1st exam term, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms.

The written exam also consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. The tasks are designed to test both the understanding of the material, and not just the mastery of techniques.

The grade for the written exam is positive if the student scores at least 50 points on the test. The points obtained through the classes are added to the points from the test before being converted into the grade. The total points are converted into the grade in the manner shown in the table.

The oral part of the exam is accessed after the written part has been passed.

If the student gets a negative grade on the oral exam, he must retake the written exam.

The practical task is a necessary condition for passing the exam.

Points	Grade
50 - 59	2
60 - 74	3
75 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Business informatics			Year	2	Semester	3	
Course Name	Accounting			Code	2660	ECTS	5	
Lecturers	Prof. Stud. Marijan Milinović							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Enable the understanding of the concept, significance and role of accounting as an information function, and also of the bookkeeping process as the basis of financial accounting. To acquaint students with the basic concepts, methods, procedures and techniques of accounting in the recording of business events and the creation and analysis of financial statements. Train students to interpret accounting information and use it in making business decisions.							
2. Expected learning outcomes	After successfully mastering the material, students will be able to: - Describe the concept, significance and role of accounting as an information function - Explain the bookkeeping process as the basis of financial accounting - Apply basic concepts and categories of accounting - Use basic concepts and techniques in the recording of business events, - Use different methods in compiling financial statements - Interpret information derived from financial statements - Explain the regulatory and conceptual frameworks of accounting - Apply different procedures in the analysis of financial statements							
3. Content	The concept, importance and role of accounting as an information function. Bookkeeping and the accounting process as the basis of financial accounting. The concept and purpose of basic financial statements: balance sheet, income statement, cash flow statement, statement of changes in equity, notes to financial statements. Recording typical business events: purchase, sale, delivery, payment and collection, accounting recording of costs, specifics of the accounting scope of cost transfers, matching income and expenses and determining the operating results of the period. Preparing the income statement using the total cost method and the cost of goods sold method. Preparing the balance sheet. Preparing the cash flow statement using the direct and indirect methods. Regulatory and conceptual frameworks of accounting: Accounting Act, accounting principles and standards. Analysis of financial statements. Accounting aspects of taxes, contributions and other payments.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, independent project work, passing preliminary exams 1 and 2 and/or written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.0	Oral exam	1.0	Project	0.5
7. Required literature	1. Dražić- Lytilsky et al. (2010). <i>Accounting</i> . Zagreb: HZRIF. 2. Žager, K., Mamić Sačer, I., Mališ Sever, S., Brozović, M. and Žager, L. (2023). <i>Financial Statement Analysis: Basic Principles and Procedures. 6th Revised and Amended Edition</i> . Zagreb: Croatian Association of Accountants and Financial Workers. 3. Cita, M. (2024). <i>Accounting Workbook</i> .							
8. Additional literature	1. Profit Tax Act (OG 177/04. – 114/23) and Profit Tax Ordinance (OG 95/05 – 156/23). 2. Income Tax Act (OG 115/16. – 114/23) and Income Tax Ordinance (OG 115/16 – 143/23). 3. VAT Act (OG 73/13. – 35/24) and VAT Ordinance (OG 73/13 – 114/23).							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally make up for the lack of teaching hours with an additional assignment determined by the lecturer in the group after the end of all classes. The completed additional assignment is submitted during regular consultations at least 10 days before the announced deadline for the written exam to be taken. Compensation for attendance by completing an additional assignment is recognized provided that the assignment is well-written and presented. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it, and submitting the project assignment.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from the knowledge tests participate in the calculation of the final grade with the following shares:							

	Criteria	Weight share
	Written exam - 1st preliminary exam	35%
	Written exam - 2nd preliminary exam	35%
	Oral exam	20%
	Project assignment	10%

12. Assessment criteria - explanation	The grades for the preliminary/written exam reflect the points achieved as follows: - from 0 – 60 points = insufficient (1), - from 61 – 70 = sufficient (2), - from 71 – 80 = good (3), - from 81 – 90 = very good (4), - from 91 – 100 = excellent (5). Project assignment: the evaluation criteria are the elaboration of the topic, the reality of personal reflections and the solutions offered. The written exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the winter pre-term. In the next exam period, that is, in the winter term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams, have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it will be taken as a complete written exam on all subsequent exam dates. The oral part of the exam is accessed after passing the written part and submitting the project assignment. The oral part of the exam is conducted and evaluated by the lecturer in the group. If the student receives a negative evaluation on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. The oral exam can only be repeated once.
	13. Communication methods Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Business informatics		Year	2	Semester	3		
Course Name	Probability and statistics		Code	2661	ECTS	5		
Lecturers	Toni Čvrljak, Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						

Course Description

1. Course objectives	The aim of the course is to introduce students to the basic concepts of probability and statistics. The acquired knowledge will enable students to master the basic concepts of discrete probability theory and to become familiar with the principles of building simple stochastic models. Also, the acquired knowledge should enable students to use computers in statistical data processing, and facilitate the critical interpretation of the obtained statistical values.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. explain the difference between discrete and continuous probability models, 2. apply the total probability formula, 3. determine the distribution of a general random variable, 4. recognize parameters when applying parametric random variables, 5. explain basic statistical concepts, 6. perform descriptive statistical analysis on a specific example, 7. test hypotheses about expectation and population proportion, 8. conduct correlation analysis and determine a regression model.					
3. Content	Definition and basic properties of probability. Elementary probability. Conditional probability: dependent and independent events, total probability, Bayes' formula. Discrete random variable: distribution of general and parametric (binomial, Poisson, etc.) random variables, expectation and variance. Continuous random variable: density function and distribution, expectation and variance. Exponential and normal random variable. Basic concepts of statistics. Grouping data. Descriptive statistics: means and measures of dispersion. Testing hypotheses about population expectation and population proportion. Relationship between variables: simple linear regression, multiple linear regression, relationship between nominal variables.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1.5
7. Required literature	Beroš I. (2012), <i>Probability and Statistics – Textbook</i>, Zagreb:VERN.					
8. Additional literature						
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	Requirements for taking the written exam: Students are required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended classes for less than 70% may exceptionally make up for the lack of teaching hours by writing and submitting a seminar paper. The seminar paper is assigned only after the end of classes, and is submitted no later than five days before the exam date. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it.					
11. Exam implementation and assessment criteria	Criteria		Weight share			
	Written exam - 1st preliminary exam		20%			
	Written exam - 2nd preliminary exam		20%			
	Oral exam		60%			
12. Assessment criteria -	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the material from probability, while the second part covers the content from statistics, and is written after the end of classes. These two					

explanation	partial written exams make up the so-called "Pre-term". In the 1st exam term, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. The tasks are designed to test both the understanding of the material, and not just the mastery of techniques. The grade for the written exam is positive if the student has achieved at least 50 points in the test, and at least 15 points from each part. The total points are converted into the grade in the manner shown in the table. The oral part of the exam is accessed after the written part has been passed. If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. <table border="1"> <thead> <tr> <th>Points</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>50 - 64</td><td>2</td></tr> <tr> <td>60 - 79</td><td>3</td></tr> <tr> <td>75 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </tbody> </table>	Points	Grade	50 - 64	2	60 - 79	3	75 - 89	4	90-100	5
Points	Grade										
50 - 64	2										
60 - 79	3										
75 - 89	4										
90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University								
Program	Business informatics			Year	2	Semester	4							
Course Name	Databases 2			Code	2666	ECTS	5							
Lecturers	Lect. Tvrtko Begović													
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4						
	Total	60												
Course Description														
1. Course objectives	To acquaint students with the most important technologies and development environments used today for database administration and programming. Through classes and exercises, students will be instructed in the use of the SQL language through the Microsoft SQL Server environment and the administration of this database through the SQL server Management studio.													
2. Expected learning outcomes	After mastering the planned units, students will be able to: - Explain the principles of database modeling on SQL server - Apply Management studio for database administration on SQL server - Apply SQL language for definition, manipulation and control of data on Microsoft SQL server - Apply T-SQL language for creating program objects on SQL server													
3. Content	The first part of the course is dedicated to getting to know the basic principles of database modeling on SQL server. After that, students are introduced to classic SQL, within which sets of commands for retrieving data from simpler to more complex are studied. Retrieval over one or more tables, groupings, aggregates as well as table and scalar subqueries are processed. In the second part, we move from commands for reading data to commands for creating, changing and deleting records, as well as commands for changing the structure of the database. After that, students are introduced to T-SQL as an extension of standard SQL to the specifics of the SQL server and its use for creating program objects - triggers, stored procedures and user functions.													
4. Admission requirements	There are no special requirements for enrollment.													
5. Student obligations	Continuous monitoring and participation in classes, creating tasks along with classes, solving partial knowledge tests.													
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Continuous assessment	1	Activities	1				
7. Required literature	Mark O'Donovan: Practical Sql: Microsoft Sql Server T-SQL for Beginners, CreateSpace Independent Publishing Platform 2013													
8. Additional literature														
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.													
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) in advance may be taken by a student who has met the following criteria: - at least 70% regularity in classes * - achieved a second signature in the course. Students with lower regularity may take the following exam periods, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. Entry paper: If a student does not have sufficient regularity in classes or has not fulfilled long-term obligations, the lecturer prescribes an entrance paper. The entrance paper is assigned after the end of classes at the student's request. The student takes care of the timely submission of the entrance exam and it must be at least ten days before the exam date. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and listening to the course.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>45%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>45%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	45%	Written exam - 2nd preliminary exam	45%
Criteria	Weight share													
Written exam - 1st preliminary exam	45%													
Written exam - 2nd preliminary exam	45%													

	Activities	10%
12. Assessment criteria - explanation	The written exam is taken in two parts. The first part is taken after 7 weeks of classes, and the second part is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams may take the partial part that was not passed during the first exam period. After the first exam period, in all others, the exam is taken in its entirety. To pass the exam, it is necessary to achieve at least 50% of the points on the exam. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the grade, the student can take the exam again, but the grade already obtained is no longer valid. The material on the preliminary exams is primarily accompanied by lectures and not by the required literature. Blic tests are short knowledge tests that are written during classes (two tests before the first preliminary exam and two in the second part of the semester). Activity implies active participation in classes and doing exercises.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information										VERN' University			
Program	Business informatics				Year	2		Semester	4				
Course Name	English for Information Technology 4				Code	2669		ECTS	5				
Lecturers	Sr. Lect. Irena Medvešek												
Teaching Method and Hours	Lectures	26		Exercises	26		Midterms	4		Consultations	4		
	Total	60											
Course Description													
1. Course objectives	To enable students to listen, read, speak and write about themselves, their personal life and interests, and about their current and past education, ongoing activities and plans for the future; to expand the student's vocabulary to include technical and business terms needed in business informatics; to develop accuracy and precision in oral and written expression.												
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. discuss their education 2. discuss their qualifications, skills, and personal characteristics 3. describe the employment process 4. write an application and resume 5. describe jobs in their target profession 6. discuss the requirements for starting their own company 7. express themselves in the past, present, or future 8. discuss ethics in business, in general, and in their target profession												
3. Content	Since the study groups consist of students with different entry-level knowledge, the course content covers the structures and functions of all 4 language skills required for personal and business communication in the profession, ranging from A2 to B2 language levels according to the Common European Framework of Reference for Languages. In business English, it covers job descriptions in the target profession, employment conditions for such jobs, and reading job advertisements. Language structures include Future Perfect, Future Continuous, Future Perfect Continuous; Past Perfect Simple and Continuous; Phrasal Verbs; frequent collocations.												
4. Admission requirements	Level B1.												
5. Student obligations	Regular class attendance, preparation for classes, constructive and cooperative participation in classes, completion of assignments in and outside of classes, completion of ad hoc tests and partial knowledge assessments and/or written and oral exams.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5		Written exam	1.5		Activities	0.5		Oral exam	0.5	Seminar	0.5
	Continuous assessment	0.5		Activities	0.5								
7. Required literature	- Eric H. Glendinning, John McEwan: <i>Oxford English for Information Technology</i>, Second Edition, OUP, 2008 - Online Resources												
8. Additional literature	- John Aliso, Paul Emmerson: <i>The business intermediate</i>, Macmillan, 2007. - John Alison, Jeremy Townend, Paul Emmerson: <i>The business, upper intermediate</i>, Macmillan, 2008. - Mihael Duckworth, Rebecca Turner: <i>Business Result</i>, upper intermediate												
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.												
10. Exam access requirements	Conditions for taking the written exam: The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. A student who has attended classes for less than 70% may exceptionally make up for the lack of teaching hours by submitting to the lecturer via email, during the period of being unable to attend classes, the solved tasks that were worked on in class or were assigned for independent work, and about which he should inform his colleagues or ask the lecturer directly. In the event that class attendance for justified reasons (serious illness, hospital treatment) is not compensated in this way, for the purpose of taking the written exam, the student may make up for the absences by preparing and submitting an entrance paper. The entrance paper is assigned after the end of classes at the student's request, and is submitted by email at least 7 working days before the 1st regular exam period. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Compensation for absences is not possible for the 1st preliminary exam, which is written in the middle of the semester. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is obliged to re-enroll and take the course in the following academic year.												

	The oral part of the exam can be taken during the exam period, regardless of the success in the preliminary exam, i.e. the complete written exam.	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:	
	Criteria	Weight share
	Written exam - 1st preliminary exam	35%
	Written exam - 2nd preliminary exam	35%
	Oral exam	20%
	Activities	10%
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed a single partial written exam take a written exam covering the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The grade from the written exam is positive if the student scored at least 60% of the points in the test. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the result is 0 points.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Business informatics			Year	2	Semester	4	
Course Name	Internet services			Code	2665	ECTS	5	
Lecturers	Lect. Dean Nižetić							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of this course is to introduce students to the concept and architecture of the Internet and to instruct them in the creation and maintenance of simple static Internet pages, by writing well-structured code in HTML and CSS.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: • use HTML and CSS to create and design a simple web page according to a given template • use CSS to create and design more advanced modules for a web page (menus, navigation, galleries, etc.) • use the basics of JavaScript to achieve interactivity on a page							
3. Content	The concept and architecture of the Internet. History of the Internet. The concept and structure of the Internet. Architecture and protocols. Services on the Internet. Security. Internet management. Creating websites - HTML basics. HTML document structure. Syntax. Tags and attributes. Basic objects/tags - paragraph, list, table, image. Designing websites - CSS. Types of CSS files. Selectors. Designing basic page elements. Visual design models. Background images and image replacement. Designing links. Designing lists and creating ribbons for navigating through pages. Designing forms and data tables. Designing advanced elements and modules for websites							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers and homework, active participation in classes, and regular preparation for classes.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.0	Continuous assessment	0.5	Homework	1
7. Required literature	1. Julie C. Meloni: HTML, CSS and Javascript All in One, Sams							
8. Additional literature	• http://www.w3schools.com/							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program and to complete all other academic obligations listed below. By fulfilling these criteria, the student is awarded an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% attendance in classes and/or has not completed prescribed academic obligations during the semester) may exceptionally compensate for the lack of engagement. Obligations during classes: 1. Achieved a positive grade in the 'Activity' component, which includes continuous knowledge tests during classes 2. Completed and publicly presented (to the teacher and students) a project assignment within the prescribed deadline Entry paper: If the student has not exercised the right to a signature, the teacher prescribes an entry paper. It is assigned after the end of classes, exclusively at the student's request, and consists of one or more consecutive project assignments, which compensate for the lack of teaching hours and/or - according to the teacher's assessment - the necessary engagement for unfulfilled academic obligations. The student is obliged to submit each of the assigned project assignments in writing (the deadline and propositions are prescribed by the teacher) and to defend them orally before the teacher. Failure to comply with the given deadline will result in the cancellation of the assignment. Any form of plagiarism will result in the cancellation of the assignment and the case being reported to the ethics committee. The deadline for submitting and defending all assignments that make up the entrance work is one year from the date of enrollment in the course. A student who has participated in less than 40% of the total teaching hours during the academic year cannot take the knowledge assessment procedure, but is obliged to re-enroll and take the course in the following academic year.							

The exam is considered passed and a grade is entered if all the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Written exam - 1st colloquium	35%
Written exam - 2nd colloquium	35%
Activities	30%

11. Exam implementation and assessment criteria

Each component is evaluated numerically - in points, according to the following table:

Points	Rating
0%-49%	1 (poor)
50%-62%	2 (fair)
63%-74%	3 (good)
75%-87%	4 (very good)
88%-100%	5 (excellent)

If the teacher has reasonable doubt that the result on the written exam was not achieved without help of others, or with his own knowledge, he can schedule an additional oral examination. If in such a case, the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded.

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part ('first preliminary exam') is taken after 7 weeks of classes, and the admission requirement is attendance at at least 50% of classes in the first quarter. The second part ('second preliminary exam') is taken after the end of classes, and the admission requirement is a signature (see 1.10, above). These two partial written exams make up the so-called "Pre-term".

During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the remaining part partially in the first exam period.

After the first exam period, in all other exam periods, the exam is taken in full (as a 'written exam').

Criteria Written Exam

To pass the exam, it is necessary to achieve over 50% of points.

A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic.

If the student is not satisfied with the grade, the student can take the exam again, but the grade already obtained is no longer valid.

Materials for written exams primarily follows the required literature, not lectures.

Criteria Activities during class

'Activities during class' include announced and unannounced short tests, assignments, seminars, projects, homework and all other activities initiated during class by the teacher. The student is obliged to continuously monitor his/her success (number of points achieved). Based on the points achieved during class, the student achieves a grade from this criterion, which contributes to the final grade with a share of 30% (see table). A positive grade from this criterion is a condition for obtaining a signature.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Business informatics		Year	2	Semester	4		
Course Name	Managerial accounting		Code	2668	ECTS	5		
Lecturers	Asst. Prof. Melita Cita							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4
	Total	60						

Course Description

1. Course objectives	The fundamental goal of the course is to introduce students to the basic concepts of management accounting and the use of management accounting information in making business decisions. Within the course, students will be introduced to the role and importance of management planning, cost management and control, and the evaluation of the success of implemented activities, master the basic concepts, techniques, and methods of management accounting as an integral part of business management, and build a foundation for studying related disciplines that await them in their further studies and applying the acquired knowledge to other professional areas and disciplines.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, significance and role of management accounting in making business decisions, 2. apply basic concepts and methods in costing, 3. explain the concept of contribution and apply the principles of CVP analysis in calculating the break-even point of an individual product or service 4. compile a company's cash budget 5. compile a master budget for a manufacturing company 6. calculate and conduct a variance analysis from a flexible budget 7. calculate variances of direct materials, direct labor and production overhead costs from standard costs.									
3. Content	The concept, significance and role of managerial accounting. Types of costs and cost categories. Cost accounting systems and methods: inventory cost accounting methods, depreciation accounting methods, traditional overhead costing, ABC method of overhead costing, work order accounting, process accounting. Short-term decision-making based on costs: contribution analysis, CVP analysis. Planning, control and assessment of business performance: budgeting process, accounting of responsibility, preparation of master budget, preparation of cash budget, preparation of flexible budget, analysis of budget deviations from standard costs.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, active participation in classes, passing preliminary exams 1 and 2 and/or written exam and oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.0	Activities	0.5	Oral exam	1.0	Activities	0.5
7. Required literature	- Gulin, D. et al. (2011). Management Accounting. Zagreb: HZRIF. - Cita, M. (2020). Workbook in Management Accounting. Zagreb: VERN.									
8. Additional literature	Articles in accounting and finance journals.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking written exams and midterms: - Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% - Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70% and a “second signature” awarded - Written exam and midterm correction: a “second signature” awarded A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present for at least 70% of the teaching hours held. Exceptionally, attendance at classes can be compensated by an additional assignment determined by the lecturer in the group after the end of all classes during the regular consultation period. The completed additional assignment is submitted during the regular consultation period at least two weeks before the announced deadline for the written exam to be taken. Making up for absences by completing an additional assignment is recognized provided that the assignment is well-written and presented. Making up for absences is not possible for the first midterm exam, which is written halfway through the semester. A student whose regular attendance at classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.									
11. Exam implementation and assessment criteria	The written exam is conducted using problem-based calculation tasks and can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the summer pre-term. In the following exam term, i.e. in the summer term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time									

opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms.

The oral part of the exam is taken after the written part has been passed. The condition for taking the oral exam is to have passed the written exam. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral test. If, in such a case, the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. If the student receives a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam.

The activity is evaluated by the student's active participation in the class, by solving tasks from the workbook that the student is *obliged to have in class*, as well as creating assignments for the homework.

Criteria	Weighted share
Written exam - 1st colloquium	30%
Written exam - 2nd colloquium	30%
Written exam	70%
Oral exam	25%
Activities	5%

12. Assessment criteria - explanation

The written exam consists of a theoretical part (30%) and calculation tasks that test the acquisition of basic concepts, terms and procedures (70%). The tasks are designed to test understanding of the material, not just the acquisition of techniques.

The grades on the preliminary/written exam reflect the points achieved as follows:

Total points	Grade
0 – 60	insufficient (1)
61 – 70	sufficient (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Business informatics			Year	2	Semester	4			
Course Name	Object-oriented programming			Code	2667	ECTS	5			
Lecturers	Prof. Domagoj Jakobović									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The goal of this course is to introduce students to the basic techniques of object-oriented programming. Additionally, the features of the C++ programming language are introduced. The acquired knowledge should enable students to perform simpler programming tasks in object-oriented systems and use ready-made systems, and facilitate the acquisition of other object-oriented programming languages.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the basic features of object-oriented programming 2. use object-oriented programming elements in the C++ programming language 3. build simpler object-oriented systems 4. recognize object-oriented elements in existing programs 5. use available program components in software development 6. apply the basics of the object-oriented approach in software development									
3. Content	The course introduces students to the basics of the object-oriented programming paradigm. The technology used in the course is based on the C++ programming language and builds on programming in the C language. New elements of the C++ programming language are discussed in relation to existing elements in the C programming language. Special attention is paid to the use of object-oriented programming elements: defining classes, creating and lifetime of objects, defining operators, upgrading operators, using streams in data processing, working with files. Important units include class inheritance, polymorphism, exception handling, function and class templates.									
4. Admission requirements	There are no special requirements for enrollment.									
5. Student obligations	Attending classes, solving short knowledge tests, solving partial knowledge tests and creating a project assignment.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Oral exam	1	Continuous assessment	0.5	Project	0.5
7. Required literature	J. Šribar, B. Motik: Demystified C++, 4th edition, Element, Zagreb, 2014.									
8. Additional literature	Bjarne Stroustoup: The C++ Programming Language, 3rd edition, Addison-Wesley, Reading, MA, 1997									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	☒ The first partial exam (K1), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. ☒ The second partial exam (K2) in the pre-term may be taken by a student who has met the following criteria: regularity in classes of at least 70% *, achieved second signature in the course. A student with a lower regularity may take the subsequent exam terms, if he/she has made up for all the prescribed by the syllabus default obligations and thereby acquired the right to register for the exam. For the purpose of taking the written exam, the student can make up for absences by preparing and submitting the entrance exam. Compensation for absences is not possible for the first part of the written exam, which is written halfway through the semester. The condition for taking the oral exam is to submit the project assignment to the lecturer at least three days before the exam deadline. A student whose attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and listening to the course.									

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all the listed criteria are evaluated positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Written exam - 1st colloquium	30%
Written exam - 2nd colloquium	40%
Continuous checking	20%
Project	10%

12. Assessment criteria - explanation

The written exam can be laid in two parts. The first part is written after 7 weeks of classes, and the second the part is written after the end of the class. These two partial written exams make the so-called "Predestination". On the 1st exam period, students who did not pass any partial written exam, they take the written exam from the entire material. Those who have passed one of the two partial written exams, they have a one-time opportunity for repeating the part that was not passed. If the written part of the exam is not in passed in full, in all subsequent deadlines it is passed as a complete written exam exam.

Grade from written the exam is positive if the student scored at least 50% of the points. Points from of the written exam, the points achieved are added before being converted into the grade other checks. The total points are converted into the grade in the manner shown in the table.

The oral part of the exam is accessed after passing the written part and assigned project task. The oral exam is held at the announced time in as part of each exam period. If the student's oral exam is negative graded, he can access it again at a scheduled time that cannot be before the next exam period.

Project the assignment is an independent programming work that is made according to the rules defined in lectures in the current school year. The project assignment must be submitted in electronic form at least 3 days before the announced date of the oral exam.

Points	Rating
50 - 62	2
63 - 74	3
75 - 87	4
88-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University						
Program	Business informatics			Year	2	Semester	4					
Course Name	Operating systems			Code	2664	ECTS	5					
Lecturers	Sr. Lect. Jakob Gračanin											
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4				
	Total	60										
Course Description												
1. Course objectives	To introduce students to the basic functions of operating systems. Students are introduced to the basic properties of computer hardware, how input/output devices work, the operating system kernel model and its mechanisms and concepts such as: thread, process, mutex, semaphore, virtual memory. In the practical part of the course, students will be introduced to methods for creating multi-threaded programs, accessing the file subsystem, and interrupt-based operation.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain the architecture of operating systems • Use the functionalities of operating systems • Implement application program interfaces and system calls • Create a simulation of concurrent tasks											
3. Content	The course content is based on the study of basic functions of operating systems with the following units: basic functions and tasks of operating systems, simple computer model, input/output device management, processor interrupt mode, processes and threads, multithreading, mutual exclusion, processor scheduling methods, virtual memory, paging, memory allocation, file subsystems											
4. Admission requirements	There are no special requirements for enrollment.											
5. Student obligations	Continuous monitoring and participation in classes, creating tasks along with classes, solving partial knowledge tests.											
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	1	Continuous assessment	0.5	Activities	1		
7. Required literature	• Budin, Golub, Jakobović, Jelenković, Operating Systems, Element, Zagreb, 2010.											
8. Additional literature	• Max Hailperin, Operating Systems And Middleware, Thomson Course Technology											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	➤ The first partial exam (K1), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. ➤ The second partial exam (K2) in the pre-term may be taken by a student who has met the following criteria: regularity in classes of at least 70% * o achieved a second signature in the course. A student with a lower regularity may take the subsequent exam terms, if he/she has made up for all the prescribed by the syllabus given obligations and thereby acquired the right to register for the exam. For the purpose of taking the written exam, the student can make up for absences by preparing and submitting the entrance exam. The entrance exam is assigned by the lecturer, and is submitted and explained in the regular consultation no later than one week before the exam deadline, and the student should take care of the exam registration deadline, i.e. submit the entrance exam in a timely manner (up to 10 days before the exam deadline). Student whose regularity is classes less than 40% cannot make up for absences and cannot take the exam without re-enrolling and listening to the course.											
11. Exam implementation and assessment criteria	If the teacher has well-founded suspicions that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The exam is considered passed and a grade is recorded if <u>all of the listed criteria</u> are evaluated positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th>Criteria</th><th>Weight Ratio</th></tr><tr><td>Written exam - 1st colloquium</td><td>40%</td></tr></table>								Criteria	Weight Ratio	Written exam - 1st colloquium	40%
Criteria	Weight Ratio											
Written exam - 1st colloquium	40%											

	Written exam - 2nd colloquium	40%
	Tasks	10%
	Activities	10%
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first four chapters of the course. The second part covers the other four chapters and is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial written exam take a written exam covering the entire course. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part they did not pass. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, and not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 50% of the points in the test. The grade from the activity is formed at the end of the semester. The elements that go into the evaluation of the activity are: observation of students' preparation for classes (independent determination of previous material), results achieved in exercises and contribution to the success of classes through active participation in problem discussions.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information							VERN' University			
Program	Business informatics			Year	3	Semester	5			
Course Name	Organization and management of the company			Code	3533	ECTS	5			
Lecturers	Prof. Stud. Iva Senegović									
Teaching Method and Hours	Lectures	26	Excercises	22	Midterms	4	Consultations	4		
	Project	4	Total	60						
Course Description										
1. Course objectives	To introduce students to the basic concepts of organization and management of a company and the interdependent relationships between a company and its environment. To discuss relevant issues of modern management and entrepreneurship that enable the identification and overcoming of existing and potential problems that managers and entrepreneurs face when making decisions in a changing business environment. To provide understanding and connection between planning, organizing, human resource management, leadership and control.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Interpret the importance of entrepreneurship and management in modern market conditions and the role of various stakeholders in the development of a positive business environment 2. Explain the basic concepts and functions of management and connect them with practice using examples 3. Verify a business idea by combining various management tools for testing a business opportunity 4. Design a small business project in the field of information technology using various management techniques 5. Discuss the importance of organizational culture and demonstrate the application of social responsibility and management ethics in a changing business environment.									
3. Content	1. Introduction to organization and management of a company; 2. Company environment (external, organizational and internal); 3. Strategy and strategic planning; 4. Organizing; 5. Leadership; 6. Human resource management; 7. Motivation; 8. Interpersonal processes; 9. Ethics and social responsibility of management, 10. Controlling.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attend lectures and exercises, complete assigned tasks within a business project, participate in a seminar or workshop, and take a written and oral exam (as required).									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Project	1.5	Activities	0.5
7. Required literature	1. Buble, M. (2013). Fundamentals of Management, Sinergija, Zagreb									
8. Additional literature	• Belker, L. B., & Topchik, S. (2007). Beginner Manager. VBZ, Zagreb • Certo, C. S., & Certo, T. S. (2008). Modern Management (10th edition). MATE, Zagreb • Drucker, P. (2005). The Most Important Things About Management. MEP Consult, Zagreb • Sikavica, P., Bahtijarević Šiber, F., & Pološki Vokić, N. (2008). Fundamentals of Management. Školska knjiga, Zagreb • Srića, V. (2004). Inventive Manager in 100 Lessons. Znanje i Delfin, Zagreb • Brusić, A.; Cvitanović, V.; Gregov, Z.; Kutnjak, V.; Tomić, D.; Žanić, V. (2009). Entrepreneurship I: Textbook /T. Štuka (ed.). Zagreb: Grupa VERN d.o.o.									
9. Quality monitoring	Student survey. Observation and evaluation of teaching. Teacher's self-analysis.									
10. Exam access requirements	Requirements for admission to written exams and midterm exams: - Part 1 of the written exam in the pre-term (1st midterm exam): regular attendance of at least 50% - Part 2 of the written exam in the pre-term (2nd midterm exam): regular attendance of at least 70% and a “second signature” assigned - Written exam and midterm exam correction: a “second signature” assigned.									
	A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present at least 70% of the classes held and if he/she submitted and presented a business project.									
	A student who has not submitted and presented a business project on time may subsequently acquire a second signature if he/she submits and presents it during the regular consultation period. Make-up is not possible outside of regular consultation periods. A student who is not sufficiently regular in submitting and presenting a business project will receive a reduced grade. A student who does not have sufficient attendance can subsequently obtain a second signature if he presents a seminar paper from the material he missed during a regular consultation period. Make-up is not possible outside of regular consultation periods. Make-up for absences is not possible for the 1st mid-term exam, which is written halfway through the semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course.									

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>20%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </tbody> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Activities	20%	Project	40%
Criterion	Weight share										
Written exam - 1st preliminary exam	20%										
Written exam - 2nd preliminary exam	20%										
Activities	20%										
Project	40%										
12. Assessment criteria - explanation	THE WRITTEN EXAM can be taken in two parts. The first midterm exam is written after 7 weeks of classes, and covers the content framework of chapters 1-5 of the course material. The second midterm exam covers the content framework of chapters 6-10, and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam take a written exam from the entire course material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The grade from the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. ACTIVITY IN CLASS - includes: students' preparation for class, timely preparation and presentation of the business project and its parts, contribution to the success of the teaching process through active and constructive participation in exercises and problem discussions. BUSINESS PROJECT is an assignment in which students need to design a small business project in the field of information technology using various management techniques and tools. The assignment follows the teaching process and is done in phases, as the course material is covered. Students are required to present the progress of the project halfway through the semester (before the 1st preliminary exam) and in the last week of class when the final presentations of business projects are held.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University			
Program	Business informatics			Year	3	Semester	5		
Course Name	Basics of corporate finance			Code	3528	ECTS	5		
Lecturers	Lect. Anita Lukenda Mlinac								
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4	
	Total	60							
Course Description									
1. Course objectives	Indicate the basic knowledge and skills in the application of basic concepts, principles, criteria, rules, methods, procedures and techniques relevant to making financial decisions on investing, financing and managing a company's assets. Point out the possibilities of identifying changes in the environment and the company, and making appropriate adjustments in the implementation of financial policy. Enable the achievement of defined learning outcomes in order to acquire competencies for professional performance of tasks within the financial function of a company.								
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain the basic concepts, methods, techniques, principles, rules and objectives of business finance. • Show the structure and functions of the financial system as a company's financial environment. • Apply the concept of the time value of money to financial assets and liabilities of a company. • Perform the portfolio risk assessment process. • Calculate and interpret basic financial analysis indicators. • Assess the profitability of investments in simpler investment projects using profitability techniques. • Explain the basic sources of financing for a company. • Apply basic current asset management techniques.								
3. Content	Introduction to the course: conceptual definition of corporate finance, financing and financial operations, goals and tasks of financing, basic principles of financing. The financial system as the financial environment of a company: financial instruments, financial markets, financial institutions. Time value of money: future value of money, present value of money, annuity. Risk and return. Financial analysis: financial statements, financial indicators, methods of analysis of investment projects (methods of profitability of investments in investment projects). Financial planning: planning of necessary money, capital budgeting. Financing of companies from their own sources: internal financing from their own sources, shares and share prices. Financing of companies from other sources: short-term financing, medium-term and long-term financing, loans and calculation of debt repayment of bank loans, bonds and bond prices. Working capital management. Financial aspects of company operations in an international environment.								
4. Admission requirements	There are no special requirements for enrolling in the course.								
5. Student obligations	Attendance of lectures and exercises, active participation in classes, independent work on assignments, passing preliminary exams 1 and 2 and/or written exam and oral exam.								
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1			
7. Required literature	• Van Horne, J. C., Wachowicz J. M (2014). Fundamentals of Financial Management, Thirteenth Edition, Zagreb: Mate. /pp. 1-10; 13-14; 27-35; 42-64; 74-89; 98-102; 128-157; 170-180; 206-216; 222-245; 250-273; 282-301; 308-309; 324-330; 354-357; 506-509; 516-523; 528-544; 554-562; 648-656; 668-672/.								
8. Additional literature	1. Orsag, S. (2015). Business Finance. Zagreb: Avantis: HUFA. 2. Orsag, S. (2018), Securities, Sarajevo: Revicon.								
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.								
10. Exam access requirements	The condition for taking the written exam is to have been awarded a "second signature", i.e. regular attendance at classes of at least 40%. Students whose regular attendance at classes is less than 70% cannot take the written exam early, i.e. they cannot take it via a preliminary exam. A student whose regular attendance at classes is less than 40% cannot take the written exam but is instructed to retake the course. The condition for taking the oral exam is to have passed the written exam, or both parts of it.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:								
	Criteria		Weight share						
	Written exam - 1st preliminary exam		20%						
		Written exam - 2nd preliminary exam		20%					

	Oral exam	60%
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes. The second part includes the rest of the material, and is written after the end of the class. These two partial written exams make up the Winter exam schedule. At the following exam period, i.e. at the Winter exam period, students who have not passed any partial written exam, take the written exam from the entire material, and those who have passed one of the two partial written exams, have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam on all subsequent exam dates.	
	The tasks in the written exam are designed to test understanding of the material, not just the acquisition of techniques.	
	The grade for the written exam is positive if the student has achieved at least 50 points in the written exam, and if other conditions that may be set are met (e.g., mandatory tasks solved, a certain percentage of points from each part, etc.).	
	Points	Grade
	50 - 64	2
	65 - 79	3
80 - 89	4	
90-100	5	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system.	
	The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.	
	During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information					VERN' University	
Program	Business informatics		Year	3	Semester	5
Course Name	Marketing basics		Code	3532	ECTS	5
Lecturers	Assoc. Prof. Jadranka Ivanković					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4
Course Description						
1. Course objectives	To enable understanding of the basic concepts of marketing as a business concept. To introduce students to the most important marketing tools and marketing strategies. To point out the importance of understanding and interactive application of the elements of the marketing mix, especially those specific to the service industry (4P+3P). To encourage students to apply the acquired theoretical knowledge by creating a marketing plan.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain basic marketing concepts, the process of developing a marketing concept, and interpret the role of marketing in market operations and society 2. Analyze factors in the marketing environment 3. Distinguish key concepts related to consumer behavior and market research 4. Describe basic marketing strategies of segmentation, targeting, and positioning 5. Discuss and differentiate basic marketing tools for application in manufacturing and service industries 6. Use basic marketing concepts when creating a marketing plan					
3. Content	Basic concepts in marketing, its role and importance. The emergence and development of strategic marketing. Factors of the marketing environment. Development and adaptation of marketing in the age of the Internet. The role of marketing in society, and social responsibility and marketing ethics. Understanding the global market, with an emphasis on end-consumer and business consumption markets. The role and importance of marketing research. Understanding and applying the target marketing approach with a segmentation, targeting and positioning strategy. Understanding the specifics of marketing in the catering, hotel and tourism industries. Observing the destination as a product in marketing. Elaboration of all elements of the marketing mix (4P+3P). Marketing concepts related to: product or service, brand creation strategy, development of new products and services, product life cycles, price, promotion - integrated marketing communication strategy (advertising, sales promotion, public relations and publicity, personal selling, direct marketing), distribution with a special emphasis on the role of intermediaries in marketing.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation of seminar papers, taking preliminary exams and possibly a written exam in case of failure to pass the preliminary exam, preparation of a marketing plan.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Project	0.5
					Marketing plan	1
7. Required literature	1. Ivanković, J. (2024). Teaching materials available on Edunet. 2. Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2006). Fundamentals of Marketing (4th European Edition), Zagreb, MATE					
8. Additional literature	1. Kotler, P., Armstrong, G. (2018). Principles of Marketing (17th global ed.), Pearson, UK, link: 2. https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODljY2E4ODlyODViZjFkODgzNDUxYWZlNWZhZmY2MGE5MDE5MDc0ZDVmYw==.pdf					
9. Quality monitoring	Observations and evaluations of teaching. Student survey.					
10. Exam access requirements	The first partial knowledge test, which is written halfway through the semester (after 7 weeks of classes), in accordance with the study regulations, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial knowledge test may be taken by a student with an attendance of at least 70% and thus a second signature in the course. Students with a lower regularity may take the following exam periods, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					
11. Exam implementation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes. The second part is written after the end of the class. These two partial written exams (colloquiums) make up the so-called foreword. On the 1st exam period, students who have not passed any partial written exam take a written exam from the entire					

and assessment criteria	material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed in all the following deadlines, it is taken as a complete written exam. The written exam consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts by applying what he has learned on practical examples. If the teacher has reasonable doubts that the result in the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral test. If, in such a case, the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded. (Before the points from the written tests are converted into a grade, bonus points are added that can be achieved during classes through solving problem tasks, and by completing team and individual tasks within the deadline, content and form in accordance with the work instructions. IMPORTANT: BONUS POINTS CAN BE USED EXCLUSIVELY IN ADVANCE, AND ONCE!). & The final grade for the course consists of all components listed in the table with criteria for the final grade that are positively assessed. Project assignment (team assignment): students, as instructed by the lecturer, participate in solving theoretical and practical tasks as part of interactive teaching during the class. The method and content of connecting theoretical concepts, critical thinking and finding creative solutions are evaluated. Individual assignment (independent): Marketing plan concept - is developed and submitted in written form by each student within the deadline, form and content according to the separate instructions of the lecturer. It must be submitted no later than the beginning of the dean's term in September in order to conclude the grade for Basic Marketing in the current academic year. By developing a marketing plan for a selected company, the student proves that he understands and can apply basic marketing concepts in practice. If the basic marketing guidelines are not satisfactorily developed, the student is obliged to correct the work according to the instructions of the lecturer for a positive grade.										
12. Assessment criteria - explanation	<table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>25%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>25%</td></tr> <tr> <td>Project</td><td>25%</td></tr> <tr> <td>Tasks</td><td>25%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st colloquium	25%	Written exam - 2nd colloquium	25%	Project	25%	Tasks	25%
Criteria	Weight share										
Written exam - 1st colloquium	25%										
Written exam - 2nd colloquium	25%										
Project	25%										
Tasks	25%										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Business informatics			Year	3	Semester	5			
Course Name	Internet Programming C#			Code	3529	ECTS	5			
Lecturers	Sr. Lect. Krešimir Kavran									
Teaching Method and Hours	Lectures	23	Exercises	29	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to modern technologies for developing Internet applications and provide them with the knowledge necessary to create these applications. To show them the principles of client-server programming for the Internet. To emphasize working with databases and data using appropriate technologies and controls, and to emphasize the important characteristics of today's web applications - multi-layeredness, multilingualism, working with logged-in users, adaptability to the device's screen size.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Recognize and use various Internet technologies with a focus on the Microsoft ASP.NET Core MVC work environment and supporting technologies 2. Connect knowledge of programming, algorithms and data structures, and databases with programming for the Internet 3. Create Internet business applications 4. Distinguish between client and server side programming for the Internet 5. Use Internet technologies to solve practical problems 6. Use databases to retrieve and store data 7. Arrange parts of a web application into a modular architecture 8. Choose more advanced web programming concepts									
3. Content	Introduction, generally about programming for the Internet. Introduction to Visual Studio. Basics of .NET Core and ASP.NET Core working environment, components of ASP.NET Core working environment. A detailed overview of the ASP.NET Core MVC environment. MVC as a framework for robust applications. Client-Server communication. Http protocol. Server-side programming: Razor (View Engine), C# server code. Model-View-Controller, what is it? Creating a web application, adding new pages, directory structure, configuring the application. Lifetime of the site. Views, layouts, forms and helpers. Routing. Connect ASP.NET Core MVC with Internet technology standards, since HTML, CSS, JavaScript are generated at the end. Brief repetition of Internet technologies standards; HTML, CSS at the moment when we are processing Helpers in detail. Management of states. Controls (Helpers, and jqGrid as a third-party control). Connection to the base, Entity Framework Core. Additions. Application globalization and localization. Basics of WebAPI services. Using ASP.NET Core MVC to show how to develop and adapt a page for mobile devices. Responsive Design; how to create a page that can adapt to the screen size. jQuery Mobile framework, for client programming. Client-side programming: JavaScript, jQuery, AJAX. Put everything in the context of the JavaScript revolution, and the emergence of countless JavaScript libraries and work environments such as Angular and React. Application development - Encyclopedia.									
4. Admission requirements	There are none.									
5. Student obligations	Class attendance, class activity, taking written exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Continuous assessment	1	Activities	0.5
7. Required literature	1. ASP.NET MVC 4 Programming (2013)									
8. Additional literature	• Adam Freeman, Pro ASP.NET Core MVC, Apress 2016 • https://docs.microsoft.com/en-us/aspnet/core/?view=aspnetcore-3.0 • www.w3schools.com									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	The written exam can be taken in two ways, partially in two parts or in full. In the case of a partial exam, the requirement for taking the first part of the exam is 50% attendance, and for taking the second part of the partial exam or the full exam, the requirement is 70% attendance and fulfilling the prescribed obligations. In the case of partial exams, insufficient attendance cannot be compensated for by writing an entrance paper. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									

	Entrance paper: If a student does not have sufficient regular attendance in classes or has not fulfilled other obligations, the lecturer prescribes an entrance paper. The entrance paper is assigned after the end of classes at the student's request. The student is responsible for submitting the entrance paper on time, at least one week before the exam date.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, the result is 0 points. <table border="1"> <thead> <tr> <th>Criteria</th><th>Weighted share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>40%</td></tr> <tr> <td>Written exam - 2. colloquium</td><td>40%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> </tbody> </table>	Criteria	Weighted share	Written exam - 1st colloquium	40%	Written exam - 2. colloquium	40%	Seminar	20%
Criteria	Weighted share								
Written exam - 1st colloquium	40%								
Written exam - 2. colloquium	40%								
Seminar	20%								
12. Assessment criteria - explanation	The course is passed by creating a project (application) and a seminar paper. The project includes the entire material and all learning outcomes. The seminar paper is the accompanying document of the project. Students present their projects during the exam periods. The course is considered passed if the project and seminar paper are evaluated positively.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University								
Program	Business informatics			Year	3	Semester	5							
Course Name	Programming language			Code	3530	ECTS	5							
Lecturers	Lect. Tvrtko Begović													
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4						
	Total	60												
Course Description														
1. Course objectives	The goal of this course is to master the basic theoretical and practical knowledge required for developing applications in the C# programming language on the Microsoft .NET platform. The curriculum focuses on the application of theoretical knowledge in practice and aims to introduce students to the methods and techniques of programming in this language and in .NET in general through many concrete and close-to-the-face problems from business practice.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Connect knowledge from previous programming languages with .Net technology and the C# programming language - Recognize the improvements brought by working in the .NET framework and the new programming paradigm - Apply the Visual Studio development tool to create console and desktop applications - Use the .NET library class sets to solve simple programming problems - Create the interface and functionality of a desktop application in Windows Forms technology - Use class sets for database access - Use the C# language to create a backend API - Apply the C# language in practical situations													
3. Content	Basics of the C# language: Brief history and basic concepts, Using Visual Studio to write programs in C#, Variables, Commands and exception handling, Methods and parameters, Fields, Classes, Working with strings and files, Collections. Programming Windows forms applications: Basic concepts, Creating a simple interface and basic .NET controls, Creating an interface with multiple forms, Connecting an application to a database: Using multiple database access methods (ADO.NET, object mapping, Entity framework), Examples of simple backend web APIs written in C#.													
4. Admission requirements	There are no special requirements for enrollment.													
5. Student obligations	Continuous monitoring and participation in classes, creating tasks along with classes, solving partial knowledge tests.													
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1								
7. Required literature	1. <i>Programming C# 4.0, Griffiths/Adams/Liberty, IT Expert, 2013</i>													
8. Additional literature	1. Programming language C#, script, VERN													
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.													
10. Exam access requirements	Requirements for taking the written exam: The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of classes may exceptionally make up for the lack of teaching hours. During the course, students take 2 <u>partial exams</u> (interim exams). A positive result on both interim exams exempts them from taking the written exam. During classes, quick tests are also taken, the positive result of which partially exempts them from taking the interim exam. Entry paper: If a student does not attend classes regularly enough or has not fulfilled long-term obligations, the lecturer prescribes an entry paper. The entry paper is assigned after the end of classes at the student's request. The student is responsible for submitting the entrance paper on time and it must be submitted at least one week before the exam date. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment process, but is required to re-enroll and take the course in the next academic year.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>45%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>45%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	45%	Written exam - 2nd preliminary exam	45%
Criteria	Weight share													
Written exam - 1st preliminary exam	45%													
Written exam - 2nd preliminary exam	45%													

	Activities	10%
12. Assessment criteria - explanation	The first preliminary exam is taken after the first part of the course (7 weeks). The remaining material is taken at the end of the semester in the second preliminary exam. During the first and each subsequent exam period, students who did not pass the written exam during the course may take a written exam covering the same material. To pass the exam, a minimum of 50% of the points must be achieved. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the grade, the student may retake the exam, but the grade already obtained will no longer be valid.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Business informatics		Year	3	Semester	5
Course Name	Software engineering and project management		Code	3531	ECTS	5
Lecturers	Sr. Lect. Ivan Radošević					
Teaching Method and Hours	Lectures	26	Exercises	22	Midterms	4
	Project	4	Total	60	Consultations	4

Course Description

1. Course objectives	The course provides students with the basic knowledge needed for planning and developing software development. Students are introduced to models and methods in software development, both on a theoretical basis and on practical examples. The second part deals with the basics of project work. It aims to acquaint students with the basic knowledge and tools needed to manage projects in all phases of the project life cycle: initiation, planning, monitoring and control, execution and closure of the project using the example of software development. In addition to theoretical and practical work, students will be trained to create the scope of project management through the creation of a project assignment within the framework of software development for selected business processes. In addition to certain project management rules, students will also learn about the specifics of teamwork on projects.									
2. Expected learning outcomes	After successful completion of the course, students will be able to: • Define the concept of software and software product • Apply a specific model in software development • Analyze business processes and processes in a software product • Design models of business processes and data for application in a software process – UML diagrams • Create an algorithm applying the appropriate method and using appropriate UML diagrams • Identify the most important activities and resources in the project • Create a project management plan with defined: goals, activities and their time schedule • Estimate the necessary resources and costs for project implementation									
3. Content	The course studies the phases of software development, from requirements analysis, system specification development, system design, implementation and approach to solution development, product validation and verification, and documentation development. When developing a project, students are motivated to work with UML, but other appropriate methods and techniques are also used when developing a software product. Topics include: software development models and methods, requirements analysis, methods in requirements analysis, ways of recording and processing data from analysis, system specification development and design, UML, process models, data models, data flows, user interface, implementation, implementation steps, verification and validation, types of testing, documentation development and software maintenance. Development of a project task based on given or selected business processes. In the project management section, classes are held in the following units: introduction to project management, project characteristics and project life cycle, project management life cycle, project context, stakeholders. Project initiation, planning, defining goals, distribution of responsibilities, activity scheduling, budgeting, execution, monitoring and control, project closure. Knowledge areas: project management, time management, human resource management, risk management, quality management, communication management, procurement management, project integrity management. During the course, students create a project that follows all the steps in software development. The course is delivered through a combination of lectures, exercises, and project assignments.									
4. Admission requirements	Passed exams in planned and implemented programming languages (programming).									
5. Student obligations	Attendance at classes and completion of exercises, project assignment, and written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Oral exam	0	Seminar	0
	Portfolio	0	Continuous assessment	0.5	Research	0	Project	1	Activities	0.5
7. Required literature	• Software Engineering, Robert Manger, "Element", Zagreb 2016									
8. Additional literature	• Software Engineering By, Ian Sommerville – 8 Edition.pdf • UML Diagrams - Collection of Examples and Solved Problems, Jović A., Horvat M., Grudenić I.: ETF; Zagreb • Software: MS Project									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the written exam: • A minimum of 70% attendance at classes. • Activity graded with a positive grade.									

	The exception to point a) is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50% of the classes held up to that point. The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program. For the purpose of taking the written exam, a student can make up for absences if they were less than 70% and more than 39% of the total number of hours, by preparing, submitting and accepting an entrance paper. The entrance paper is assigned no later than one week after the end of the lecture on the student portals, in the designated place, and is submitted and explained in the manner prescribed by the lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Compensation for absences is not possible for the 1st preliminary exam (absences of less than 50% of the classes conducted up to that point), which is written halfway through the semester. A student who has participated in less than 40% of the total number of classes during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>Project</td><td>30%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Activities	20%	Project	30%
Criteria	Weight share										
Written exam - 1st preliminary exam	25%										
Written exam - 2nd preliminary exam	25%										
Activities	20%										
Project	30%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and includes: basics and definitions of software engineering, models and methods of software development, theoretical basics and application of UML diagrams, formatting of data and processes in software development and basics of software development project management. The second part of the exam is written after the end of the class, and includes: Algorithms in the creation of program requirements, Theoretical and practical application of project management with emphasis on the application of software development project management. The mentioned two written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it will be taken as a complete written exam in all subsequent terms. The tasks are designed to check the understanding of the material, not just the acquisition of techniques. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded The grade from the written exam is positive if the student scored at least 50% of the exam points. The total points are converted into a grade as shown in the table. The activity is graded by the total number of points achieved, which are recorded throughout the course of the lesson from: completed homework assignments and exercises in class. The project assignment is submitted and defended no later than 10 days before the exam date. <table> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>50% - 64%</td><td>2</td></tr> <tr> <td>65% – 79%</td><td>3</td></tr> <tr> <td>80% - 89%</td><td>4</td></tr> <tr> <td>90% -100%</td><td>5</td></tr> </table>	Points	Grade	50% - 64%	2	65% – 79%	3	80% - 89%	4	90% -100%	5
Points	Grade										
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65% – 79%	3										
80% - 89%	4										
90% -100%	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University			
Program	Business informatics		Year	3	Semester	6		
Course Name	Business plan		Code	3534	ECTS	4		
Lecturers	Prof. Stud. Marijan Milinović							
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34
Course Description								
1. Course objectives	The fundamental goal of the course is to enable students to consider and analyze all factors important for assessing the feasibility and impact of an entrepreneurial venture and to independently develop an entrepreneurial business plan. Within the course, students will master the methodology of developing a business plan and apply the adopted methods in critically reviewing and elaborating their own business idea.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, content and purpose of creating a business plan 2. research the sales and procurement market and assess the possibilities of placing their own products or services 3. compile a plan and budget for marketing activities 4. create calculation projections of income, costs and necessary investments 5. compile planned financial statements 6. assess the justification of investments using static and dynamic approaches to cost-effectiveness assessment 7. analyze the sensitivity of the project 8. present and substantiate an entrepreneurial project.							
3. Content	The concept, content and purpose of creating a business plan. Presentation of an entrepreneurial idea. Information about the entrepreneur. Market analysis and marketing plan. Business, organizational and management plan. Financial budgets: sales plan, production plan, cost of goods sold (trade goods, services) and operating expenses, Calculation of investments in fixed assets and working capital. Calculation of liabilities according to sources of financing. Preparation of planned financial statements: profit and loss account, cash flow, balance sheet. Calculation of financial indicators. Financial assessment of project success: payback period method, net present value method, profitability index, internal rate of return method. Sensitivity analysis: break-even point method, dynamic analysis.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, taking a written exam and writing a seminar paper.							
6. Monitoring student progress and associated ECTS credits	Classes	1.0	Written exam	0.5	Seminar	2.5		
7. Required literature	Milinović, M. (2024). <i>Business plan of an entrepreneur</i>. Script. Zagreb: VERN'.							
8. Additional literature	1. http://www.bplans.co.uk/sample_business_plans.cfm. - Kuvačić, N. (2001). <i>Entrepreneurial Project</i>. Split: Polytechnic of Split.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally make up for the lack of teaching hours with an additional assignment determined by the lecturer in the group after the end of the entire class. Students with insufficient attendance at classes can submit a request for an additional assignment via academic messages in the Eduneta (Studomatic) system. The completed additional assignment is submitted via email at least two weeks before the announced deadline for the written exam to be taken. Attendance compensation through the completion of an additional assignment is recognized provided that the assignment is well-processed and presented. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for submitting and taking the assessment of the business plan (seminar paper) is a passed written exam.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from the knowledge tests participate in the calculation of the final grade with the following shares: written exam - 20%, seminar paper - 80%. The business plan (seminar paper) grade is based on the independently prepared business plan, its presentation (exposition and explanation of the textual part of the plan) and the explanation of the calculations performed. Students who pass the written part, when they complete the business plan, should send it to the address of the lecturer in the group (both Word and Excel). The oral part of the business plan (seminar paper) exam is conducted via MS Teams, with the lecturer announcing the date of the oral exam on Teams at the beginning of the week for papers received in the							

	previous week (delivery during the weekend, i.e. on Friday afternoon, Saturday and Sunday, is not considered completed in that week). The business plan grade is conducted by the lecturer in the group.																						
12. Assessment criteria - explanation	The written exam consists of computational tasks that test the acquisition of fundamental concepts, terms, and procedures. The tasks are designed to test understanding of the material, not just the acquisition of techniques. The grades in the written exam reflect the points achieved as shown in the following table. <table> <tr> <th>Total points</th><th>Grade</th></tr> <tr> <td>0 – 60</td><td>insufficient (1)</td></tr> <tr> <td>61 – 70</td><td>sufficient (2)</td></tr> <tr> <td>71 – 80</td><td>good (3)</td></tr> <tr> <td>81 – 90</td><td>very good (4)</td></tr> <tr> <td>91 – 100</td><td>excellent (5)</td></tr> </table> <table> <tr> <th>Grade element</th><th>Grade</th></tr> <tr> <td>Complete content coverage of the paper and accurate calculations</td><td>sufficient (2)</td></tr> <tr> <td>Technical sophistication of the paper (text layout and tables)</td><td>good (3)</td></tr> <tr> <td>Linguistic sophistication of the paper (style and expression)</td><td>very good (4)</td></tr> <tr> <td>Original idea, demanding topic, excellent treatment of the topic</td><td>excellent (5)</td></tr> </table>	Total points	Grade	0 – 60	insufficient (1)	61 – 70	sufficient (2)	71 – 80	good (3)	81 – 90	very good (4)	91 – 100	excellent (5)	Grade element	Grade	Complete content coverage of the paper and accurate calculations	sufficient (2)	Technical sophistication of the paper (text layout and tables)	good (3)	Linguistic sophistication of the paper (style and expression)	very good (4)	Original idea, demanding topic, excellent treatment of the topic	excellent (5)
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Original idea, demanding topic, excellent treatment of the topic	excellent (5)																						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																						

General information					VERN' University	
Program	Business informatics		Year	3	Semester	6
Course Name	Creating applications for mobile platforms		Code	3637	ECTS	4
Lecturers	Lect. Dean Nižetić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The aim of this course is to familiarize students with the syntax of the Java programming language in writing applications for the Android platform, to provide them with an insight into the basics needed to independently write simple programs.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: • use the IDE tool for writing, debugging, compiling and executing JavaAndroid programs • use the Android Studio IDE for developing Android applications in Java • write simple Android applications with multiple screens • transfer data between screens • create navigation (through the action bar) in their applications • display toast and dialog messages • display data in tables (lists) • use LiveData elements • store data in a SQLite database / room persistence data building					
3. Content	Introducing the basics of the Java programming language. Introducing the Android Studio IDE environment. Creating an application layout. Adding actions to the user interface. Transferring data between activities. Messages and dialogs. Performing long-running tasks. Storing data in a database (SQLite Room).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of both project assignments and homework, active participation in classes, and regular preparation for classes.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Continuous assessment	0.5
					Project	1.0
7. Required literature	• Neil Smyth (2019) Android Studio 3.5 Development Essentials – Java Edition					
8. Additional literature	• Lecture and exercise materials					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The student is required to participate in at least 40% of the total number of teaching hours provided for in the study program and to complete all other academic obligations listed below. By fulfilling these criteria, the student is awarded an (electronic) signature confirming this. A student who has not exercised the right to a signature (unfulfilled prescribed academic obligations during the semester) may exceptionally compensate for the lack of engagement. Obligations during classes: 1. Achieved a positive grade in the 'Activity' component, which includes continuous knowledge tests during classes 2. Completed and publicly presented (to the teacher and students) a project assignment within the prescribed deadline Entry paper: If the student has not exercised the right to a signature, the teacher prescribes an entry paper. It is assigned at the end of the class, exclusively at the student's request, and consists of one or more consecutive project tasks, which make up for the lack of teaching hours and/or - according to the teacher's assessment - necessary engagement for unfulfilled academic obligations. The student is obliged to submit each of the assigned project tasks in written form (the deadline and propositions are prescribed by the teacher) and to defend it orally in front of the teacher. Failure to meet the deadline results in cancellation of the assignment. Any form of plagiarism leads to the cancellation of the assignments and the reporting of the case to the ethics committee. The deadline for submission and defense of all assignments that make up the entry paper is one year from the enrollment of the course. Students who do not acquire the right to sign by that deadline will be directed to retake the course in the next academic year. A student who participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the next academic year.					

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam	60%
Activities	15%
Project	25%

Each component is evaluated numerically - in points, according to the following table:

0%-49%	1 (poor)
50%-62%	2 (fair)
63%-74%	3 (good)
75%-87%	4 (very good)
88%-100%	5 (excellent)

If the teacher has reasonable suspicion that the result on the written exam was not achieved without help of others, or with his own knowledge, he can schedule an additional oral examination. If in such a case, the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded.

12. Assessment criteria - explanation

Criteria Written Exam

For a positive grade it is necessary to achieve over 50% of points on the exam.

A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic.

If the student is not satisfied with the grade, the student can take the exam again, but the grade already obtained will no longer be valid.

The material on the written exams primarily follows the required literature, not the lectures.

Criteria Activities during classes

'Activities during classes' include announced and unannounced short tests, assignments, seminars, projects, homework and all other activities encouraged during classes by the teacher. The student is obliged to continuously monitor his/her success (number of points achieved). Based on the points achieved during the course, the student achieves a grade from this criterion, which contributes to the final grade with a share of 15% (see table). A positive grade from this criterion is a condition for obtaining a signature.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Business informatics		Year	3	Semester	6		
Course Name	Creating web applications		Code	3636	ECTS	4		
Lecturers	Lect. Siniša Jovčić							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	The goals of this course are to train students to independently create Internet applications, using the following technologies: xHTML and CSS (use of bootstrap library), Javascript (use of jQuery library), PHP, MySQL database and Apache web server.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Convert a visual template into xHTML code - Develop and build the structure of a website - Build basic user interactivity for Internet applications using Javascript - Build more complex solutions using the jQuery library - Define and name basic functions of the PHP programming language - Construct classes and objects using PHP - Compile your own function and class libraries - Plan and develop your own Internet application (online store, content management application)							
3. Content	The course introduces students to the basic principles of Internet application development, their specificities in relation to classic applications, and future directions in the development of Internet applications. Through practical work, students get to know all phases of Internet application development, facing all the specifics and problems in the development of individual phases. The MVC model is used when creating an Internet application.							
4. Admission requirements								
5. Student obligations	Attendance at classes, completion of independent assignments, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	1	Activities	1
7. Required literature	- Lecture notes and materials - HTML & XHTML: The Definitive Guide, Sixth Edition, Chuck Musciano, Bill Kennedy, O’ Reilly - PHP Programming, Lerdorf, Tatroe, MacIntyre							
8. Additional literature	- Javascript Bible , Goodman - jQuery Cookbook , Cody Lindley							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: 1. A minimum of 40% attendance at classes. 2. Activity graded with a positive grade.							
	For the purpose of taking the written exam, a student can make up for the activity by preparing and submitting an entrance paper. The entrance paper is assigned no later than one week after the end of the lecture on the student portals, in the designated place, and is submitted and explained in the manner prescribed by the lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year...							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if all of the listed criteria are assessed positively. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	Written exam	70%						

	Activities	30%
12. Assessment criteria - explanation	The grade from the written exam is positive if the student scored at least 50% of the points in the test. The total points are converted into the grade in the manner shown in the table. The activity is evaluated by the total sum of points achieved on occasional short knowledge checks, and on tasks that are solved during class.	
	50% - 64%	2
	65% – 79%	3
	80% - 89%	4
	90% -100%	5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University				
Program	Business informatics			Year	3	Semester	6			
Course Name	Multimedia			Code	3632	ECTS	4			
Lecturers	Lect. Siniša Jovčić									
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	The aim of the course is to introduce students to the basics and elements of advanced multimedia content creation (text, images, sound, video, animation), to introduce them to methods of planning, creating, updating and retrieving simpler multimedia content, connecting multimedia elements into a meaningful whole, as well as processing multimedia content in all stages of creation. Students will be introduced to the taxonomy of multimedia and the way of thinking in its creation and presentation. During the course, students will create all types of multimedia and process them in accordance with presentation standards and needs. They will also be introduced to the basic technical characteristics of multimedia content.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Identify the various components of digital media (text, image, sound, video and animation) and their various representations. 2. Identify the stages of multimedia content development. 3. Properly apply the elements and principles of visual design when solving a design task. 4. Apply the principles and basic procedures of computer processing of images, sound and video. 5. Prepare and adapt multimedia content to a specific medium. 6. Design and develop multimedia content that includes a range of different digital media components. 7. Participate in work on a project for the development of digital multimedia content.									
3. Content	Introduction to multimedia. Terminology and historical development. Description, understanding and illustration of the basic principles of multimedia. Technological frameworks of multimedia, hardware and devices. Taxonomy of multimedia. Presentation of multimedia data: sound, video, text, images and animation. Description of the stages of multimedia development. Project goals, target group and limitations of multimedia. Planning and building multimedia systems (<i>storyboard</i>). Procedures and software for processing and searching media. Methods of developing multimedia systems. Multimedia data compression standards. Multimedia production and processing. Hardware and software prerequisites for building multimedia systems. Managing the production of individual components. Rules of media design and integration into a single product. Introduction to computer typography and principles of visual text formatting. Multimedia processing programs (on <i>Windows</i> and <i>Linux</i> platforms) and their use: computer graphics (<i>InkScape</i> for vector, <i>GIMP</i> for raster graphics); sound (<i>Audacity</i>). video (<i>VirtualDub</i> for processing; <i>Movie Maker</i> and <i>TiVi</i> for editing and sharing). Basics of computer animation and computer game creation (<i>Construct 2</i>). Implementation and distribution. Multimedia content development project management. Case studies. Authorization tools. New media and their capabilities. Multimedia optimization for the Internet. Presentation of multimedia material through Internet services.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance and active participation in classes and prescribed workshops, regular preparation for classes, and participation in the creation of a multimedia project.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	0.5	Continuous assessment	0.5	Project	1
	Activities	0.5								
7. Required literature	• John McWade: "Guide to perfect design", Miš, 2010. • Krešo Vargec, Siniša Jovčić: Multimedia (draft script in progress)									
8. Additional literature	• Chapman, N., Chapman, J. (2009) <i>Digital Multimedia, 3rd Ed.</i>, John Wiley & Sons, LTD; USA • Vaughan, T. (2010) <i>Multimedia: Making it Work, 8th Ed.</i>, McGraw-Hill, USA									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	The student is required to participate in at least 40% of the total number of teaching hours provided for in the study program and to complete all other academic obligations listed below. By fulfilling these criteria, the student is awarded an (electronic) signature confirming this. Obligations during classes: 1. Achieved a positive grade in the 'Activity' component, which includes continuous knowledge testing during classes 2. All preparatory phases of the multimedia project have been completed and approved by the teacher within the prescribed deadline Entry work:									

	The student is required to submit each of the assigned project tasks in writing (the deadline and propositions are prescribed by the teacher) and defend them orally before the teacher. Failure to meet the given deadline will result in the cancellation of the task. Any form of plagiarism will result in the cancellation of assignments and a report to the ethics committee. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment process, but is required to re-enroll and take the course in the following academic year.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the stated criteria are assessed positively. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Project</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table> 0% – 45% 45% – 60% 60% – 75% 75% – 90% 90% – 100% 1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)	Criteria	Weight share	Written exam	50%	Project	30%	Activities	20%
Criteria	Weight share								
Written exam	50%								
Project	30%								
Activities	20%								
12. Assessment criteria - explanation	To pass the exam, a minimum of 45% points must be achieved. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the academic calendar and the Polytechnic's study regulations. If the student is not satisfied with the grade, the student may retake the exam, but the grade already obtained will no longer be valid.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Business informatics		Year	3	Semester	6				
Course Name	Information systems design		Code	3634	ECTS	4				
Lecturers	Sr. Lect. Ivan Radošević									
Teaching Method and Hours	Lectures	15	Exercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	The course aims to provide students with the knowledge to analyze real business (organizational) systems and logically design their information (sub)systems. To point out the phases and content of the life cycles of information systems (IS). To introduce students to the fact that the development of a new information system should be carried out on the basis of the analysis of business processes, business events and data flows between the processes and events of the observed business system. Lectures and exercises should focus on the application of methods and techniques in the process of analysis, process modeling, data modeling and resource modeling of a new information system in the environment of the application of modern and current information and communication technology.									
2. Expected learning outcomes	After successfully completing the planned teaching units, students will be able to: • Explain the concept and structure of information systems and the phases of its development. • Describe the procedure and rules in applying the SSA method for analyzing business systems processes. • Identify and model (decompose) business processes in the system. • Create a conceptual (ER - Entity Relationship) data model from the process model data dictionary. • Explain possible relationships between entities in the ER model. • Translate the conceptual (ER) model into a relational data model. • Apply vertical normalization rules for 1st, 2nd and 3rd normal form in an IS database. • Propose IT technology for a specific information system project.									
3. Content	The course content is based on the study and application of methods and techniques for analyzing and modeling a new information system and consists of the following teaching units: Definitions and structure of information systems - descriptive and genetic definition of an information system. The place and role of IS in business (organizational) systems. IS life cycle. IS development phases and content. IS design methods. Modeling business systems processes using the Structural Systems Analysis (SSA) method. Data models and modeling. Conceptual data modeling (ER model). Basic assumptions of the relational data model. Translating the conceptual (ER) data model into a relational data model. Vertical and horizontal normalization. Normal forms and their rules. Modeling information and communication technology resources in designing information systems. Obtaining information from the designed relational data model using algorithms using the pseudo-code method.									
4. Admission requirements	No special requirements for enrollment									
5. Student obligations	Creating an independent seminar paper, Doing exercises, Taking a midterm or comprehensive exam, Oral exam as needed.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	0.5	Project	0.5	Activities	0.5
7. Required literature	• Radošević I.: "Design of business information systems", VERN, 2020. • Pavlič M.: "Information systems", Školska knjiga, 2011. • Pavlič M.: "Development of information systems", Znak, 1996. Zagreb. • Pavlič M.: "Database design", University of Rijeka, 2011. • Radošević I.: "Teaching materials from lectures and exercises" from the course.									
8. Additional literature	• WEB page of the title: http://www.zpr.fer.hr/zpr/ for the PIS course • Manger R. : Databases, Faculty of Science Zagreb, also available on the website									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	A minimum of 40% of the total scheduled teaching hours is a requirement for taking exams and obtaining a second signature from the teacher. A completed, accepted and defended (presented) independent seminar paper is a requirement for registering for exams on exam dates, i.e. obtaining a second signature from the teacher. A student whose regular attendance at classes was less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									

and assessment criteria	Criteria	Weight share
	Written exam	60%
	Exercises	30%
	Activities	10%

12. Assessment criteria - explanation	The written exam is written after the end of classes and consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond, the result is recorded as 0 points.
	A student has the opportunity to take the written exam a limited number of times during the academic year - as provided for in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the grade, the exam can be retaken, but the grade already received will no longer be valid.
	Activity is assessed by taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes.
	The seminar paper is prepared according to the rules of Vern'a and submitted in written form on the day of the presentation in front of the group, at a time determined for each student at the end of the semester. The oral presentation should be accompanied by a Power Point presentation. The seminar paper is graded based on the individual grades of the written paper and the public presentation. If a student is late with the seminar paper, the grade is reduced by 1, and if he does not present it orally by the end of the class, he is obliged to do so during consultations.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Business informatics			Year	3	Semester	6	
Course Name	Introduction to data science			Code	10228	ECTS	4	
Lecturers	Sr. Lect. Igor Buzov							
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34
Course Description								
1. Course objectives	The Introduction to Data Science course provides a broad overview of key challenges and methodologies in working with large amounts of data and discovering useful information from that data. The goals of the course are to train students to independently use tools for collecting, cleaning, researching, analyzing and visualizing data, making decisions based on the analysis and communicating the results effectively. Students will acquire theoretical and practical knowledge in the field of data science by working on real data sets, from different domains, using the Python programming language and the Jupyter Notebook tool.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define and name basic data science concepts 2. Predict the life cycle of a data science project 3. Use Python for basic data modeling and analysis 4. Apply basic exploratory data analysis tools (graphics, summary statistics) to identify abnormalities in data 5. Prepare data for analysis (data wrangling & cleaning) 6. Select an appropriate machine learning methodology for the appropriate problem 7. Apply Python scikit library to solve regression / classification / clustering problems 8. Effectively present research results							
3. Content	The course introduces students to basic concepts such as the difference between business intelligence and data science, a data science project, what artificial intelligence (AI) is, what machine learning is, types of machine learning, and what deep learning does. It covers the basics of the Python programming language and working with the popular pandas library for manipulating, cleaning, and exploring data. During exploratory data analysis, graphical visualization techniques using the matplotlib library will be used, with an emphasis on identifying the method that is suitable for a particular problem. In the second part, students will work on examples from the field of supervised and unsupervised machine learning through practical classes, and will use the scikit library to apply predictive modeling, classification, and clustering, as well as the issue of overfitting. At the end of the course, a section on how to present research results in the field of data science will be covered.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking a preliminary exam and possibly a written and oral exam in case of unsuccessful passing of the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Activities	1
7. Required literature	Lecture and exercise materials							
8. Additional literature	- Python Crash Course, 2nd Edition: A Hands-On, Project-Based Introduction to Programming, Eric Matthes, No Starch Press INC. San Francisco, 2019 - Introduction to Machine Learning with Python - A Guide for Data Scientists, Sarah Guido, Andreas Müller, O'Reilly Media, 2016							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	Requirements for taking the exam: 1. participation in classes 2. positive grade from knowledge tests during classes. Explanation of requirements: The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and achieve an overall positive grade from knowledge tests during classes. Continuous knowledge tests during classes include announced and unannounced short tests, seminars, projects, homework and all other activities initiated during classes by the teacher. The student is required to continuously monitor his/her success (achieved number of points and percentage of attendance). By fulfilling these requirements, the student is assigned an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% attendance in classes and/or a negative grade during classes) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Compensation for absences is not possible for preliminary exams, i.e. pre-term exams, so a student with a lack of regularity cannot take them. A student who has attended less than 40% of the total number of classes during							

	the academic year cannot make up for the absences, but is required to re-enroll and take the course in the following academic year. Entry paper: If a student has not exercised the right to sign because he/she has attended between 40% and 70% of classes and/or has a negative grade during classes, the teacher prescribes an entry paper with which the student compensates for the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request. The student is required to take into account the time required to prepare the entry paper and to contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to take the exam). The entry paper consists of one or more tasks, which compensate for the lack of classes and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. The student is required to submit each of the assigned tasks in writing (the deadline and propositions are prescribed by the teacher) and to take part in the teacher's consultations. Failure to meet the deadline will result in the assignment being canceled. Any form of plagiarism will result in the assignment being canceled and the case being reported to the ethics committee. The deadline for submitting and defending all assignments that make up the entrance paper is one year from the date of enrollment in the course.																				
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Activities</td><td>30%</td></tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Percentage</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>0%-50%</td><td>1 (insufficient)</td></tr> <tr> <td>51%-65%</td><td>2 (sufficient)</td></tr> <tr> <td>66%-80%</td><td>3 (good)</td></tr> <tr> <td>81%-90%</td><td>4 (very good)</td></tr> <tr> <td>91%-100%</td><td>5 (excellent)</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Activities	30%	Percentage	Grade	0%-50%	1 (insufficient)	51%-65%	2 (sufficient)	66%-80%	3 (good)	81%-90%	4 (very good)	91%-100%	5 (excellent)
Criteria	Weight share																				
Written exam - 1st preliminary exam	35%																				
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81%-90%	4 (very good)																				
91%-100%	5 (excellent)																				
12. Assessment criteria - explanation	During continuous assessments during classes, students collect points that are added up. At the end of the semester, a grade from this criterion is determined based on the total number of points achieved and the scale. The written exam can be taken in two parts. The first part ('first preliminary exam') is taken after 7 weeks of classes, and the condition for admission is attendance at at least 50% of classes in the first quarter. The second part ('second preliminary exam') is taken after the end of classes, and the condition for admission is a signature (see 1.10, above). These two partial written exams make up the so-called "Pre-term". During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the remaining part partially in the first exam period. After the first exam period, in all other exam periods, the exam is taken in full (as a 'written exam'). A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and the regulations on the study of the Polytechnic. To pass the exam, at least 51% of the points must be achieved. If the student is not satisfied with the exam grade, the student can take the exam again, but in that case the grade already obtained is no longer valid. If the teacher has a well-founded suspicion that the result of the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond to the examination, a score of 0 points is recorded.																				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																				

Program	Business informatics	Year	3	Semester	6
Course Name	Professional practice	Code	3666	ECTS	5
Lecturers					
Teaching Method and Hours	Total				160

Course Description

1. Course objectives	The main goal of professional practice is to test and apply certain acquired knowledge and skills, such as: using modern office IT tools, planning and creating applications, presenting a business entity on the Internet, applying basic methods of information systems development, applying selected techniques and methods in developing software support, applying fundamental business skills and basic economic principles, using mathematical and statistical concepts in data processing, using information technology to create reports, launching one's own project in the field of information technology, etc. The goals of practice are also aimed at concretizing the preparation of the final thesis for the study.
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.
3. Content	The student works for a month (160 hours) on jobs that are of particular interest to him for further career development and as an area in which he wants to write his final thesis. At the end of the internship, he writes a seminar paper in 4 variants, taking into account employment and the employer's approval for publishing data: 1) "INTERNSHIP REPORT" - unemployed students 2) "JOB REPORT". - employed students Employed students who want to do their final thesis in a field different from the one they currently work in, seek a mentor in the company and permission from the employer to work on the desired jobs for a month and use the company's data to write a seminar paper. 3) "REPORT ON A POTENTIAL PROJECT IN COMPANY XY" - employed students who do not have permission from their employer to disclose data about the company and will use data from another company for the topic of their final thesis. 4) "RESEARCH PROPOSAL ----- BRANCH / SECTOR ----" employed students who do not have permission from their employer to disclose data about the company and will conduct research on the state of an economic branch or sector for the topic of their final thesis.
4. Admission requirements	Organization's consent to accept a student for professional internship
5. Student obligations	Attending practice, performing tasks and work at practice, filling out documentation, appropriate behavior in the organization
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held professional practice. Mentor's report.
10. Exam access requirements	Delivered necessary documentation on professional practice.
11. Exam implementation and assessment criteria	There is no numerical grade, only a passing grade of 'DONE'.
12. Assessment criteria - explanation	

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University
Program	Accounting and finance	Year	1	Semester	1
Course Name	Financial management	Code	2166	ECTS	6
Lecturers	Prof. Stud. Ivona Santini				
Teaching Method and Hours	Lectures	15	Exercises	15	Total 30
Course Description					
1. Course objectives	The course is designed to enable students to acquire specialist knowledge and skills in the field of business finance necessary for: (1) creating effective financial policies, (2) making financial decisions based on a managerial approach, (3) applying financial concepts, methods and valuation techniques within the framework of financial management and decision-making in practice, and (4) critically assessing publicly disclosed financial information.				
2. Expected learning outcomes	After successfully completing the course, students will be able to: - analyze financial decisions from the perspective of the links and interaction of the financial function with other business functions within the company and the positioning of the company in the modern financial environment, - evaluate the economic justification and financial efficiency of investment decisions, - select sources of business financing in order to determine the optimal capital structure of the company, - evaluate the economic and financial impact of selected financial strategies for managing the company's working capital, - evaluate the business and financial performance of the company in order to improve the company's financial position. - analyze financial decisions within the framework of business combinations and international financial management.				
3. Content	<i>Introduction to financial management:</i> the beginnings and scope of finance (microeconomic VS macroeconomic approach to finance), the concept, subject and objectives of financial management and decision-making, the enterprise as a financial system and the target function of the enterprise. <i>Financial function of the enterprise:</i> organizational and functional aspect of the financial function, links and interaction of the financial function with other business functions within the enterprise, the role and fundamental decisions of the financial manager. <i>Positioning the enterprise in the financial environment:</i> business VS financial environment, the nature of financial business relationships, the role and significance of financial institutions, financial markets and financial instruments within the framework of financial management and decision-making. <i>Financial concepts, methods and techniques of valuation in finance:</i> the theory of time preference for money and the concept of the time value of money, determining the market value of money and capital on the basis of the interdependence of risk and profitability, the basic valuation model in finance. <i>Fundamental determinants of the complexity of investment decisions.</i> Scope of investment decisions, specifics of investments in real assets VS specifics of investments in financial assets VS specifics of investments in current assets. Criteria and methods for assessing the financial efficiency of investment projects within the framework of the capital budgeting process. Criteria and methods for assessing the financial efficiency of investments in bonds and stocks. <i>Financing process and capital structure of a company:</i> scope and specifics of sources of financing of a company, capital structure of a company and weighted average cost of capital, influence of dividend payment policy on the capital structure of a company, operational VS financial risk, determination of optimal capital structure by using financial leverage. <i>Working capital management:</i> accounting VS financial approach to liquidity and solvency management, business VS cash cycle and cash gap management, management options for short-term investment and short-term financing within the framework of working capital management policy. <i>Financial modeling in the analysis of business and financial performance of a company:</i> role and significance of financial analysis in the process of financial management and decision-making, traditional VS modern financial indicators of business performance. <i>Specific areas of financial management:</i> financial aspect of external growth of a company (financial analysis of mergers, acquisitions and corporate restructuring), specificities of international financial management.				
4. Admission requirements	There are no special requirements for enrolling in the course.				
5. Student obligations	Students are required to: (1) regularly attend lectures and exercises, (2) actively participate in classes, (3) complete independent assignments and submit them by the given deadline, (4) take the written and oral part of the exam, and (5) comply with all normative acts of VERN' University.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Oral exam 2 Tasks 1
7. Required literature	- Vidučić, Lj., Pepur, S., Šimić Šarić, M. (2015), Financial Management: Theory and Policy, 9th amended and revised edition, Zagreb: RRiF plus. - Santini, I. (2013) Financial Management – Selected Topics, Zaprešić: VSPU. - Krnić, B. (2018). Financial Management, Workbook, Teaching Materials, Zagreb: VERN'. - Selected legal regulations, articles from professional journals and information on the websites of financial institutions, markets, regulatory bodies and individual companies.				
8. Additional literature	Brigham, E. F., Ehrhardt, M. C. (2002), Financial Management: Theory and Practice, tenth edition, South-Western, Ohio: Thomson Learning.				

	Van Horne, J. C., Wachowicz, J. M. (2014), Fundamentals of Financial Management, thirteenth edition, Zagreb: Mate.												
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.												
10. Exam access requirements	The exam consists of a written and an oral part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.												
11. Exam implementation and assessment criteria	If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, the result is recorded as 0 points. The status of a passed exam is recognized after the oral exam has been passed. In the process of acquiring the status of a passed exam, the grades from the written and oral exams are taken into account with the following shares in the final grade: <table border="1"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Oral exam</td><td>50%</td></tr> </table>	Criteria	Weight share	Written exam	50%	Oral exam	50%						
Criteria	Weight share												
Written exam	50%												
Oral exam	50%												
12. Assessment criteria - explanation	The written and oral exams, as well as the final grade, are expressed on a scale of 1 to 5. Grades on written exams reflect the points achieved. <table border="1"> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>0 - 59</td><td>1</td></tr> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </table>	Points	Grade	0 - 59	1	60 - 69	2	70 - 79	3	80 - 89	4	90-100	5
Points	Grade												
0 - 59	1												
60 - 69	2												
70 - 79	3												
80 - 89	4												
90-100	5												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information					VERN' University							
Program	Accounting and finance		Year	1	Semester	1						
Course Name	Financial Accounting I		Code	2165	ECTS	6						
Lecturers	Asst. Prof. Melita Cita											
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30						
Course Description												
1. Course objectives	To demonstrate the necessary specialist knowledge on the conditions, methods, procedures and principles of measuring long-term tangible and intangible assets, inventories, revenues, receivables and long-term provisions according to accounting standards. To enable the acquisition of professional level skills necessary for the application of adopted concepts and techniques for recording in financial accounting.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. explain different accounting treatments for long-term tangible assets 2. record long-term intangible assets 3. explain procedures for measuring and recognizing inventories 4. explain different accounting treatments for revenue 5. select and apply an accounting model for recording accruals 6. apply accounting procedures for recording long-term provisions and receivables.											
3. Content	Accounting treatment of fixed assets: Property, plant and equipment used by the company, investment property, fixed assets held for sale and fixed assets retired. Accounting treatment of fixed intangible assets, Accounting procedures and methods for measuring, recording and recognizing revenue. Determining, calculating and recording inventories. Accounting models for recognizing accruals and deferred income. Accounting procedures for measuring, recognizing and recording long-term provisions and receivables.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, taking a written exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4	Project	1						
7. Required literature	Croatian Accounting and Finance Association. (2021). <i>IFRS-HFSI 2021. International Financial Reporting Standards. Croatian Financial Reporting Standards</i>. Zagreb: HZRIF. 2. Financial Accounting I Workbook											
8. Additional literature	1. Gulin, D. et al. (2008). <i>Application of Croatian Financial Reporting Standards - with Tax Regulations</i> . Zagreb: HZRIF. 2. Financial Reporting Standards Board OSFI (2020). Croatian Financial Reporting Standards. Official Gazette 78/2015 – 105/2020. Available at: www.osfi.hr 3. Selected articles in RIF and RRiF journals 4. International Accounting Standards Board. (2005). <i>International Financial Reporting Standards, translation from English</i> . Zagreb: HZRIF. Available at: www.ifrs.org											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The exam consists of a written part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours foreseen in the study program. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written, or does not respond, the result is recorded as 0 points. The exam is considered passed and a grade is recorded if all of the listed criteria are evaluated positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight Share</td></tr><tr><td>Written exam</td><td>80 %</td></tr><tr><td>Project</td><td>20 %</td></tr></table>						Criteria	Weight Share	Written exam	80 %	Project	20 %
Criteria	Weight Share											
Written exam	80 %											
Project	20 %											

12. Assessment
criteria -
explanation

The grades for the written exam reflect the points achieved as follows:

Total points	Rating
0 – 60	insufficient (1)
61 – 70	enough (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

Project assignment: the evaluation criteria are: focus on the task, elaboration of the topic and the reality of personal reflections and proposed solutions.

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	1
Course Name	Mathematics in finance		Code	2169	ECTS	4
Lecturers	Asst. Prof. Ivo Beroš					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To indicate the necessary specialist knowledge of the concepts, methods and techniques of financial mathematics, and their use in analyzing the situation and making business decisions. To focus on understanding the concepts and their use in planning and controlling financial operations. To encourage the development of an analytical approach in considering complex financial problems using mathematical techniques and methods, especially for obtaining efficient solutions applicable in practice. To enable the acquisition of professional level skills necessary for the application of the adopted concepts and techniques in a modern business environment.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. adopt and use basic concepts, tools, techniques and methods of financial mathematics 2. analyze and compare prices, yields and returns on investments in securities and other financial instruments 3. enable students to further independent work using other chapters from the book, required literature, other literature and similar internet content 4. apply, analyze and connect the acquired concepts to problems within the course in the continuation of their studies 5. understand and be able to use non-trivial numerical methods used in financial mathematics.					
3. Content	The concept, significance, techniques and methods of calculating the future and present value as well as the yield from investments in simple and more complex financial instruments. Yield equation, techniques, numerical methods for solving it. Valuation of securities without options. Analysis of the price change and the time course of the bond. Quotation of prices, conventions for counting days, treasury bonds. Compounding, accrued interest, tax on coupon bonds and its impact on yield. Common yield measures: current yield, yield to maturity, calculation of yield when settlement date falls between coupon payment dates, annualized yield. Yield with Eurobond, bonds with option, yield until call, yield until redemption with put option, yield as in the money market, discount. Portfolio return, weighted average portfolio return, portfolio internal rate of return, discount margin. Spot rates and forward rates. Potential sources of return on investment (the last two contents are performed by students through seminar presentations).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Oral exam	0.5
7. Required literature	1. Frank J. Fabozzi: Fixed Income Mathematics, 4E: Analytical & Statistical Techniques , The McGraw Hill Companies, 4th ed., 2006, ISBN 0-07-146073-X . (A translation of the first 7 chapters of the book, as well as a description of Newton's method for solving the yield equation, available in script form)					
8. Additional literature	• Zima, P., Brown, R. L.: Mathematics of Finance. Schaum's Outlines, Second edition. McGraw Hill, 1996, ISBN 0-07-008203. • Selected chapters or excerpts from the aforementioned books, as well as articles from professional journals.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours foreseen in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.					

11. Exam implementation and assessment criteria

During class, students write two colloquia. At each preliminary exam, tasks are solved and theoretical questions are answered in writing. The preliminary exam is considered passed if at least 50% of the points are collected. After two preliminary exams, students can retake one of the preliminary exams of their choice at an agreed time. After that, a score table is formed and grades are finalized. An additional oral exam is mandatory for those students who want to get a grade of 5 based on the sum of points, and exceptionally for those who have the cutoff number of points. Students who do not pass the exam through the preliminary exam can take it during the exam deadlines in the classic way, first the written and then the oral part of the exam. The written exam is conducted using problem-based calculation tasks. The status of a passed exam is recognized after the oral exam has been passed. In the process of acquiring the status of a passed exam, grades from the written and oral exams are taken into account with the following shares in the final grade:

Criteria	Weight fraction
Written exam	80%
Oral exam	20%

12. Assessment criteria - explanation

Grades depend on the sum of points collected in the pre-tests or the classic exam, as follows:

Sum of points	Grade
0 – 50 %	insufficient (1)
51 – 64 %	enough (2)
65 – 78 %	good (3)
79 – 90 %	very good (4)
91 – 100 %	excellent (5)

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Accounting and finance	Year	1	Semester	1	
Course Name	Taxation in entrepreneurship	Code	2167	ECTS	6	
Lecturers	Lect. Tajana Kramar Šandl					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30

Course Description

1. Course objectives	To indicate the necessary specialist knowledge about tax obligations and rights of companies, as well as obligations and rights in accordance with regulations on mandatory contributions that companies calculate, withhold and pay for their employees and other persons to whom they pay income, and other public benefits. To focus on understanding tax terminology and general procedural provisions in tax procedures. To encourage the development of an analytical approach in considering information and facts relevant to taxation in entrepreneurship. To enable the acquisition of a professional level of skills necessary for the application of adopted taxation procedures in entrepreneurship.																
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. explain basic procedural provisions in tax procedures 2. explain taxes and other payments based on the performance of activities 3. analyze information and facts relevant to taxation 4. determine the taxpayer, tax base, and tax liability for a particular tax. 5. communicate with persons who decide on tax obligations and rights in a company 6. interpret tax acts.																
3. Content	Croatian tax system and taxation in entrepreneurship. Tax law: tax principles, provisions on liability, tax acts in tax proceedings, general procedural provisions, tax supervision, tax enforcement, legal remedy in tax proceedings. Profit tax. Value added tax. Other taxes. Excise duties and special taxes. Payment of withholding tax. Mandatory and other contributions.																
4. Admission requirements	There are no special requirements for enrolling in the course.																
5. Student obligations	Attendance of lectures and exercises, taking the written and oral parts of the exam.																
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4	Tasks	1											
7. Required literature	• Tax Guide in the Republic of Croatia, HZ RIF, 2021, Zagreb • Teaching materials from lectures and exercises																
8. Additional literature	• Croatian Tax System, May 2016, www.porezna-uprava.hr, Zagreb • Tax Handbook for Companies, May 2015, www.porezna-uprava.hr, Zagreb 5. Selected articles in magazines: Porezni vjesnik, RIF and RRiF																
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																
10. Exam access requirements	The condition for taking the exam is to attend classes for at least 20% of the total number of hours foreseen in the study program. The dates of the final exam are published on the student portal.																
11. Exam implementation and assessment criteria	The exam is written, conducted using problem-based calculation tasks and theoretical questions.																
12. Assessment criteria - explanation	If the teacher has well-founded suspicions that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The grades on the written exam reflect the points achieved as follows: <table><tr><td>Sum points</td><td>Grade</td></tr><tr><td>0 – 59</td><td>insufficient (1)</td></tr><tr><td>60 – 69</td><td>enough (2)</td></tr><tr><td>70 – 79</td><td>good (3)</td></tr><tr><td>80 – 89</td><td>very good (4)</td></tr><tr><td>90 – 100</td><td>excellent (5)</td></tr></table>					Sum points	Grade	0 – 59	insufficient (1)	60 – 69	enough (2)	70 – 79	good (3)	80 – 89	very good (4)	90 – 100	excellent (5)
Sum points	Grade																
0 – 59	insufficient (1)																
60 – 69	enough (2)																
70 – 79	good (3)																
80 – 89	very good (4)																
90 – 100	excellent (5)																

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	1
Course Name	Corporate law		Code	2168	ECTS	4
Lecturers	Lect. Ivana Vrcić, Sr. Lect. Mario Vukelić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Indicate the basic categories of the Companies Act. Focus on understanding the legal forms of companies, internal relations and responsibilities, distinguishing and choosing between more than one of them when establishing them, the rights and obligations of members and company bodies towards third parties. Enable the acquisition of a professional level of skills necessary for successful management of a company, resolving conflicts between members and company bodies, making judgments on increasing and decreasing share capital, how and when to act according to various forms of statutory and contractual association, how to exercise the right of the majority and protect the position of the minority and the rights of members in general.					
2. Expected learning outcomes	Expected learning outcomes - Upon successful completion of the course, students will be able to: 1. interpret and explain the legal forms of companies and distinguish them from other public law economic entities, 2. choose the form that best suits the founders and future members when establishing companies, 3. successfully manage the company's affairs and represent it to third parties, 4. be able to appropriately resolve disagreements between members and company bodies, as well as potential dilemmas in decision-making by the bodies in which it operates, make judgments about increasing and decreasing share capital, 5. timely assess the interests of the company according to various forms of statutory and contractual association, how to exercise the right of the majority and protect the position of the minority and the rights of members in general, 6. protect the interests of the company and company members in relation to pre-bankruptcy and bankruptcy					
3. Content	Basic concepts of status law, companies of persons: public company, limited partnership, secret partnership, economic interest association, European economic interest association, partnership, capital companies: joint stock company, limited liability company, affiliated companies: companies with majority share, dependent and controlling company, concern, companies with mutual shares, entrepreneurial contracts, drafting of fundamental acts of commercial companies. Also legal institutes related to commercial company law: pre-bankruptcy, bankruptcy, liquidation and trade.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3		
7. Required literature	• Vukelić, M. (2016). Commercial and corporate law for entrepreneurs and managers, Zagreb: VERN' (part relating to corporate law, pp. 1-160)					
8. Additional literature	• Gorenc, V. et al. (2008). <i>Commentary on the Companies Act</i>. Zagreb. RRiF. • Petrović, S. Ceronja, P. (2010.) Fundamentals of Company Law, University of Zagreb Faculty of Law					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The condition for taking the exam is to attend classes for at least 20% of the total number of hours foreseen in the study program. The dates of the final exam are published on the student portal.					
11. Exam implementation and assessment criteria	The written exam is conducted using problem-based tasks and essay-type questions.					

12. Assessment
criteria -
explanation

If the teacher has reasonable doubts that the result of the written exam is not achieved without the help of others, i.e. with his own knowledge, he can schedule an additional one oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written, or does not respond, a score of 0 points is recorded.

The grades on the written exam reflect the points achieved as follows:

Sum of points	Grade
0 – 25	insufficient (1)
26 – 31	enough (2)
32 – 37	good (3)
38 – 43	very good (4)
44 – 50	excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	1
Course Name	Design thinking		Code	6855	ECTS	4
Lecturers	Sr. Lect. Gordana Ćorić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	By attending the interactive, mosaic Design Thinking course, students will upgrade existing knowledge and gain a broader insight into solving business (and other) problems, and learn new approaches to creating innovative sustainable products, services and companies. This dynamic course will be useful for those who want to get acquainted with innovative techniques and activities, and think about adding new value in entrepreneurial ventures. By mastering the techniques of systematic stimulation and nurturing of creativity, students will become familiar with the concept of design thinking and the application of relevant tools that will enrich their skills in effectively responding to different types of challenges. The course is designed to guide students through all stages of the process of design reflection and action (empathizing with customers/clients/partners, defining challenges, shaping ideas, creating prototypes, testing solutions and incorporating improvements based on feedback). In the practical part of the course, students will work in groups to solve selected problems and case studies, and demonstrate the practical application of design thinking and innovation development in response to specific challenges from the real business world. The concept of the course combines theoretical and practical content. In the theoretical part, through presentations, lectures and discussions, students will be introduced in detail to the concept of Design Thinking, and will be guided through all stages of the process with the application of Design Thinking tools. In the practical part of the course, students will be divided into working groups (teams) that will work on the practical application of Design Thinking for specific challenges from the real business world and/or other areas.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Identify opportunities for innovation and problem-solving in organizational and social structures. 2. Analyze user needs and behaviors through observation and research to understand their experiences. 3. Define problems and challenges by formulating meaningful and concrete statements that guide the solution process. 4. Explore and generate different potential solution options using creative ideation techniques. 5. Create and test prototypes with the aim of materializing ideas and collecting feedback from users to improve solutions. 6. Create an implementation plan using innovative tools from all phases of design thinking to analyze, synthesize, and apply developed solutions in complex business and social contexts.					
3. Content	MODULE 1: Introduction to the Design Thinking concept, method and tools, Examples of use, and insight into the complete method and workshop with the aim of going through all phases of Design Thinking MODULE 2: Identifying opportunities for introducing innovations and solving problems, Defining problems and developing empathy, Exercise MODULE 3: Redefining challenges and ideation phases, Exercise MODULE 4: Sketching ideas for solutions, Design prototype, Preparation for testing, Exercise MODULE 5: Testing, Seeking, obtaining and evaluating the usefulness of feedback, Learning from mistakes, Improving the solution, Presentation of the solution, Exercise					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	0.5
					Project	1.5
					Activities	0.5
7. Required literature	Script and working materials based on literature (compilation): Antoljak, V. and Kosović, M. (2018). Design thinking for non-designers – how to solve business problems and innovate successfully. Zagreb: Školska knjiga.					
8. Additional literature	Brown, T. (2008). Design Thinking. Harvard Business Review (June 2008 issue; reprint R0806E). (pp 1-10) 2 Supplementary literature • Brown, T. (2009). Change by design: how design thinking transforms organizations and inspires innovation. New York: Harper business. Brown, T. (2018). Change by design = Designing custom changes. Zagreb: Mate. Cross, N. (2011). Design thinking: understanding how designers think and work. Oxford: Berg. Holloway, M. (2009). How tangible is your strategy? How design thinking can turn your strategy into reality. Journal of Business Strategy, Vol. 30, Iss 2/3 (pp. 50 – 56) Howkins, J. (2003). The creative economy: how people make money from ideas. Zagreb: Binoza press. Leavy, B. (2010). Design thinking – a new mental model of value innovation. Strategy & Leadership, Vol. 38 Iss3 (pp. 5 – 14) Liedtka, J. (2014). Innovative ways companies are using design thinking. Strategy & Leadership, Vol. 42 Iss 2(pp. 40 – 45)					

	Liedtka, J. (2018). Why Design Thinking Works? Harvard Business Review, September–October 2018 Issue, (pp.72–79) Liedtka, J. and Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool Kit for Managers. New York: Columbia Business School Publishing								
9. Quality monitoring	Observations and evaluations of classes after each module. Course performance evaluation. Student survey.								
10. Exam access requirements	Regular attendance at classes as prescribed by the regulations, positive participation in classes, assigned research and participation in team work, and continuous work on the project are required. In order to take the exam, the student must compensate for insufficient activity by preparing and submitting an entrance (seminar) paper, project or similar assignment. The entrance paper is assigned after missed class participation and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares <table border="1"> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>40%</td></tr> <tr> <td>Project</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criterion	Weight share	Written exam	40%	Project	40%	Activities	20%
Criterion	Weight share								
Written exam	40%								
Project	40%								
Activities	20%								
12. Assessment criteria - explanation	Students who do not participate in workshops and teamwork will take a written exam, and the written exam will be graded according to a given scale of points. The written exam is a combination of different tasks (choice between multiple answers, definitions, explanations, essay questions, etc.). If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a result of 0 points is recorded. Evaluation of the team project is carried out on the basis of the quality and depth of research conducted for the needs of the projects and classes (after receiving the initial instructions and instructions), compliance with the given deadlines, assessment of the effort invested, feedback on the presentation of the results, quality of the results, and comparison with the best team work/research in the study group. Evaluation of activities and exercises in the class is carried out in every class, because the teaching is workshop-type. Individual activities, pair activities, and team/group activities are conducted). Students who do not attend classes will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. Reviewing each module via e-form represents an opportunity to reflect on the experience and skills acquired during each module. The individual assignment represents an opportunity to round off what has been learned and to find additional relevant sources to supplement the acquired knowledge and skills, and the grade depends on comprehensiveness and avoiding superficiality in the selection of solutions, answers and examples.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	1
Course Name	Diplomacy and diplomatic communication		Code	10895	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	This course aims to introduce students to the basic concepts and theories of diplomacy, as well as to key practices of diplomatic communication. Through lectures and interactive seminars, students will analyze various forms of diplomatic communication in the context of bilateral and multilateral diplomacy, negotiations, and public diplomacy. The impact of media and new technologies on diplomacy in the contemporary world will also be addressed.					
2. Expected learning outcomes	After successful completion of the course, the student will be able to: 1. Understand key terms and theories of diplomacy. 2. Recognize different types of diplomatic communication and their application. 3. Critically analyze international relations through the prism of diplomatic communication. 4. Apply diplomatic techniques in negotiations and crisis situations. 5. Interpret the role of the media and public diplomacy in shaping international policy.					
3. Content	The course content includes: 1. Introduction to diplomacy: Historical overview and basic concepts. 2. Diplomatic institutions and protocol: Ministries, diplomatic missions, international organizations and the European diplomatic service, basics of protocol. 3. Diplomatic work: Bilateral, multilateral and economic diplomacy and consular service. 4. Public diplomacy and the media: The role of the media and social networks in diplomatic communication. 5. Diplomatic negotiation: Strategies and tactics.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3		
7. Required literature	Working materials and literature.					
8. Additional literature						
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are evaluated.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	1
Course Name	EU funding policies and EU terminology		Code	3621	ECTS	4
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	To ensure an understanding of the European integration process, with a special emphasis on knowledge of European Union policies and their financing, European Structural and Investment Funds, and the opportunities that EU funds open up for Croatia through its membership in the Union. As English is one of the working languages of the European Union, the aim of this course is to improve students' language skills by introducing them to the specific jargon of European integration.					
2. Expected learning outcomes	After mastering all the course content, students will: 1. Name current events and the presence of the topic of European integration 2. Apply EU terminology in funding programs and describe the role of EU institutions in Croatian and English 3. Recognize the main characteristics of the EU budget 4. Explain EU policies and describe which EU programs finance individual EU policies 6. Explain the significance of EU regional and cohesion policies 7. Distinguish between the Structural Funds and the Cohesion Fund 8. Understand the significance of the Common Agricultural Policy 9. Compare the basic mechanisms for financing programs and projects and how individual phases of the mechanism can be influenced 10. Communicate about EU funding programs in English					
3. Content	EU development, EU institutions – actors in decision-making at the EU level – jargon of EU institutions (6 hours) EU budget – budgetary system, where does EU money come from and where does it go, adoption of the EU budget (2 hours) + vocabulary related to the budget in English (2 hours) EU policies + EU programs (overview, financing methods) (4 hours) – vocabulary related to policies and programs (2 hours) EU structural and cohesion policy – what, why, how it works, funds (4 hours) + terminology related to EU funds (2 hours) Common agricultural policy – what, significance, funds (2 hours) + CAP jargon (2 hours) How to get EU funds? – cycle of programming, design, implementation and evaluation of programs and projects, how to influence individual phases, lobbying, negotiating, adopting strategic documents, etc. (4 hours) workshop (2 hours)					
4. Admission requirements	Basic knowledge of English, min. level B1					
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam					
6. Monitoring student progress and associated ECTS credits	Classes	0.5	Written exam	2	Continuous assessment	0.5
					Presentation	1
7. Required literature	1. McCormic, J., Understanding the European Union, Palgrave Macmillan/Mate d.o.o., 2010. 2. ECHO PCM Manual, European Commission, Directorate-General for Humanitarian Aid - ECHO, selected sections					
8. Additional literature	Daily and weekly newspapers in English: - EC Newsroom: https://europa.eu/newsroom/home_en - Euronews: https://www.euronews.com/news/europe - Financial Times: http://www.ft.com/home/uk ; - Politico: https://www.politico.eu/ ; - The Economist: http://www.economist.com/ ; - Der Spiegel (in English): http://www.spiegel.de/international/0,1518,,00.html ; - EU observer: http://euobserver.com/ ; Eurotopics: http://www.eurotopics.net/en/home/presseschau/aktuell.html					
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 20%. b) Positively graded seminar paper For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the teacher, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper in a timely manner - no later than two weeks before the exam. A student whose regular attendance at classes is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Group presentation</td><td>20%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	70%	Group presentation	20%	Activity	10%	Total	100%
Criteria	Weight share										
Written exam	70%										
Group presentation	20%										
Activity	10%										
Total	100%										
12. Assessment criteria - explanation	The written exam also consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 30 points in the test. The points obtained through the classes are added to the points from the test before being converted into the grade. The total points are converted into the grade of the written exam in the manner shown in the table. Students who want a higher grade take the oral part of the exam. If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is 0 points.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	1
Course Name	Risk management - project risk management		Code	10900	ECTS	4
Lecturers	Mario Đaković, Asst. Prof. Dijana Pletikosa					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	The course introduces students to the basic methodological approach to risk management and project risk management. The goal is for students to gain knowledge about the significance of risk in an organization (risk classification, quantitative and qualitative, identification and presentation of modern risk theories, risk management in an organization through the application of modern methods and techniques for recognition, measurement and regulation of risk, crisis management with clear goals and impact on time and cost share) and new techniques specific to the real sector through project work. The ultimate goal is to learn to apply risk management skills and tools to projects and effectively use the acquired knowledge in practice. Special attention will also be paid to the methodology for presenting papers through practical tasks.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. describe the concept and basic functions of risk, 2. differentiate risks by category, 3. classify risks based on the observed impact of project management and all the features of mitigating the impact of risk in individual project phases, 4. compare risk types and principles of systematic risk management on projects during the execution of the entire project, 5. analyze the process of assessing project management risks and ensuring project completion and the production of all accompanying documents, diagrams, graphs, etc., in accordance with the selected management model 6. differentiate between working with one of the information and communication support tools for competent management, risk transfer on projects and risk analysis (operational and financial), 7. design a project (risk and analysis), based on theoretical knowledge and examples of good practice 8. assess the success of risk treatment on a project with a presentation of conclusions.					
3. Content	1. Basics of risk management: introduction to risk management; integration of functional knowledge about risks; standard phases and process groups managed by project risk, 2. project life cycle and risk identification: stakeholders involved in project risk identification; planning risk analysis on projects: scope, structural elaboration of risks, list of activities, risk assessment, impact on time plan, impact on project organization; quantitative and qualitative process of risk analysis with impact on the integrity of the project, 3. risk response planning, control and action development processes for improvements, options and mitigations to reduce threats to project objectives, 4. profitability of the project: the procedure for implementing plans for monitoring the identified risks, assessing the effectiveness of the risk process during the entire duration of the project, 5. simulations of risk management models on projects. General managerial skills in project risk management; development of teams and team roles in risk management.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1
7. Required literature	1. Dale Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Managements Guidelines", Managing Risk in Large projects and complex procurements, British Library Cataloging in Publication Data, HD61.P765 (2004), ISBN 0-470-02281-7 2. PMBOK/ Project Management Body of Knowledge,: "A Guide to the Project Management Body of Knowledge (PMBOK)", 5th ed. Newtown Square, (2011) PA: 11th chapter (PRM) - PROJECT RISK MANAGEMENT					
8. Additional literature	1. David L. Olson., Desheng Wu.: "Enterprise Risk Management Models", Springer Heidelberg Dordrecht London New York, Library of Congress Control Number: 20109228025 (2010), ISBN 978-3-642-11473-1 2. Dale F. Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Management Guidelines: Managing Risk in Large Projects and Complex Procurements", John Wiley & Sons ltd. HD61.P765 2004, ISBN 0-470-02281-7.					
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The student is required to attend at least 20% of the total number of teaching hours provided for in the study program. The requirements for taking the written exam are regular attendance of at least 20% and two practical exercises submitted and graded. A student whose regular attendance is less than 20% cannot take the exam in that academic year and is instructed to retake it in the next academic year.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="309 163 596 286"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </table>	Criteria	Weight share	Written exam	60%	Project	40%
Criteria	Weight share						
Written exam	60%						
Project	40%						
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. The exam is graded from 0 to 80 points, the preliminary exam from 0 to 40 points. Scale preliminary exam: 24 - 27 sufficient; 28 - 32 good; 33 - 36 very good; 37 - 40 excellent Scale exam: 48 - 55 sufficient; 56 - 64 good; 65 - 72 very good; 73 - 80 excellent During the semester, the student writes a project paper that is graded from insufficient (1) to excellent (5), and which carries 40% of the total course grade. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he/she wishes to apply for a higher grade.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information					VERN' University			
Program	Accounting and finance		Year	1	Semester	2		
Course Name	Financial institutions, markets and instruments		Code	2121	ECTS	6		
Lecturers	Prof. Stud. Miroslav Gregurek							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	Provide knowledge that will enable the analysis of structural and functional aspects of financial institutions, institutional investors, and money markets, capital markets, financial derivatives markets, and foreign exchange markets, as well as identify the reasons and effects of financial system regulation. Enable students to identify the characteristics of different types of securities and derivatives in financial markets. Provide knowledge and skills necessary for acquiring competencies for successful business in modern conditions, which implies continuous monitoring of the financial environment in order to timely adjust financial policy and optimize the investment and issuance position of the company.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. formulate the characteristics and functions of the financial system; financial institutions, markets and instruments, 2. critically assess the functioning of regulated financial markets and institutional investors, 3. review instruments and trading mechanisms in financial markets, 4. link report analysis and valuation of securities in financial markets, 5. review the types and characteristics of underlying and derivative securities, 6. integrate international financial institutions, markets and instruments.							
3. Content	Introduction to financial institutions, markets and instruments: functions and structure of the financial system; financial institutions, markets, instruments; regulation; structure of the Croatian financial system. Financial institutions - characteristics, functioning, sources and use of funds, regulatory framework and structure in Croatia. Capital market: participants; investment funds; pension funds; venture capital firms; financial companies; investment banks; brokerage firms; dealers, trading; instruments; Stock exchanges: stock indices; issuance procedure; stock exchange reports; analysis of securities. Money market: participants; trading; instruments; issuance procedure; analysis of stock exchange reports and securities. Foreign exchange market: exchange rate; trading; reports; factors affecting the exchange rate. International financial system - international financial institutions, markets and instruments. Derivatives market: types; trading; risk protection.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, activity in class - solving exercises, solving research problems, taking written and oral exams							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Oral exam	1.5	Tasks	1
7. Required literature	1. Gregurek M., Lešić Z. (2014). <i>Financial institutions and markets</i> . Zapršić, Baltazar University of Applied Sciences.							
8. Additional literature	1. Mishkin, F.S., Eakins, S.G. (2005). <i>Financial markets and institutions, fourth edition</i> . Zagreb: Mate. 2. Selected legal regulations, articles from professional magazines and information on the websites of financial institutions, markets, regulatory bodies and individual companies. 3. Saunders, A., Cornett, M.M. (2006). <i>Financial markets and institutions – a modern view</i> . Zagreb: Masmedia.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The exam consists of a written and an oral part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.							
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after the oral exam has been passed.							
	In the process of acquiring the status of a passed exam, grades from the written and oral exams are taken into account. The final grade is determined from the grades for each component with the following shares in the final grade:							
	Criteria	Weight share						
	Written exam	60%						
	Oral exam	40%						
12. Assessment criteria - explanation	The written and oral exams, as well as the final grade, are expressed in grades from 1 to 5. The grades of the written exam reflect the points achieved.							

	Points	Grade
	0 - 60	insufficient (1)
	61 - 70	sufficient (2)
	71 - 80	good (3)
	81 - 90	very good (4)
	91 - 100	excellent (5)

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Accounting and finance		Year	1	Semester	2
Course Name	Financial Accounting II		Code	2120	ECTS	6
Lecturers	Asst. Prof. Melita Cita					
Teaching Method and Hours	Lectures		15	Exercises		15
				Total		30

Course Description

1. Course objectives	Indicate the necessary specialist knowledge on the conditions, methods, procedures and principles of investments in subsidiaries in the financial statements of the parent company and the subsidiary, as well as in consolidated financial statements according to the requirements of accounting standards. Apply accounting procedures to associated companies according to accounting standards. Understand the accounting procedures for measuring and recognizing leases by the lessor and the lessee. Enable the acquisition of a professional level of skills necessary for the application of the adopted concepts and techniques for recording in financial accounting.										
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. examine the procedures, methods and principles of investing in subsidiaries 2. examine investments in associated companies 3. prepare consolidated financial statements 4. examine accounting techniques in associated companies 5. value operating leases according to IFRS 16 Leases.										
3. Content	Investments in subsidiaries and associates. Consolidated financial statements: at the date of acquisition (with disclosure of <i>goodwill</i> or gain on bargain purchase). Consolidated financial statements at the reporting (balancing) date. Elimination of investments in subsidiaries with their equity. Elimination of intragroup income and expenses. Elimination of unrealized gains from internal sales of inventories and internal sales of non-current assets. Investments in associates. Operating leases according to IFRS 16.										
4. Admission requirements	There are no special requirements for enrolling in the course.										
5. Student obligations	Attendance of lectures and exercises, taking a written exam.										
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Oral exam	2					
7. Required literature	• Croatian Accounting and Finance Association. (2021). <i>IFRS-HFSI 2021. International Financial Reporting Standards. Croatian Financial Reporting Standards</i>. Zagreb: HZRIF. • Workbook in Financial Accounting II										
8. Additional literature	• Pervan, I. (2012). <i>Accounting for Business Combinations</i>. Zagreb: RRiF-plus. • Gulin, D. et al. (2008). <i>Application of Croatian Financial Reporting Standards - with Tax Regulations</i>. Zagreb: HZRIF. • Selected articles in RIF and RRiF journals.										
9. Quality monitoring	1. Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The exam consists of a written and an oral part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.										
11. Exam implementation and assessment criteria	The written exam is conducted using problem-based calculation tasks. The status of the passed exam is recognized after the passed oral exam. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a result of 0 points is recorded. The exam is considered passed and a grade is recorded if all the listed criteria are evaluated positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares. In the process of acquiring the status of a passed exam, grades from the written and oral exams are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>80%</td></tr><tr><td>Oral exam</td><td>20%</td></tr></table>					Criteria	Weight share	Written exam	80%	Oral exam	20%
Criteria	Weight share										
Written exam	80%										
Oral exam	20%										

12. Assessment
criteria -
explanation

The grades for the written exam reflect the points achieved as follows:

Sum points	Grade
0 – 60	insufficient (1)
61 – 70	enough (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Accounting and finance	Year	1	Semester	2	
Course Name	Audit and internal control	Code	2362	ECTS	5	
Lecturers	Asst. Prof. Melita Cita					
Teaching Method and Hours	Lectures	20	Exercises	10	Total	30

Course Description

1. Course objectives	Indicate the necessary specialist knowledge about the importance, methods and procedures of auditing and internal controls, and the use of accounting information in communication with internal and external auditors. Focus on understanding the importance and role, as well as the possibilities and limitations of the audit of financial statements based on a sample. Encourage the development of an analytical approach in considering information from financial statements and finding effective solutions applicable in the process of auditing financial statements. Facilitate the acquisition of a professional level of skills necessary for the application of adopted methods and procedures for communicating with internal and external auditors and the audit committee.															
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. identify the purpose, significance, and methods of auditing and internal controls 2. analyze financial statements 3. critically evaluate fundamental auditing principles and the process of auditing financial statements 4. examine the fundamental principles of the code of professional ethics for auditors, 5. communicate with internal and external auditors 6. interpret the auditor's final opinion on financial statements.															
3. Content	The concept, significance and role of auditing. Fundamental auditing principles, types of audits and methods in auditing financial statements. The auditing profession. International auditing standards. Professional ethics of auditors. The concept and content of the financial statement audit process. The concept of materiality and audit risk assessment. Assessment of the internal control system and assessment of control risk. Audit evidence and auditor working papers. Audit based on samples. Independent auditor's report. Quality control of the audit of financial statements. The role and tasks of the audit committee. Internal controls over financial reporting. Fundamentals of forensic auditing.															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Attendance of lectures and exercises, taking a written exam.															
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4												
7. Required literature	• Žager L. et al. (2012). <i>Audit, principles, standards, procedures</i>. Zagreb: HZRIF.															
8. Additional literature	1. Messier W.F. (2000). <i>Revision, handbook for auditors and students with problem solutions, II updated edition</i>. Zagreb: Faber & Zgombić. 2. Selected articles in RIF and RRIF magazines															
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.															
10. Exam access requirements	The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours foreseen in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.															
11. Exam implementation and assessment criteria	The written exam is conducted using theoretical questions.															
12. Assessment criteria - explanation	The grades for the written exam reflect the points achieved as follows: <table><tr><td>Sum points</td><td>Grade</td></tr><tr><td>0 – 59</td><td>insufficient (1)</td></tr><tr><td>60 – 69</td><td>enough (2)</td></tr><tr><td>70 – 79</td><td>good (3)</td></tr><tr><td>80 – 89</td><td>very good (4)</td></tr><tr><td>90 – 100</td><td>excellent (5)</td></tr></table>				Sum points	Grade	0 – 59	insufficient (1)	60 – 69	enough (2)	70 – 79	good (3)	80 – 89	very good (4)	90 – 100	excellent (5)
Sum points	Grade															
0 – 59	insufficient (1)															
60 – 69	enough (2)															
70 – 79	good (3)															
80 – 89	very good (4)															
90 – 100	excellent (5)															
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and student															

are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	2
Course Name	Strategic management		Code	2364	ECTS	5
Lecturers	Assoc. Prof. Jadranka Ivanković					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To acquaint students with the practical application of the strategic conceptual framework, models and tools for the purpose of creating a sustainable competitive advantage of the organization. Provide an understanding of the process of strategic positioning, strategic choice and management of strategies in action in profit and non-profit, public and private, as well as micro, small, medium and large organizations. To improve the research potential of students, which is needed in the process of strategic management.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Connect strategic management concepts and key strategic issues with the activities and steps of the strategic management process. 2. Propose and link the company's goals, main activities and capabilities into a company's strategic statement. 3. Synthesize key factors of the external and internal environment (which affect the organization's operations: PESTEL, industry, stakeholder and resource capabilities analysis) and, based on the conducted analyses, formulate the SWOT and TOWS matrix. 4. Critically assess the company's existing directions and propose alternative solutions (company missions and visions, guiding values and appropriate short-term and long-term goals). 5. Formulate different options for strategic positioning (strategic choice) based on two dimensions: price and added value. 6. Create a portfolio matrix and propose potential strategies. 7. Connect the Balance Scorecard method with the development and implementation of strategies. 8. Create development strategies and propose implementation methods based on practical examples.					
3. Content	STRATEGIC POSITIONING: 1. Environment, 2. Strategic Capability, 3. Strategic Purpose, 4. Culture and Strategies, STRATEGIC CHOICE: 5. Corporate Level Strategies, 6. Portfolio Matrix, 7. Balance Scorecard, 8. Mergers / Acquisitions / Strategic Partnerships. STRATEGIES IN ACTION AND STRATEGIC CONTROL. 9. Processes, 10. Organizing, 11. Resources, 12. Changes, 13. Strategic methods and evaluation					
4. Admission requirements	None					
5. Student obligations	According to the regulations and internal acts of VERN' University					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Research	0.5
					Project	1.5
7. Required literature	• Horvat, Đ., Perkov, D., Trojak, N. (2017). Strategic Management and Competitiveness in the New Economy, 2nd edition. Zagreb: Effectus.					
8. Additional literature	1. Thompson, A. A. Jr., Strickland, A. J. III., & Gamble, J.E. (2008). Strategic management (14th ed.). Zagreb: MATE. 2. Johnson, G., Whittington, R., & Scholes, K. (2012). Fundamentals of Strategy (2nd ed.). Upper Saddle River, NJ: Prentice Hall. 3. Buble, M., editor (2005). Strategic Management, Sinergija: Zagreb. 4. Bryson, J. M. & Alston, F.K. (2005). <i>Creating and Implementing your Strategic Plan</i>. Hoboken: Jossey-Bass. 5. David, F. R. (2007). <i>Strategic Management, Concepts and Cases</i>. Upper Saddle River, NJ: Prentice Hall. 6. Kim, W.C. & Mauborgne, R. (2007). Blue Ocean Strategy. Zagreb: Masmedia. 7. Krause, D.G. (2003). The Art of War for Managers. tovanja. Zagreb: Knjižara UM.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	The student is required to participate in at least 50% of the total number of teaching hours provided for in the study program, i.e., he/she is required to participate in the development of a team project assignment and in its oral defense before an academic and business mentor as part of the project teaching. (Attendance of 20% is considered the minimum for obtaining a second signature, but in this case the student cannot participate in a team presentation as part of the project teaching, but rather presents the project work SEPARATELY during the exam period).					
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					

and assessment criteria	Criteria	Weight share
	Written exam	40%
	Project	30%
	Presentation	30%
	Total	100%

12. Assessment criteria - explanation	The WRITTEN EXAM is a test of knowledge from the entire material covered in the course. In the academic year, the student has the opportunity to take the written exam a limited number of times, as provided for in the calendar of teaching activities "If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he/she can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written, or does not respond, a result of 0 is recorded points."	
	%	Grade
	60 - 69	2
	70 - 79	3
	80 - 89	4
	90-100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University
Program	Accounting and finance	Year	1	Semester	2
Course Name	Commercial contract law	Code	2363	ECTS	4
Lecturers	Lect. Ivana Vrcić, Sr. Lect. Mario Vukelić				
Teaching Method and Hours	Lectures	15	Excercises	15	Total 30
Course Description					
1. Course objectives	Indicate and define the sources of contractual commercial law and the essential components of individual contracts. Enable understanding of the advantages and disadvantages of selecting contracts for specific situations, and means of reinforcement for contract fulfillment. Enable acquisition of the professional level of skills necessary to successfully perform negotiation tasks, identify the credibility and economic capabilities of potential co-contractors, select the most favorable contracts to conclude, introduce your own forms and/or formulations in negotiations, monitor the fulfillment of obligations, insure against possible damages, respond promptly to non-fulfillment or improper fulfillment, and avoid the application of an unfavorable legal system or court in the event of a dispute.				
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. successfully negotiate and determine the credibility of potential co-contractors, 2. choose the most favorable type of contract for a specific legal obligation, 3. design their own forms and draft contracts in negotiations, 4. propose means to strengthen their rights under the contract, 5. monitor the fulfillment of their own and co-contractors' obligations, 6. and the consequences of their own and co-contractors' harmful actions, 7. avoid the application of timely response to partial or invalid fulfillment and/or non-fulfillment of co-contractors' obligations, 8. identify the causes of unfavorable and unknown legal systems, as well as courts in case of dispute.				
3. Content	Development, sources, characteristics, principles, of the law of obligations, contractual obligations, types of contracts, prerequisites for concluding a valid contract, invalidity of contracts, concluding a contract. Means for strengthening contracts - guarantee, contractual penalty; interest, down payment, cancellation, pledge, mortgage. Changes in contracts between contracting parties, changes in the content of the contract. Termination of contractual obligations: fulfillment and non-fulfillment, termination of the contract, set-off, release, merger, limitation period. Contracts on: rental, lease, purchase and sale of goods, loan and credit, work, construction, commercial representation, brokerage.				
4. Admission requirements	There are no special requirements for enrolling in the course.				
5. Student obligations	Attendance of lectures and exercises, taking a written exam.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	
7. Required literature	1. Vukelić, M. (2016). <i>Commercial and corporate law for entrepreneurs and managers</i>, Zagreb: VERN. • (part relating to Commercial law, general and special parts, chapters IV.-VII.)				
8. Additional literature	1. Gorenc, V. and others (2014). <i>Comment ZOO</i>. Zagreb: Narodne novine.				
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.				
10. Exam access requirements	The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours foreseen in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.				
11. Exam implementation and assessment criteria	The written exam is conducted using essay-type questions and problem-based tasks.				

12. Assessment
criteria -
explanation

The grades for the written exam reflect the points achieved as follows:

Sum points	Rating
0 – 25	insufficient (1)
26 – 31	enough (2)
32 – 37	good (3)
38 – 43	very good (4)
44 – 50	excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	2
Course Name	EU project cycle		Code	3782	ECTS	4
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course is conducted to empower students for local development, creating project ideas and projects, and successfully implementing projects in accordance with developed strategic plans at the local and regional level. Given the available funds in the EU and other funds, it is important that students are empowered and empowered for proactive and entrepreneurial action, designing projects, finding appropriate tenders, writing project proposals, and managing projects.					
2. Expected learning outcomes	After mastering all teaching content, students will: 1. analyze tender documentation 2. propose the sequence of actions necessary for the preparation of the project proposal 3. justify the relevance of the chosen topic in relation to the goals and priorities of the individual competition 4. prepare project documentation (logic matrix, application form, methodology, project budget) 5. create a concrete project proposal as a team 6. evaluate the quality of the prepared project proposal					
3. Content	Context of EU projects; EU, national and local context, stakeholders, prerequisites for entering projects, partnership (2+2 hours of exercises) Context analysis; stakeholders, problems, strategy objectives (4 + 4 hours of exercises) Defining the intervention logic of the project (3 + 3 hours of exercises) Logic matrix as a tool for project preparation (2+2 hours of exercises) Detailed activity plan (1+2 hours of exercises) Project budget (2+3 hours of exercises) Students develop a project proposal based on a real call for proposals and prepare complete project documentation in order to gain practical experience in applying for project proposals and receive relevant feedback on it. During the preparation, students work in teams of 3-6 members, and are monitored by a mentor.					
4. Admission requirements	Basic knowledge of English, min. level B1					
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2
7. Required literature	• <i>European Commission 2004 Project Cycle Management Guidelines</i> • <i>Central State Office for Development Strategy and Coordination of EU Funds: European Funds for Croatian Projects: 2009 Handbook on Financial Cooperation and Programmes Supported by the European Union in Croatia, CODEF, Zagreb</i>					
8. Additional literature	• European Commission (2012), <i>The European Social Fund: investing in people - What it is and what it does</i>, European Commission. Retrieved from http://ec.europa.eu/esf/main.jsp?catId=3&langId=en (selected sections) • European Commission (2009), <i>Making a difference in life - The EU investing in people through the European Social Fund</i>, European Commission. Retrieved from http://ec.europa.eu/esf/main.jsp?catId=3&langId=en (selected sections) • Croatian Chamber of Commerce, 2013, "Common Agricultural Policy: What, why and how?", Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480					
9. Quality monitoring	Observations and evaluations of teaching; Student survey.					
10. Exam access requirements	The requirements for taking the written exam are: 1. A minimum of 20% attendance. 2. A positively graded seminar paper (project) For the purpose of taking the exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time - no later than two weeks before the exam. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Activities	30%
Written exam	70%

12. Assessment criteria - explanation

Final is the grade composed of the sum of points for all parameters and is the average of all obtained grades. If the teacher has reasonable doubts about the written result did not pass the exam without the help of others, can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a score of 0 points is recorded.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Accounting and finance		Year	1	Semester	2
Course Name	Geopolitical and geoeconomic trends in the world		Code	10983	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course provides students with a deeper understanding of the key dynamics that shape global politics and economics. The course analyzes the mutual influence of geopolitics and geoeconomics through topics such as great power rivalry, economic blocs, energy policy, technological conflicts, trade wars and climate change. Special emphasis is placed on the role of new powers (China, India, Brazil) in the international order, the implications of globalization and regionalization, as well as the growing influence of the digital economy. Through a multidisciplinary approach, students will develop critical thinking about global trends and their consequences for countries, regions and international organizations. The course includes case studies, discussions and analysis of current events in order to apply theoretical knowledge in a practical context.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Explain key terms and theories. 2. Critically analyze global politics and economics. 3. Analyze the mutual influence of geopolitics and geoeconomics through different topics. 4. Distinguish the role of global trends and their consequences for countries, regions and international organizations.					
3. Content	Global politics and economics; great power rivalry, economic blocs, energy policies, technological conflicts, trade wars and climate change; The role of new powers (China, India, Brazil) in the international order; Implications of globalization and regionalization, Digital economy; global trends (...)					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1.5
7. Required literature	Working materials and literature.					
8. Additional literature	Articles, reports and academic papers					
	Geopolitics and the Geometry of Global Trade: 2025 update — McKinsey Global Institute McKinsey & Company					
	GEO-ECONOMIC STRUCTURE OF THE GLOBAL MARKET: CHALLENGES AND PROSPECTS (PANDEMIC AND MILITARY & POLITICAL SHOCKS, 2010–2022) — Oleksandr Sharov nasu-periodicals.org.ua					
	Geopolitical Barriers to Globalization — Tianyu Fan, Mai Wo, Wei Xiang (pre-print paper) arXiv					
	Impact of Geopolitics in the World Economy — S&P Global report S&P Global					
9. Quality monitoring	Contemporary Geopolitical Alignment in the Global South: Security, Peace and Sustainable Development — collection of articles / book (Springer, 2025)					
	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria -	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the					

explanation	material and understanding of the topics covered in lectures and seminars are evaluated. The essay carries 30% of the total points, while the written exam carries the remaining 70%.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Accounting and finance		Year	1	Semester	2						
Course Name	Stress management		Code	10028	ECTS	4						
Lecturers	Sr. Lect. Zoran Komar											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The fundamental goal of the course is to enable students to acquire contemporary knowledge about psychosocial risks at work and their individual (health) and organizational (business) consequences, with a special emphasis on the nature, causes and consequences of work-related stress. The secondary goal is, through practical exercises and examples from practice, to introduce techniques and methods for preventing, managing and resolving work-related stress and other negative psychosocial phenomena at work in order to increase the quality of work and the well-being of employees.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify psychosocial risks that arise from unfavorable organization, management and/or from an inappropriate social context at work, and produce negative psychological, physical, business and social effects; 2. analyze the sources of the emergence and development of stress in the workplace and the health, legal and business consequences of exposure to stress; 3. determine the severity of work-related stress in employees; 4. distinguish between primary, secondary and tertiary interventions that can eliminate sources of stress and/or mitigate its negative effects; 5. consider ways of coping with stress and the effectiveness of various techniques for reducing stress and tension; 6. assess the prevalence of <i>mobbing</i> , <i>bullying</i> , sexual harassment and other negative phenomena at work; 7. valuate the effects of managing stress and psychosocial risks at work on work motivation and organizational efficiency.											
3. Content	Psychophysiology of stress, contemporary concepts of stress. Sources of stress: environmental, life, work, organizational, social, global sources of stress. Burnout at work (<i>burnout</i>). Coping with and managing work stress. Procedures for measuring work stress. Primary, secondary and tertiary interventions in managing work stress. Psychosocial risks at work and their health, legal and business consequences (overwork, lack of time, conflicting demands and unclear work roles, mismatch between work demands and employee competencies - underestimation or overestimation of employee competencies and skills, non-involvement in decision-making that is important for employees, inability to influence the way work is done, <i>mobbing</i> , <i>bossing</i> , <i>bullying</i> , sexual harassment at work). Prediction, prevention and management of stress and psychosocial risks at work, work motivation and organizational efficiency. Methods and techniques for relaxation and reduction of tension and stress.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attending lectures and exercises, taking a written exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1						
7. Required literature	1. Hudek-Knežević J., Kardum I., (2006). <i>Stress and Physical Health</i> , Jastrebarsko: Naklada Slap. 2. European Agency for Safety and Health at Work, (2013). <i>Guide to the Campaign Managing Stress and Psychosocial Risks at Work</i> , , http://www.hzzo-net.hr/dload/zastita_zdravlja/2_1_Vodic_za_Kampanju.pdf											
8. Additional literature	1. Bodiroga-Vukobrat, N., Francisković, T., Pernar, M., (2006). <i>Mobbing</i> , Zagreb: Society of Psychologists of the Primorje-Gorski Kotar County. 2. Cooper Cary L., Campbell Quick, James, Schabracq Marc J. (Eds), (2009). <i>International Handbook of Work and Health Psychology, Third Edition</i> , Chichester, West Sussex: Wiley-Blackwell. 3. Benson, Herbert, (2001). <i>Reaction of relaxation</i> , Zagreb: Algorithm.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The condition for taking the final exam is to achieve the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grade from the written exam and the grade from the class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>30%</td></tr></table>						Criteria	Weight share	Written exam	70%	Activities	30%
Criteria	Weight share											
Written exam	70%											
Activities	30%											

12. Assessment criteria - explanation	The exam consists of 10 essay-type questions that require knowledge and understanding of theoretical and practical knowledge as well as their application in concrete situations. The passing grade criterion is 60% of the exam being answered correctly. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what is written, or does not respond, a result of 0 points is recorded. Class activity is evaluated according to the following criteria: • constructive participation in group discussions • quality of participation in individual tasks • degree of engagement in group exercises Although the oral exam is not provided as a mandatory part of the evaluation process, it will take place: if the student is unable to take the written exam for objective reasons, if with an average written exam grade of 2.4 or 3.4 or 4.4 he/she wants a higher grade, and if the teacher in question decides so for some other reason.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University							
Program	Accounting and finance		Year	2	Semester	3						
Course Name	Investment analysis		Code	2123	ECTS	6						
Lecturers	Prof. Stud. Ivona Santini											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	To introduce students to two approaches to analysis, internal from the company's perspective and external from the investor's perspective. To train students to evaluate and manage value from the company's perspective and to evaluate investments and manage their value from the investor's perspective. To introduce students to analytical methods and techniques in finding optimal solutions. To train students to independently analyze securities and manage portfolios.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. analyze individual and corporate investment decisions, 2. trade using a margin account, 3. calculate the total return on a stock and portfolio returns, 4. analyze the expected return and risk of a security and portfolio in different market situations, 5. calculate the Jensen index, Treynor index, and Sharpe index, 6. value bonds, bond yields, and bond duration, 7. value common stocks, preferred stocks, and stock yields, 8. estimate investor profits and losses on futures and options.											
3. Content	Income, Consumption and Investment: Individual Investment Decision; Corporate Investment Decision. Margin Trading: Margin Account and Margin Purchase; Margin Return and Trading; Margin Account and Short Sale; Margin Purchase and Balance Sheet Entry. Returns: Dividend Yield, Capital Gain Percentage and Total Return; Individual Investment Return (Real, Nominal), Foreign Currency Return; Portfolio Return; Expected Portfolio Return. Risk and Return: Expected Portfolio Return and Standard Deviation; Expected Return, Coefficient of Variation and Correlation between Investments; Portfolio Selection; Expected Portfolio Return; Direction of Capital Allocation; Security Beta and Portfolio Beta; Calculation of Specific Investment Risk; Standard Deviation of a Well-Diversified Portfolio. Portfolio Performance Measures: Jensen Index, Treynor Index and Sharpe Index; Security Market Direction (SML) and Stock Alpha. Bonds: Coupon Bond; Yield to maturity and yield to recall of the coupon bond; Bond without coupon; Annuity bond; Duration; Bonds with warrants; Convertible bonds. Shares: Valuation of shares; Preference shares. Derivatives: Forward contracts; Options.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, taking a written exam, taking an oral exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Oral exam	2.5						
7. Required literature	Dedi, L., Orsag, S., Kožul, A. (2018) <i>Investment Analysis: A Manual with Exercises</i>, University of Zagreb, Faculty of Economics.											
8. Additional literature	- Orsag, S. (2015) <i>Investment Analysis</i>, Avantis/HUFA, Zagreb. - Bodie, Z., Kane, A., Marcus, A. (2008), <i>Essentials of Investments</i>, McGraw-Hill/Irwin (available at: http://www.mim.ac.mw/books/Bodie's%20Essentials%20of%20Investments,%207e%207BS-B%7D%E2%84%A2.pdf)..											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The exam consists of a written and an oral part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	The status of the passed exam is recognized after passing the oral part of the exam. In the process of acquiring the status of a passed exam, the grades from the written and oral parts of the exam are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>50 %</td></tr><tr><td>Oral exam</td><td>50 %</td></tr></table>						Criteria	Weight share	Written exam	50 %	Oral exam	50 %
Criteria	Weight share											
Written exam	50 %											
Oral exam	50 %											

12. Assessment
criteria -
explanation

The grades for the written part of the exam reflect the points achieved as follows:

Sum points	Grade
0 – 59	insufficient (1)
60 – 69	enough (2)
70 – 79	good (3)
80 – 89	very good (4)
90 – 100	excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Accounting and finance		Year	2	Semester	3		
Course Name	Methodology of research and professional work		Code	9527	ECTS	5		
Lecturers	Sr. Lect. Zrinka Gregov							
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30		
Course Description								
1. Course objectives	The aim of the course is to train students to identify, articulate, define and solve concrete business and research problems as easily as possible, applying scientifically relevant methods and procedures. Then instruct students on the correct use and citing of appropriate professional and scientific literature and other available sources of information and databases. And in this way, to train students for the most successful choice of topic, conducting research, and more efficient preparation and oral defense of specialist diploma theses.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Distinguish between methodological approaches, key concepts and types of research in the social sciences - Use available sources of scientific and professional literature, statistical databases and other sources of professional information - Formulate the problem, subject and objectives of the research, as well as hypotheses and/or research questions - Choose an appropriate research method and develop a research plan - Conduct simpler quantitative and qualitative research - Evaluate the findings of qualitative and quantitative research in economics and formulate relevant recommendations for practice - Write a report on the research conducted using academic writing - Create a research outline and a proposal for the content of a specialist graduate thesis							
3. Content	Research and research philosophy. Types of research and ethics in research. Defining the field, reviewing the literature and selecting a theoretical framework for research. Defining the problem, subject and objectives of the research and formulating a hypothesis and/or research questions. Data sources and selecting an appropriate sample. Basic determinants, advantages and disadvantages of individual quantitative and qualitative research methods. Managerial tools for analyzing and comparing the success of a company's business. Planning, organizing and implementing the research process. Processing and analyzing data, interpreting results and formulating recommendations for practice. Writing a report on the conducted research. Academic writing.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attend lectures and exercises, pass a written exam, develop and defend a research proposal.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1	Research	1.5
7. Required literature	- Tkalec Verčić, V., Sinčić Ćorić, D. and Pološki Vokić, N. (2010). <i>Manual for Research Methodology</i>. MEP d.o.o. - Working instructions for the graduate thesis. VERN' University, 2024. https://eduneta.vern.hr/vern-nastava/DocDownloadFS.aspx?akc=10 - Teaching materials from lectures and exercises							
8. Additional literature	- Zelenika, R. (2011). <i>Written works on professional and university studies</i> (5th ed.). Faculty of Economics in Rijeka. - Žugaj, M., Dumičić, K. and Dušak, V. (2006). <i>Fundamentals of scientific research work: methodology and methods</i>. Faculty of Organization and Informatics Varaždin. - Marušić, M. and Vranešević, T. (2001). <i>Market research</i> (5th ed.). ADECO. - Smith, M. (2011) <i>Research Methods in Accounting</i>. SAGE. - Have, S., Have, W., Stevens, F., Elst, M. with Pol-Coyne, F. (2003). <i>Key management models: the management tools and practices that will improve your business</i>. Prentice Hall, Financial Times, Pearson Education.							
9. Quality monitoring	Observation and evaluation of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program and to have a positive assessment of the activity, seminar and research draft. If the research draft is not completed in class, in addition to the Power Point presentation, the student must also prepare a written seminar paper of 10-15 pages according to the Working Instructions for Writing Seminar Papers and present it at regular consultations. The student must take into account the consultation dates and exam registration deadlines.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						

	Written exam	50%
	Project	30%
	Seminar	10%
	Activities	10%
	Table>	

12. Assessment criteria - explanation

THE WRITTEN EXAM is designed to test knowledge, understanding and application of basic concepts, theoretical models and practical research instruments, especially those outcomes that are not covered by both the project and the seminar. The written exam is taken during regular and extraordinary exam periods. The grade from the written exam is positive if the student has achieved at least 60% of the points. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded.

SEMINAR "*Critical review of a selected scientific article*" is designed to test the competences of searching and selecting relevant scientific work, referencing and distinguishing the structure and language of a scientific article in relation to professional and newspaper articles.

SEMINAR "*Comparison of newspaper, professional and scientific articles*" is designed to test the competences of searching and selecting relevant scientific work, referencing and distinguishing the structure and language of a scientific article in relation to professional and newspaper articles.

ACTIVITY IN TEACHING includes: students' preparation for classes in the form of reading assigned case studies, searching libraries and online databases of scientific journals, creating exercises, contributing to the success of classes through constructive participation in problem discussions, and timely preparation and presentation of seminars and of the project.

Points	Grade
60 - 69	2
70 - 79	3
80 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Accounting and finance	Year	2	Semester	3	
Course Name	Business banking	Code	2124	ECTS	5	
Lecturers	Prof. Stud. Miroslav Gregurek					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30

Course Description

1. Course objectives	To equip students with knowledge of the normative framework, criteria and principles of safe and stable business and the business of commercial banks themselves, the scope of their offer, interest rates on the basis of active and passive banking operations and prices of banking and other financial services. To provide insight into the scope of banking operations: active, passive, neutral and other operations. To enable the adoption of a financial analytical framework for risk management in banks with an emphasis on assessing the creditworthiness of companies. To provide the necessary knowledge and skills necessary for acquiring competences in planning a quality relationship between a company and a commercial bank as a credit institution.										
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. analyze the goals, functions, operations and techniques of business banking, 2. integrate banking products from the passive business domain. 3. examine the types and characteristics of banking products from the active business domain. 4. present key aspects of managing individual types of banking risks. 5. connect the basic concepts of establishing a balance between the asset and liability structure of a bank, 6. valuate indicators for measuring the financial performance of a bank.										
3. Content	Introduction to the operations of commercial banks. Definition and division of banks. Organization of a commercial bank. Conditions for establishing a bank. Principles of stable and safe business. Technical and allocation efficiency of banks. Increase of share capital. Multiplication of deposits and loans. Banks' relations with the central bank. Formation of mandatory and marginal reserves. Open foreign exchange position. ALCO (<i>Asset and Liability Management Committee</i>) and ALM (<i>Asset and Liability Management</i>). Scope of the banking offer, Business techniques in dealings with the economy. Determining the creditworthiness of clients - assessment of the company's creditworthiness. Bank treasury and liquidity, FX transactions, hedging, SWOP, risks, risk management and forms of protection, Basel standards I, II and III. Internal risk management systems. Calculation of provisions and effects on bank profitability. Financial instruments and investment banking products. Cost calculations on received deposits and determination of interest rates for active banking operations.										
4. Admission requirements	There are no special requirements for enrolling in the course.										
5. Student obligations	Attendance of lectures and exercises, taking a written exam.										
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Oral exam	1.5					
7. Required literature	Gregurek, M, Vidaković N. (2013). Banking business, Zagreb: Effectus.										
8. Additional literature	1. Rose, P. S., Hudgins, S. C. (2005). <i>Bank management and Financial Services, 6th edition</i> . New York: McGraw-Hill Irwin.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The exam consists of a written and an oral part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.										
11. Exam implementation and assessment criteria	The written exam is conducted using problem and calculation tasks. The status of the passed exam is recognized after the oral exam is passed. In the process of acquiring the status of a passed exam, grades from the written and oral exams are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight fraction</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Oral exam</td><td>40%</td></tr></table>					Criteria	Weight fraction	Written exam	60%	Oral exam	40%
Criteria	Weight fraction										
Written exam	60%										
Oral exam	40%										

12. Assessment
criteria -
explanation

If the teacher has reasonable doubts that the result of the written exam is not achieved without the help of others, i.e. with his own knowledge, he can schedule an additional one oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written, or does not respond, a score of 0 points is recorded.

The grades on the written exam reflect the points achieved as follows:

Sum of points	Grade
0 – 60	insufficient (1)
61 – 70	enough (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Accounting and finance		Year	2	Semester	3
Course Name	Business management software support		Code	2126	ECTS	4
Lecturers	Lect. Maja Vekić-Vedrına					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To introduce students to the basic business processes in manufacturing organizations and other profit and non-profit organizations. To present the company as a system and explain the role of modern information and communication technologies in its management. To systematize processes into catalog groups. To systematize information, material and other flows in organizations. To study in detail the business logic and algorithms of the functioning of typical business processes.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Analyze business processes in an organization and the information and material connections between them 2. Review the algorithms for the development of individual processes and apply them to a given case 3. Critically assess the role of individual business processes in manufacturing organizations 4. Analyze information flows from procurement, through production to sales 5. Integrate business processes in a logical sequence based on forecasting product demand 6. Develop solutions using specific algorithms to solve or optimize individual cases in the organization's business operations					
3. Content	Organization as a system. The concept of organization. Classification of organizations. Systematic, organizational and functional presentation of the organization. Basic transformation process and the organization's relationship with the environment. Organizational system and its processes. Organizational system and its information subsystem. Product planning and sales. Description of the product planning and sales process and its activities. Demand forecasting as a sales planning technique. Forecasting methods (time series methods and regression analysis). Forecasting accuracy measures. Using Excel to forecast demand. Technical preparation of work. Description of the product design process and technological process and its activities. Creation of basic technical documentation. Creation and computer recording of components (Bill of Materials – BOM). Assembly, structural and quantitative components and part usage reviews. Function of technical and technological documentation. Production and production capacity planning. Basic demand and production volume planning (Master Production Schedule-MPS, Materials Requirements Planning - MRP). Strategies for occupying production capacities. Production capacity planning (Capacity requirements planning – CRP). Inventory management. Concept and function of warehouse. Inventory costs. ABC classification. Inventory management parameters. Inventory management models. Minimum and maximum order quantities. Point of order. Economic order quantity (EOQ) for various consumption models. Project planning. Concept of project and project management. Formation of the project team. Project planning. Network diagram as a graphic representation of the project plan. Precedence matrix. Rules for building a network diagram using the CPM method. Time calculation on the network diagram and project management. Time analysis of the project. Critical activities, critical path and project duration. Time reserves. Gantt chart. Supervision over the development of the project. Simple scheduling. Concept of work order and workplace. Optimal scheduling of jobs on one resource. Allocation of jobs to two resources (Johnson's rule). Scheduling jobs across multiple resources. Appointment criteria. Supervision of order execution. Production control reports. Personnel deployment. Outsourcing and Just-in-Time. Supply chain management. The concept of supply chain. Supply Chain Management. Description of supply chain management. The role of modern technologies in SCM. Metrics and KPIs in the SCM process. Transportation problem. Enterprise Resource Planning (ERP) systems and their role in the company. ERP system modules. Business process support using ERP: sales planning, Materials Requirements Planning (MRP), inventory management, etc. Optimization on a linear model. The concept of linear programming. General linear programming model. Solutions to maximum and minimum problems using Excel. Quality assurance in business processes. The concept of quality. Principles of integral quality management (TQM). Quality costs. Effects of quality on productivity. Statistical quality control. Control charts and areas of application.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of a project assignment, taking an oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Continuous assessment	1
7. Required literature	1. Joseph Monks: Schaum's Outline of Operations Management					
8. Additional literature	1. Lee J. Krajewski, Larry P. Ritzman, Manoj K Malhotra: Operations Management: Processes and Supply Chains Paperback – March 21, 2013 2. Roberta S. Russell, Bernard W. Taylor III: Operations Management, Creating Value Along the Supply Chain, Wiley & Sons, 2011					

9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.								
10. Exam access requirements	Requirements for taking the oral exam: 1. Minimum attendance in accordance with the rules of VERN' University 2. Project assignment prepared according to the instructions submitted to the examiner no later than one day before the oral exam. A student whose attendance in classes is less than the minimum attendance defined by the rules of VERN' University cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Oral exam</td><td>50%</td></tr> <tr> <td>Project</td><td>40%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Oral exam	50%	Project	40%	Activities	10%
Criteria	Weight share								
Oral exam	50%								
Project	40%								
Activities	10%								
12. Assessment criteria - explanation	The exam consists of a project assignment and an oral knowledge test. The oral part of the exam is accessed by submitting a project assignment: the condition for access to the oral exam is a project assignment prepared according to the instructions and submitted to the examiner on time. The project assignment is submitted no later than one day before the oral exam. The lecturer gives the topic of the project assignment to the students during the lecture. A maximum of two students or the student alone can participate in the preparation of one project assignment. If a student does not submit his work no later than one day before the oral exam, he cannot take the oral exam. The oral exam consists of a knowledge test of the material presented during the course, i.e. based on the prescribed mandatory literature. Activity in class is assessed through continuous, timely and complete completion of exercises and assignments during class.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University													
Program	Accounting and finance		Year	2	Semester	3												
Course Name	Cost accounting		Code	2122	ECTS	6												
Lecturers	Prof. Stud. Marijan Milinović																	
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30												
Course Description																		
1. Course objectives	To indicate the necessary specialist knowledge of the concepts, methods and techniques of cost accounting and the use of cost information in the control and evaluation of efficiency and effectiveness of operations in various business situations. To focus on understanding the significance and role, as well as the possibilities and limitations of cost information in the context of business decision-making, planning and control of operations. To encourage the development of an analytical approach in considering complex business problems and finding effective solutions applicable in the practice of modern companies. To enable the acquisition of a professional level of skills necessary for the application of the adopted concepts and techniques in a modern business environment.																	
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. identify the purpose, function, concepts, methods and techniques of cost accounting, 2. critically evaluate traditional cost accounting methods, 3. review contemporary cost accounting methods, 4. propose the application of appropriate cost accounting systems appropriate to different production methods and service delivery methods, 5. assess the impact of different cost accounting methods on measuring business performance and the financial position of a company.																	
3. Content	The concept, importance and role of cost accounting. Cost categories and cost accounting systems. Traditional production overhead accounting. ABC costing method. Costing methods: on-demand and for continuous operations. Costing by work order, construction contracts and service activities. Process costing: process profits/losses, costing of common and incidental costs. Absorption and variable costing.																	
4. Admission requirements	There are no special requirements for enrolling in the course.																	
5. Student obligations	Attendance of lectures and exercises, taking a written exam.																	
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	5														
7. Required literature	Milinović, M. (2023). <i>Cost Accounting</i>. [Scribble]. VERN' University.																	
8. Additional literature	Broz Tominac, S. et al. (2015). <i>Management Accounting – Case Studies</i>. HZRIF.																	
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																	
10. Exam access requirements	The condition for taking the exam is to attend classes for at least 20% of the total number of hours provided for in the study program.																	
11. Exam implementation and assessment criteria	The written exam is conducted using problem-based arithmetic tasks. <table><tr><td>Criteria</td><td>Weight fraction</td></tr><tr><td>Written exam</td><td>100%</td></tr></table>						Criteria	Weight fraction	Written exam	100%								
Criteria	Weight fraction																	
Written exam	100%																	
12. Assessment criteria - explanation	If the teacher has reasonable doubts that the result of the written exam is not achieved without the help of others, i.e. with his own knowledge, he can schedule an additional one oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written, or does not respond, a score of 0 points is recorded. The grades on the written exam reflect the points achieved as follows: <table><tr><td>Sum of points</td><td>Grade</td></tr><tr><td>0 – 60</td><td>insufficient (1)</td></tr><tr><td>61 – 70</td><td>enough (2)</td></tr><tr><td>71 – 80</td><td>good (3)</td></tr><tr><td>81 – 90</td><td>very good (4)</td></tr><tr><td>91 – 100</td><td>excellent (5)</td></tr></table>						Sum of points	Grade	0 – 60	insufficient (1)	61 – 70	enough (2)	71 – 80	good (3)	81 – 90	very good (4)	91 – 100	excellent (5)
Sum of points	Grade																	
0 – 60	insufficient (1)																	
61 – 70	enough (2)																	
71 – 80	good (3)																	
81 – 90	very good (4)																	
91 – 100	excellent (5)																	

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University	
Program	Accounting and finance		Year	2	Semester	3	
Course Name	EU funds and programs		Code	4085	ECTS	4	
Lecturers	Assoc. Prof. Irena Đokić						
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30	
Course Description							
1. Course objectives	Provide a comprehensive overview of the EU Structural Funds, Common Agricultural Policy funds intended for rural development and Union Programs. Deepen understanding of the possibilities of using Structural Funds as instruments of EU regional policy. Know how companies and other institutions in the fields of research, innovation, environmental protection, education, youth, media, culture and citizens can access Union funds and programs. Deepen understanding of the possibilities of financing projects from the European Social Fund, the field of culture and the EU Common Agricultural Policy and its implementation in the Republic of Croatia. Know how to use tools for evaluating project proposals.						
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. List the instruments of cohesion policy and explain the objectives of using EU funds and programs; 2. Identify ways in which EU funds (ESF, ERDF, EFRR) can be obtained and used in the implementation of individual activities; 3. Explain how investment and development-investment projects intended for development and industrial companies, in the field of culture and media, and projects in the agricultural and food sector are managed; 4. Discuss examples of regional cooperation projects and determine similarities and differences; 5. Review basic information about the procedure and purpose of the evaluation procedure, and evaluate the summary of the project proposal						
3. Content	This course will cover the following topics and subtopics: 1. Cohesion Policy Instruments: 1.1. General information about the European Social Fund (ESF) - Objectives and eligible regions of the ESF; Who applies and who uses ESF funds?; How to access ESF funds?; Benefits that the ESF can bring to an individual - examples 1.2. Transition and strengthening of institutions; 1.3. Human resources development 2. How to access European Regional Development Fund (ERDF) funds? - Innovation as a basis for company development in the project preparation phase; Preparing a company for project thinking in the project preparation phase; Examples of industrial and development projects. 3. Regional development and cross-border cooperation - how to finance cross-border, transnational and inter-regional cooperation projects (INTERREG)? 3.1. Regional development - what are regions and why are they important in the context of Cohesion Policy?; 3.2. Cross-border cooperation – objectives and programmes; 3.3. South-Eastern Europe (SEE) and Mediterranean (MED) – case studies/examples 4. How to finance projects through Union programmes? - Culture, Erasmus for All – basic information on programmes, examples of projects; HORIZON 2020 - Programme for research, technological development and innovation; COSME - Programme for the competitiveness of enterprises and SMEs 5. Common agricultural policy – funds intended for rural development 5.1. Common agricultural policy – historical context and development of rural development measures; 5.2. Rural development measures in the period 2014-2020. experiences – Rural development measures in the period 2023-2027; 5.3. Examples of projects financed from funds intended for rural development 6. Seminar paper/evaluation of project proposals - Instructions for writing a seminar paper, selection of topics; General information about evaluation, and instructions for evaluating the project summary and full project proposal; Example of an evaluated summary and full project proposal (example of a "hard" (infrastructure) and "soft" project (e.g. education, campaign, etc.)						
4. Admission requirements	There are no prerequisites that must be met in order to take this course.						
5. Student obligations	Attendance at classes, preparation of a seminar paper or evaluation of a complete project proposal, taking a written exam						
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5	
					Continuous assessment	0.5	
7. Required literature	1. European Commission - Directorate-General for Employment, Social Affairs and Inclusion (2016). European Social Fund - Investing in People. Retrieved from file:///C:/Users/idokic/Downloads/esf_brochure_hr.pdf (08.03.2018) 2. MRRFEU (2017). Regional Development Strategy of the Republic of Croatia for the period up to the end of 2020. https://razvoj.gov.hr/UserDocsImages/O%20ministarstvu/Regionalni%20razvoj/razvojne%20strategije/Strategija%20regional%20razvoja%20Republika%20Hrvatske%20za%20razdoblje%20do%20kraja%202020._HS.pdf (03/08/2018) 3. European Commission, (2021) Next generation EU, https://europa.eu/next-generation-eu/index_en 4. European Commission (2011). <i>Mini Country Report/Croatia, Thematic Report 2011 under Specific Contract for the Integration of INNO Policy Trend Chart with ERAWATCH (2011-2012)</i> , Brussels: European Commission. Retrieved from http://ec.europa.eu/enterprise/policies/innovation/files/countryreports/croatia_en.pdf (12/02/2016)						

	5. Aralica, Z. (2009). <i>The role of the R&D sector in Croatia's approach to the EU</i>, (pp. 101-108). Zagreb: Croatian Society for Systems 6. Christensen, C. M. (2011). <i>The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business</i>. New York: HarpersBusiness Essentials, ISBN 0062060244 (selected chapters) 7. Devin, L., Austin Dee, R. (2012), <i>The Soul of Design: Harnessing the Power of Plot to Create Extraordinary Products</i>, Stanford: Stanford University Press. ISBN: 9780804757201 (selected chapters) 8. Croatian Chamber of Commerce (2013). <i>Common Agricultural Policy: What, Why and How?</i>, Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480								
8. Additional literature	1. Ulwik, W. A. (2005). <i>What Customers Want; Using Outcome Driven Innovation to Create Break through Products and Services</i>. New York: McGraw-Hill (selected chapters) 2. European Commission (2014). <i>Erasmus+ Programme Guide</i>, Retrieved from http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus-plus-programme-guide_en.pdf 3. European Commission-Directorate-General for Research and Innovation (2014). Horizon 2020 in brief. Retrieved from https://ec.europa.eu/programmes/horizon2020/sites/horizon2020/files/H2020_HR_KI0213413HRN.pdf (08.03.2018.) 4. Ministry of Agriculture (2015) Rural Development Programme: list of measures with basic information. Zagreb: Ministry of Agriculture Retrieved from http://ruralnirazvoj.hr/files/documents/MPS_program-ruralnog-razvoja-RH_200x275_v6-LQ.pdf 5. European Commission (2021), Directorate-General for Agriculture: https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_hr								
9. Quality monitoring	Evaluation of course performance by student survey.								
10. Exam access requirements	A student is required to attend at least 20% of the total number of teaching hours provided for in the study program. A student who has attended less than 20% of the classes may exceptionally make up for the lack of teaching hours, in a manner determined by the course instructor. A student who has attended less than 15% of the total number of teaching hours during an academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Entry seminar paper</td><td>30%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	60%	Entry seminar paper	30%	Activity	10%
Criteria	Weight share								
Written exam	60%								
Entry seminar paper	30%								
Activity	10%								
12. Assessment criteria - explanation	WRITTEN EXAM: The written part of the exam can be taken in advance after completing the course. The grade for the written part of the exam is positive if the student has achieved at least 60% accuracy in the answers from the three exam sections (collectively). The grading scale according to the accuracy of the answers: sufficient (60-70%), good (71-83%), very good (84-94%), excellent (95-100%). A passed written part of the exam is valid until the end of the current academic year. ENCLOSURE SEMINAR PAPER: 'Objectives of using cohesion policy instruments'; 'Possibilities of using cohesion policy instruments in the Republic of Croatia' and other topics in agreement with the lecturer. CLASS ACTIVITY - includes: regular class attendance, student preparation for class in the form of reading assigned literature, class activity, contribution to the success of class through presentation of results and active and constructive participation in problem discussions.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Accounting and finance	Year	2	Semester	3
Course Name	Creative tools in management	Code	10603	ECTS	4
Lecturers	Prof. Stud. Sendi Deželić				
Teaching Method and Hours	Lectures	15	Exercises	15	

Course Description

1. Course objectives	The aim of the course is to introduce students to the processes of creativity, their importance in the 21st century as one of the main characteristics that separates humans from artificial intelligence. The course teaches how to encourage, develop, and maintain creativity in a business context. Students will be introduced to various creative techniques and tools that serve to extract maximum creative potential. Special emphasis will be placed on developing techniques, generating ideas, and selecting and evaluating techniques.														
2. Expected learning outcomes	Upon successful completion of the course, students will: - Argue the importance of creativity, its encouragement and maintenance in modern business. - Evaluate the elements of creative culture and new ways of collaboration and communication. - Apply and implement creative tools and techniques on an example in an organization. 1. Choose a specific creative technique and use it to solve a problem or create a new product or service of your choice.														
3. Content	Creativity, idea, innovation, new age. Other people's ideas, modification. Ethics. Encouraging, developing and maintaining creativity. Good and bad ideas. Obstacles to creativity. Creative team, creative culture and organization. New ways of collaboration, communication and marketing of ideas. Creative processes (5I). Creative techniques (Disney Strategy, Hall of Fame, Brainstorming, Brainwriting, Mind Map, etc.)														
4. Admission requirements	There are no special requirements for enrolling in the course.														
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes														
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Activities	0.5	Activities	0.5							
7. Required literature	Green, A. (2007): Creativity in public relations. HUOJ, Zagreb (selected chapters) Korkut, D., Kopal, R. (2018). Creativity 4.0: evolution and revolution, Kerschhoffset, Zagreb (selected chapters)														
8. Additional literature	Antoljak, V., Kosović, M., (2018): Design thinking for non-designers – how to solve business problems and innovate successfully. Školska Byres, T.H., Dorf, R.C., Nelson, A.J. (2015): Technological entrepreneurship: from idea to company. Technical University, Zagreb Srića, V. (2004): Inventive manager in 100 lessons. Delfin Znanje, Zagreb														
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.														
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Written essay														
11. Exam implementation and assessment criteria	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>10%</td></tr><tr><td>Exercises and presentations</td><td>10%</td></tr><tr><td>Essays</td><td>10%</td></tr></table>					Criteria	Weight share	Written exam	70%	Activities	10%	Exercises and presentations	10%	Essays	10%
Criteria	Weight share														
Written exam	70%														
Activities	10%														
Exercises and presentations	10%														
Essays	10%														
12. Assessment criteria - explanation	/														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.														

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Accounting and finance		Year	2	Semester	3
Course Name	Creating and managing the image of celebrities		Code	10566	ECTS	4
Lecturers	Asst. Prof. Mirela Holy					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	The aim of the course is to introduce students to the basic guidelines related to the concepts of celebrity and fame, the criteria according to which people are considered famous and famous in Croatia and abroad (actors, musicians, athletes, politicians, TV personalities, models, designers, artists, entrepreneurs), the interrelationship between mass media and the concept of celebrity, and to introduce them to the basic guidelines on how the image of celebrities is created and how the image of celebrities is managed. The course will cover the modern history of celebrities from the beginning of the 20th century to today's trends in celebrities and the famous. The intention is to see how communication trends related to celebrities and the famous are changing, in relation to the roles they represent in society. The connection between roles in society, the influence of mass media and parts of identity such as gender, nationality, race, religion, sexual orientation will be analyzed. Students will evaluate the role of different media in creating and managing the image of celebrities and their impact on the public through case studies and essays.					
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Analyze key features of celebrity studies: historical context, role of media, social context; 2. Distinguish and comment on the characteristics of different categories of celebrities; 3. Describe the tactics behind creating celebrity images; 4. Identify different ways of managing celebrity images; 5. Comment on and evaluate the images of selected celebrities and the ways of creating and maintaining their images; 6. Evaluate how different elements of identity, and in particular sex/gender, are related to the construction of celebrity images.					
3. Content	Introduction to celebrity studies: who are celebrities, what are their characteristics, how do you become famous? Historical overview of celebrity culture Sociolinguistic matrices (the role of archetypes) in creating celebrity images The role of mass media in creating, developing, maintaining and destroying celebrity images. Analysis of case studies of creating and managing celebrity identities (from the world of entertainment, politics, business, culture, media) Presentation of student analyses of selected individuals through the perspective of creating and managing celebrity images (case studies).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Seminar	0.5
7. Required literature	Course script Rojek, C. (2001). <i>Celebrity</i> . London: Reaktion Books Ltd.					
8. Additional literature	Inglis, F. (2010). A short history of celebrities. Princeton: Princeton University Press Turner, G. (2010). "Approaching celebrity studies", <i>Celebrity Studies</i> , (1/1): 11-20, DOI: 10.1080/19392390903519024 Cashmore, E. (2006). <i>Celebrity / Culture</i> . Abingdon / New York: Routledge Kellner, D. (2008). "Media culture and the triumph of the spectacle", in: <i>European Herald</i> : 261-279. Kent, M. (2015). "The power of storytelling in public relations: Introducing the 20 master-plots", in: <i>Public Relations Review</i> . DOI: 10.1016/j.pubrev.2015.05.011 Bromley, D. (1993), <i>Reputation, Image, and Impression Management</i> , New York: John Wiley & Sons Ltd. Hromadžić, Hajrudin (2014), <i>Media construction of social reality: social-ideological implications of media spectacle production</i>					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.					
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Assignments and exercises – analyses of celebrity communication case studies.					
11. Exam implementation	The exam is a written project exam / analysis of celebrity communication creation according to key elements. The condition for taking the exam is a minimum attendance in class (20%).					

and assessment criteria	If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, or with one's own knowledge, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the result is recorded as 0 points. In the process of acquiring the status of a passed exam, the grades from the assignments and exercises and the written exam are taken into account with the following shares in the final grade: <table border="1" data-bbox="309 264 539 344"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Project</td><td>100%</td></tr> </table>	Criteria	Weight share	Project	100%
Criteria	Weight share				
Project	100%				
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.				

General information					VERN' University	
Program	Accounting and finance		Year	2	Semester	3
Course Name	Teamwork		Code	10088	ECTS	4
Lecturers	Asst. Prof. Maja Kolega					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The main goal of the course is to introduce students to the determinants and characteristics of group behavior as a basis for analyzing, understanding, and managing the various phases of the team process. In addition, the goal is to introduce students, through direct experience, to the dynamics of interpersonal relationships in order to develop skills for more effective teamwork and team leadership.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Analyze the basic organizational and individual factors that influence teamwork performance 2. Distinguish the phases of team development and propose guidelines for working with teams in each phase; 3. Argue the advantages and disadvantages of teamwork, with special emphasis on the specificities of contact and virtual teams; 4. Evaluate the strengths and weaknesses of team decision-making, considering the type of organization and the specifics of the situation; 5. Compare team roles and their contribution in different group work situations; 6. Propose various tools for diagnosing the state of the team and techniques for increasing team effectiveness. 7. Formulate a teamwork methodology for solving certain problem situations Situation 1. Compile an evaluation of the team process					
3. Content	Emergence and characteristics of groups, differences between a group and a team. Group processes; possible negative phenomena in group work. Stages of development of a group into a team. Determinants of group decision-making, advantages and disadvantages in relation to individual decision-making. Common types of teams in organizations and their specificities. Specifics of working in virtual volumes. The process of creating and developing successful teams, building trust among members and dedication to the team purpose, prerequisites for creating a team atmosphere in the organization. Team roles and their contribution to team performance. Management of team communication and relationships within the team. Team supervision. Team process evaluation.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Research	1.5
7. Required literature	1. Miljković D., Rijavec, M. (2001). <i>Organizational Psychology</i>, Zagreb: IEP. 2. Robbins S. P., Judge T.A. (2009) <i>Organizational behavior</i>, MATE, Zagreb					
8. Additional literature	1. Holpp L. (2014). <i>Team Management</i>, Zagreb: Mate. 2. Blanchard K.H. (2005). <i>Winners: The Magic of Teamwork</i>, Ljubljana: Orbis. 3. Brown R., Gaertner, S. (2003). <i>Intergroup Processes</i>, Boston: Blackwell Publishers. 4. Hogg MA, Tindale RS (2001). <i>Blackwell Handbook of Social Psychology: Group Processes</i>, Boston: Blackwell Publishers. 5. Tudor, G., Srića V. (2006). <i>Manager and the Winning Team: The Magic of Teamwork</i>, Zagreb: MEP Consult. 6. West, M. (2005). <i>Secrets of Successful Team Management</i>, Zagreb: Školska Knjiga.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The exam consists of a written part in which students are asked to reflect on their own experience of participating in various team activities, leading teams and designing a methodology for working with teams and connect it to theory. The condition for taking the final exam is a minimum attendance of 20% in class, set at the University level for specialist graduate professional studies. In addition to attendance, students are required to complete a research task that includes field research, analysis of a specific team, identification of key challenges of that team and proposing innovative solutions for better team performance. Exam dates are published on the student portal.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="311 163 671 327"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Pi meni exam</td><td>40%</td></tr> <tr> <td>Research assignment</td><td>40%</td></tr> <tr> <td>Class activity</td><td>20%</td></tr> </table>	Criteria	Weight share	Pi meni exam	40%	Research assignment	40%	Class activity	20%
Criteria	Weight share								
Pi meni exam	40%								
Research assignment	40%								
Class activity	20%								
12. Assessment criteria - explanation	The written exam consists of essay-type questions that require knowledge and understanding of theory, reflection and application to some specific situations.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University													
Program	Accounting and finance		Year	2	Semester	4												
Course Name	Management accounting		Code	2367	ECTS	5												
Lecturers	Prof. Stud. Marijan Milinović																	
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30												
Course Description																		
1. Course objectives	To indicate the necessary specialist knowledge of management accounting concepts, methods and techniques, and the use of management accounting information in making business decisions. To focus on understanding the significance and role, as well as the possibilities and limitations of management accounting information in the context of making business decisions, planning and controlling operations. To encourage the development of an analytical approach in considering complex business problems and finding effective solutions applicable in the practice of modern companies. To enable the acquisition of a professional level of skills necessary for the application of the adopted concepts and techniques in a modern business environment.																	
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. identify the purpose, function, concepts, methods and techniques of management accounting 2. design a system for making short-term decisions on prices and production 3. select methods and techniques of budgetary control 4. develop a system for monitoring, calculating and recording deviations from budgeted amounts 5. examine the basic concepts of establishing responsibility accounting 6. propose indicators for measuring the financial performance of a company.																	
3. Content	The concept, significance and role of management accounting. Information for short-term decisions: CVP analysis. Flexible budget and standard costs. Analysis and record of deviations from the static and flexible budget. Complex deviations from standard costs: Mix and yield deviations, planning and operating deviations. Financial performance measurement: ROI, ROA, ROE, ROCE, RI, EVA. Responsibility accounting: types and features of responsibility centers, internal economic relations, measuring the efficiency of responsibility centers, transfer prices.																	
4. Admission requirements	There are no special requirements for enrolling in the course.																	
5. Student obligations	Attendance of lectures and exercises, taking a written exam.																	
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Oral exam	1.5												
7. Required literature	• Milinović, M. (2024). <i>Management Accounting. Textbook</i> . Zagreb: VERN' University of Applied Sciences																	
8. Additional literature	1. Broz Tominac, S. et al. (2015). <i>Management Accounting – Case Studies</i> . Zagreb: HZRIF.																	
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.																	
10. Exam access requirements	The exam consists of a written and an oral part. The condition for taking the written part of the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. The condition for taking the oral part of the exam is to pass the written part of the exam. The dates of the final exam are published on the student portal.																	
11. Exam implementation and assessment criteria	The written exam is carried out using problematic calculation tasks. <table><tr><td>Criteria</td><td>Weight fraction</td></tr><tr><td>Written exam</td><td>100%</td></tr></table>						Criteria	Weight fraction	Written exam	100%								
Criteria	Weight fraction																	
Written exam	100%																	
12. Assessment criteria - explanation	The grades for the written exam reflect the points achieved as follows: <table><tr><td>Sum of points</td><td>Grade</td></tr><tr><td>0 – 60</td><td>insufficient (1)</td></tr><tr><td>61 – 70</td><td>enough (2)</td></tr><tr><td>71 – 80</td><td>good (3)</td></tr><tr><td>81 – 90</td><td>very good (4)</td></tr><tr><td>91 – 100</td><td>excellent (5)</td></tr></table>						Sum of points	Grade	0 – 60	insufficient (1)	61 – 70	enough (2)	71 – 80	good (3)	81 – 90	very good (4)	91 – 100	excellent (5)
Sum of points	Grade																	
0 – 60	insufficient (1)																	
61 – 70	enough (2)																	
71 – 80	good (3)																	
81 – 90	very good (4)																	
91 – 100	excellent (5)																	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.																	

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Accounting and finance		Year	2	Semester	4				
Course Name	Guerrilla communication		Code	6913	ECTS	4				
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30				
Course Description										
1. Course objectives	Students will develop the necessary competencies to recognize all forms of guerrilla communication and their successful use as part of integrated communications for the purpose of achieving the organization's business goals.									
2. Expected learning outcomes	After successfully completing the course, students will: 1. Determine the basic terms and theories of guerrilla communication 2. Plan tools, tactics and methods used in guerrilla communication 3. Argue the ways of using guerrilla communication on the Internet 4. Judge the benefits and advantages of guerrilla communication communications 5. Propose specific examples and break down case studies of guerrilla communication 6. Create a guerrilla campaign on a given topic.									
3. Content	1) Defining the topic; the concept of guerrilla communication 2) The history of guerrilla communication 3) The use of guerrilla communication on the Internet 4) The benefits and advantages of guerrilla communication 5) The tools, tactics and methods of guerrilla communication 6) Designing and planning a guerrilla campaign.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Project	3						
7. Required literature	Holy, M. and Antolić, A. (2017). Croatian Communication Agencies and Guerrilla Communication Tactics. <i>Media, culture and public relations</i> . 8(2), 142-154. Holy, M. (2009), article 'Guerrilla Communication Tactics' in the book "Public Relations for Civil Society Organizations", PRint, Zagreb, 2009. Levinson, J.C., (2008), Guerrilla Marketing: Simple and Cheap Methods for Making Big Money from Your Small Business, Algoritam, Zagreb									
8. Additional literature	Hutter, K., Hoffmann, S. (2011) Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research. <i>Asian Journal of Marketing</i> , 39-54. Nufer, G., (2013) Guerrilla Marketing – Innovative or parasitic marketing? <i>Modern Economy</i> , 1-6.									
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.									
10. Exam access requirements	1. Regular class attendance – minimum 20% attendance 2. Preparedness for exercises and active participation in class.									
11. Exam implementation and assessment criteria	Conditions for signing and taking the exam: minimum 20% class attendance. Method of taking the exam: project written exam - creation of a guerilla communication project according to key elements. Evaluation methods: <table><tr><td>Criteria</td><td>Weighted share</td></tr><tr><td>Project written exam</td><td>100%</td></tr></table>						Criteria	Weighted share	Project written exam	100%
Criteria	Weighted share									
Project written exam	100%									
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.									
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.									

Program	Accounting and finance	Year	2	Semester	4	
Course Name	Application for the competition	Code	5341	ECTS	4	
Lecturers	Assoc. Prof. Irena Đokić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30

Course Description

1. Course objectives	Knowledge and understanding of parts of the tender documentation for the selected tender Knowledge of the methodology for preparing a project proposal Learned to create a logical matrix, fill out the application form, prepare the methodology and project budget Experience in preparing project documentation for the selected tender Experience in teamwork on a complex task					
2. Expected learning outcomes	After completing the semester, students will be able to: 1. analyze the tender documentation 2. propose the sequence of actions required to prepare a project proposal 3. explain the relevance of the selected topic in relation to the goals and priorities of each tender 4. prepare project documentation (logical matrix, application form, methodology, project budget) 5. develop a specific project proposal in a team 6. evaluate the quality of the prepared project proposal					
3. Content	This course rounds off the elective course "EU module" by applying what has been learned in the previous three semesters in a practical way. Students develop a project proposal based on a real call for proposals and prepare complete project documentation in order to gain practical experience in submitting project proposals and receive relevant feedback on this. During the preparation, students work in teams of 3-4 members, with continuous support from their mentors.					
4. Admission requirements	Previous EU module courses completed, successfully passed exam in previous 2 or 3 semesters					
5. Student obligations	Active participation in teamwork during the group preparation of the project proposal					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Project	1
7. Required literature	European Commission (2008) Guidelines for Project Cycle Management, Brussels: European Commission. (https://struktrunifondovi.hr/wp-content/uploads/2017/06/Smjernice_z_a_.pdf)					
8. Additional literature	European Commission - Center of Excellence in Project Management (CoEPM ²) (2023) Project Management Methodology - Guide 3.1, Brussels, Luxembourg: European Commission (https://op.europa.eu/en/publication-detail/-/publication/97cc2f12-c648-11ee-95d9-01aa75ed71a1)					
9. Quality monitoring	Continuous monitoring through work with a mentor throughout the semester					
10. Exam access requirements	Active participation in teamwork					
11. Exam implementation and assessment criteria	Students present the final version of the project proposal in front of a committee of two members.					
12. Assessment criteria - explanation	The grade will be a combination of the final presentation of the project proposal, the active engagement of individuals in teamwork in developing the project proposal, and regular class attendance.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University	
Program	Accounting and finance		Year	2	Semester	4
Course Name	Start-up management		Code	9304	ECTS	4
Lecturers	Sr. Lect. Gordana Ćorić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	<i>Start-ups</i> start as small entrepreneurial ventures, but from the very beginning they have a clear tendency to grow and multiply (scalability). Since they differ from the way of working/doing business in large corporations, it is necessary to gain new insight into the issues of launching and managing a sustainable <i>start-up</i> entrepreneurial venture, and how to enable continuous exposure to innovative activities, introduce innovations (e.g. by using the <i>design thinking</i> approach), use available resources and incentive programs (incubators, hubs, <i>co-working spaces</i> , etc.), and become familiar with different and alternative sources of financing (business angels, venture capital, ethical banks, <i>crowdfunding</i> , etc.). The importance of developing an innovation system and capacity as a necessary platform for producing innovations and constantly discovering one's own creative potential and systematic innovation in order to add new value will be highlighted. The main objectives of this course are to enable students to manage their business and/or entrepreneurial future by integrating the knowledge acquired during their studies and directing them towards designing and managing a <i>start-up</i> project, and to gain competitive advantages in the labor market by adopting and using specific entrepreneurial knowledge and skills in planning <i>start-up</i> ventures.					
2. Expected learning outcomes	After completing the course and completing the assignment, students will be able to 1. Describe the conditions and business climate that encourage and support creativity, creative thinking and innovation, map the ecosystem for encouraging innovative <i>start-up</i> entrepreneurship, and provide recommendations for its greater efficiency 2. Present an innovative idea, identify a business opportunity, consider potentials and realization factors, demonstrate an understanding of the resources needed to transform an idea into an innovative venture, and develop an appropriate business model 3. Indicate the possible development of a company's innovative capacity, argue for the need to develop awareness of the importance of investing in a company's innovation capacity, and make recommendations for the implementation and financing of projects to improve a company's innovation capacity, 4. Prepare the implementation of a Design Thinking project in practice to solve complex business problems, and make a plan for applying the <i>design thinking</i> process to create concrete solutions in a business environment, for a specific product or service 5. Develop and apply their own innovation model that will enrich the existing <i>start-up</i> project or venture, and in addition to its success and sustainability, contribute to the development of the company in which the venture will operate. Present a project proposal for running an innovative company (from finding potential to commercializing potential innovations) 6. Evaluate the suitability of various innovative sources of growth financing for a specific <i>start-up</i> company, and recommend the most appropriate ones for the implementation and financing of innovation and development projects					
3. Content	MODULE 1: <i>Start-up</i> entrepreneurship. Motives for entry into entrepreneurship. Mapping sources of resources and encouragement of start-up entrepreneurship. Innovations and entrepreneurship; Practice, sources, types and examples of innovative <i>start-ups</i> . Examples of innovations. Intellectual property, assessment of innovation capacity, technology transfer. Learning from mistakes. Coopetition. Initial definition of the concept and framework of a <i>start-up</i> entrepreneurial venture (<i>Effectuation entrepreneurship</i> , <i>Technopreneurship</i> . <i>Momentum effect</i> . <i>Reinvention</i> .) MODULE 2: Business idea - from idea and innovation to project, entrepreneurial opportunity, needs research, creation and testing of solution proposals, etc. Tools for developing a <i>start-up</i> entrepreneurial venture (<i>Business Model Canvas</i> , <i>Lean management</i> , ...). MODULE 3: Elaboration of the organization's strategy for innovation management, their commercialization, obtaining the necessary resources and venture development, communication with stakeholders and partners. Finalizing proposals for the development of an innovative company, making recommendations for the long-term improvement of innovation capacities at the company level. MODULE 4: Introduction to <i>Design Thinking</i> (tools, processes, step-by-step application). Integration of <i>Design Thinking</i> into company strategy. Examples of the development of new services. Development of appropriate business model(s) for innovation management, testing and verification, scenario sketching. Organizing for innovation – formal and informal organization, coordination. MODULE 5: Business models. Innovation output, processes and innovation strategies (new product strategies, proactive new product development process, practices that shorten product development cycles and assess actual progress). Making recommendations for the development of an innovative company and long-term improvement of innovation capacities at the company level. Business incubators and accelerators. MODULE 6: Sources of financing for start-up companies. Microcrediting. <i>Bootstrapping</i> funding. FFF. Venture capital funds. Business angels. Group funding (<i>crowdfunding</i>). <i>Crowdsourcing</i> . Alternative sources of financing. Ethical banks. Cryptocurrencies - virtual currencies. Local currencies. Financial consulting. Finalization of management and financing proposals for <i>start-up</i> ventures.					
4. Admission requirements	There are no prerequisites for taking this course.					

5. Student obligations	Attendance at classes, participation in fieldwork, conducting assigned research, participation in the preparation, development and presentation of projects (individually or in pairs).										
6. Monitoring student progress and associated ECTS credits	Classes1	Written exam1	Project2								
7. Required literature	1. Script based on current literature (compilation): - Golob, B. (2009). <i>Innovation from idea to market. A handbook for creating new products, services and business models</i>. Rijeka: Dragon doo - Osterwalder, A. and Pigneur, Y. (2014). <i>Creating business models</i>. Školska knjiga, Zagreb - Ries, E. (2013). <i>Lean startup: how today's entrepreneurs use continuous innovation to create fully successful businesses</i>. Zagreb: Mate.										
8. Additional literature	- Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). <i>Report on Small and Medium-Sized Enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019</i>. Zagreb: CEPOR – Center for the Development of Small and Medium-Sized Enterprises and Entrepreneurship Policy (retrieved from: www.cepor.hr/wp-content/uploads/2021/01/izvjesce-2020-HR-web.pdf). - Alpeza, .M. et al. (2022). <i>Report on small and medium-sized enterprises in Croatia - 2021: "SMALL AND MEDIUM-SIZED ENTERPRISES IN CROATIA UNDER THE CONDITIONS OF THE COVID-19 DISEASE PANDEMIC"</i>. Zagreb: CEPOR CEPOR – Center for the Development Policy of Small and Medium Enterprises and Entrepreneurship (taken from: http://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf) - Golob, B. (2012). <i>Innovation of business models</i>. Rijeka: University of Rijeka Science and Technology Park/EEN - Nikolić, G. and Zorić, D. (2014). <i>Development of start-up culture in Croatia in the function of economic development</i>. Practical management (professional journal for management theory and practice 5.2, pp. 98-102). - Entrepreneurial notebooks published by the Osijek Entrepreneurship Center, PODI, Center for Civil Initiatives, etc. - Senor, D. (2014). <i>Start-up nation: the secret of the Israeli economic miracle</i>. Zagreb: Profil. - Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2021). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2019-2020</i>. Zagreb: CEPOR. (retrieved from: http://www.cepor.hr/wp-content/uploads/2015/03/WEB-GEM-201920.pdf) - StartupReport-2022-Q1, StartupReport-2022-Q2, StartupReport-2022-Q3, StartupReport-2022-Q4 - Thiel, P. (2015). <i>Zero to one: observations on startup companies, or how to build the future</i>. Zagreb: Večernji list - Tupek, K.L. and Čorić, G. (2018). The impact of entrepreneurial incubators on idea generation and the success of start-up projects in Croatia. <i>Entrepreneurship Education - E4E</i>, 8 (1), 125-152. Retrieved from https://hrcak.srce.hr/202733.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The opportunity to write a midterm exam can be used by students who have an attendance rate of more than 50%. A minimum of 20% attendance is required, as well as positive participation in classes and assigned research, and continuous work on the project. For the purpose of taking the exam, a student can compensate for insufficient activity by preparing and submitting an entrance (seminar) paper or similar assignment. The entrance paper is assigned after missed class participation, and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose attendance rate is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>20%</td></tr><tr><td>Start-up projects</td><td>50%</td></tr><tr><td>Class activity and research</td><td>30%</td></tr></table>			Criteria	Weight share	Written exam	20%	Start-up projects	50%	Class activity and research	30%
Criteria	Weight share										
Written exam	20%										
Start-up projects	50%										
Class activity and research	30%										
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between multiple answers and essay questions. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. Evaluation of the <i>start-up</i> project (collection of points - part of the points is collected based on compliance with the set deadlines, part for quality, part as <i>feedback</i> or feedback on the presentation) and Evaluation of class activities is carried out in every class, because the teaching is of the workshop type. Individual activities, pair activities, and team/group activities are conducted. Students who do not come to class will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. The evaluation of research for project and teaching purposes is carried out after receiving initial instructions and guidelines, and is conducted based on meeting deadlines, assessing the effort put in, the quality of the results, and comparing them with the best papers/research in the group.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.										

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Accounting and finance		Year	2	Semester	4								
Course Name	Organizational change management		Code	10052	ECTS	4								
Lecturers	Sr. Lect. Zoran Komar													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The fundamental goal of this course is to shed light on the psychological and other mechanisms behind the introduction of organizational changes that are largely responsible for the success or failure of reform and/or transition processes, especially in crisis situations and periods. In addition, students will be introduced to recent findings on the change (and crisis) management process, positive and negative examples of the introduction of organizational changes, and the activities of people responsible for managing human resources before, during, and after the introduction of changes.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, types, drivers, processes and models of introducing organizational changes; 2. identify psychosocial and other causes of success and failure of planned organizational changes; 3. connect the factors of organizational crisis and change and analyze their cause-and-effect relationships; 4. critically assess the dimensions of organizational capacity for change; 5. recognize the role of the human factor in the processes of reorganization, restructuring, takeover, merger and other organizational changes; 6. value the importance and role of leadership in the process of introducing organizational changes; 7. select the tasks and responsibilities of human resources management in introducing organizational changes.													
3. Content	Nature, types, drivers, processes and models of introducing organizational changes. The influence of psychosocial factors - abilities, experiences, emotions, values, motivation, social perception, interpersonal relationships, intragroup dynamics on the final outcomes of planned changes. External and internal causes of organizational crises, consequences of crises and their effects on the planning and implementation of organizational changes. Criteria and dimensions of the organization's ability (capacity) to implement changes. Behavior of organizational leadership before, during and after the transition. Key activities and responsibilities of human resources management in the process of organizational change.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attending lectures and exercises, seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1								
7. Required literature	1. Kotter, John P., (2009). <i>Leading changes</i> , Zagreb: Lider press.													
8. Additional literature	1. Lawson, Emily, Price, Colin, (2003). The psychology of change management, McKinsey Quarterly. Luecke, Richard, (2004). <i>Change and transition management</i> , Zagreb: Zgombić & partners. 2. Kotter, John P., (2009). <i>The sense of urgency</i> , Zagreb: Lider press..													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies, and a positively graded seminar paper. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positive grade in the written exam. In the process of acquiring the status of a passed exam, the grades from the written exam, the project assignment, and the grade of class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project assignment</td><td>30%</td></tr><tr><td>Class activity</td><td>10%</td></tr></table>						Criteria	Weighting	Written exam	60%	Project assignment	30%	Class activity	10%
Criteria	Weighting													
Written exam	60%													
Project assignment	30%													
Class activity	10%													
12. Assessment criteria - explanation	The written exam consists of 10 essay-type questions that require understanding and application of acquired theoretical and practical knowledge. The criterion for a passing grade is 60% of a correctly solved exam. The project task is evaluated according to the following criteria: • originality in the approach and processing of the project task • quality, i.e. relevance and recency of the information sources used • quality of argumentation and development of the topic and logical coherence of the topic													

- quality of language and graphic design of the content
- creativity in presentation of information

Class activity is evaluated according to the following criteria:

- constructive participation in group discussions
- quality of participation in individual tasks
- degree of engagement in group exercises
- attitude towards the course, teacher, group colleagues and work duties.

Although the oral exam is not provided as a mandatory part of the evaluation process, it will be held: if the student is from objective reasons for not being able to take the written exam, if with an average written exam grade of 2.4 or 3.4 or 4.4 they want a higher grade and if the subject teacher so assesses for some other reason.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Accounting and finance	Year	2	Semester	4
Course Name	Professional practice	Code	2368	ECTS	6
Lecturers					
Teaching Method and Hours	Total			160	

Course Description

1. Course objectives	The main goal of student internship is to test and apply certain acquired knowledge and skills in the field of accounting and finance, such as financial reporting, analysis and interpretation of financial statements, internal control and cooperation with external auditors, internal accounting for the purposes of making business decisions and budgetary control, financial management, determination and optimization of taxes and other fiscal contributions. The goals of internship are also aimed at concretizing the preparation of a graduate thesis.
2. Expected learning outcomes	1. Apply acquired specialized knowledge in solving specific work tasks in a real work environment in which the internship is carried out. 2. Solve more complex business processes independently or in a team. 3. Demonstrate an understanding of social responsibility, sustainability and ethical action within the work process. 4. Choose a method of communication appropriate to the business environment and situation. 5. Apply new technologies and creative solutions in business. 6. Demonstrate the ability to adapt to work in an international environment. 7. Prepare a Report on the completed specialist internship.
3. Content	A) INTERNSHIP REPORT (written by unemployed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution) 2. Description of the company/institution 3. Description of the tasks the student performed during the internship 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could have from the thesis 7. Conclusion B) WORK REPORT (written by employed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution/department) 2. Description of the company/institution/department 3. Description of the job/jobs that the student does 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could gain from the graduate thesis 7. Conclusion The recommended scope of the report is about 5 pages, with technical formatting according to the instructions for writing seminar papers published on student portals.
4. Admission requirements	Correctly completed and signed consent from the organization to accept the student for student internship
5. Student obligations	Attending internships, performing assignments and work at internships, writing internship reports, appropriate behavior in the organization.
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held student internship. Evaluation of mentors in the organization.
10. Exam access requirements	Delivered documents Consent of the organization, Certificate of completed student internship and Report.
11. Exam implementation and assessment criteria	There is no numerical grade, only a passing grade of 'DONE'.

12. Assessment
criteria -
explanation

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Technical management			Year	1	Semester	1	
Course Name	English language 1			Code	5375	ECTS	4	
Lecturers	Lect. Vesna Gruja Tomić, Sr. Lect. Svea Kršul							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Tasks	4	Total	60				
Course Description								
1. Course objectives	Provide basic knowledge, vocabulary and structures necessary for the promotion and presentation of products, services, ideas, companies, projects and business opportunities using English. Enable students to communicate with business partners during simple business meetings and negotiations as well as for the needs of organizing business trips, meetings, conferences and events. Introduce students to trends in the business world, negotiation and presentation skills as well as methods of lifelong language learning (and professional language). Introduce students to basic vocabulary, structures and functions of business English and technical languages necessary for oral and written communication in English and communication in a business environment. Develop language skills (understanding text, listening, writing and speaking) and fluency and accuracy at B1 level. Enable students to follow classes from other courses in which texts in English are used.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Present products, services, ideas, companies, projects, trends and business opportunities in English • Describe types and forms of companies, different market segments and appropriate methods of advertising and promotion • Interpret the importance of collecting feedback from clients • Explain basic statistical indicators in the business world • Conduct all phases of a simple business meeting, negotiations and presentation • Use basic terms related to the organization of meetings, business trips, conferences and events • Present trends in the business world, basic terms of sustainable business and examples of responsible company behavior • Use part of the general language competences at level B1 of the Common European Framework of Reference for Languages (CEFR) • Upon successful completion of the course, students will be able to: • Identify basic ideas spoken or written text on a technical or business topic. • Discuss using technical terms and collocations on technical and business topics • Present oneself/company, organization and processes and introduce others							
3. Content	Career plan; Writing emails, business letters and reports: Talking about companies and shopping habits; Discussing what makes a great idea; Handling stressful situations and activities; Corporate entertainment; Socializing – greetings and small talk; Organizing a conference; Describing graphs, talking about statistics. Business meetings. International etiquette; Negotiations: preparation, preliminary negotiations, negotiation techniques, signing contracts, minutes of the meeting; Needs of a business traveler, organization of conferences; Trends in international business world; Making sales; Sales presentations: selling products and ideas; Telephoning – making contact; Presenting your company; Negotiating – reaching agreement; Successful meetings; Participating in discussions; Socializing – greetings and small talk; Doing business internationally; Present and past tenses, active and passive (review), collocations; reported speech, modals – ability, requests and offers, verb and noun combinations; conditionals.							
4. Admission requirements	Use general language competences at level B1 of the Common European Framework of Reference for Languages (CEF).							
5. Student obligations	Attendance of lectures and exercises. Independent and group work in class. Preparation of presentations and seminar papers, independent preparation of assignments - projects and submission of them in an electronic folder. Taking a preliminary exam and possibly a written exam in case of unsuccessful passing of the preliminary exam and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Oral exam	0.5	Seminar	0.5
	Continuous assessment	0.5						
7. Required literature	• Cotton, David et al. (2015). Market Leader: Pre-intermediate coursebook. New edition. Pearson Education Ltd.							
8. Additional literature	• Cotton, David et al. (2015) Market Leader practice book, Pearson Education Ltd • Murphy, R. (2007) English Grammar in Use. Cambridge: Cambridge University Press. • Business trends reports and various other current on-line materials • Strutt. P (2015) Market Leader Business Grammar and Usage, Pearson Education Ltd • Flower, John (2014) Build Your Business Vocabulary , Ltp • Harding, K (2017) International Express Intermediate , Oxfor University Press • Grant, David et al (2017) Business Result Pre-intermediate Student's Book, Oxford University Press							

9. Quality monitoring	Observations and evaluations of teaching; student survey.										
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 70% attendance in class * Positively graded activity in class. The 1st partial exam, which is written halfway through the semester, can be taken with a minimum attendance of 50%. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting entrance assignments or an entrance paper. The entrance paper is assigned at the student's request, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for registering for the exam, i.e. submit the entrance paper on time. Making up for absences is not possible for the 1st mid-term exam, which is written mid-semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is passing the written exam, or both parts of it.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Oral exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Oral exam	40%	Activities	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	25%										
Written exam - 2nd preliminary exam	25%										
Oral exam	40%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material, and the second part is written after the end of classes. These two partial written exams make up the "Winter pre-term". In the winter and summer exam periods, students who have not passed any partial written exam take a written exam from the entire material. Those who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test knowledge of the content according to the learning outcomes, but also actual understanding and coping in contact with potential guests, clients, business partners and/or investors. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test. The oral part of the exam is taken after the written part of the exam has been passed. It is held by the subject lecturer or the course leader. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If, in such a case, the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. If the student receives a negative evaluation on the oral exam, he can retake it at the scheduled time, and no later than the next exam period. If the student does not take the oral exam within the scheduled time, he must register for the exam again. The activity is evaluated by the student's active participation in classes, writing independent notes and assignments, and independent works.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Technical management			Year	1	Semester	1	
Course Name	Mathematics 1			Code	5374	ECTS	5	
Lecturers	Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The goal of the course is to introduce students to basic mathematical concepts that will make it easier for them to follow classes in other courses. The acquired knowledge should enable students to follow economic analyses more easily, provide them with a deeper understanding of mathematical functions of one variable, and facilitate their understanding of basic concepts in programming courses.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. use matrix notation to structure appropriate problems 2. add, subtract and multiply matrices 3. scalarly multiply two vectors, 4. apply elementary matrix transformations in determining the rank of a matrix, the inverse of a matrix and solving systems of equations 5. determine the domain of definition of a real function of one variable, 6. determine the extrema of a function of one variable and apply them to optimization 7. apply the rules of differentiation to the problem of flow analysis of a function of one variable, 8. determine the indefinite integral of a function using the appropriate integration technique 9. apply the definite integral to practical problems							
3. Content	Vectors. Linear algebra: concept of matrix and vector, definition of matrix, types of matrices. Matrix rank. Solving systems of linear equations. Inverse matrix, matrix equations, linear operators. Sets: definition of set, operations on sets, subset. Functions: definition of a function, elementary functions, exponential and logarithmic functions, limit value of a function. Derivation of functions: derivations of elementary functions, rules of derivation, derivation of compositions of functions. Application of derivatives: L'Hospital's rule and calculation of limes, asymptotes of functions, determination of function extrema. Integrals: concept of indefinite integral, integrals of elementary functions, integration rules. Integration methods: substitution method, integration of rational functions, partial integration. Definite integral: application of the definite integral.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Neralić L., Šego B., <i>Mathematics</i>, Element, Zagreb 2015.							
8. Additional literature	- Beroš I. (2012), <i>Mathematics 1</i>, Zagreb: VERN. - Beroš I. (2012), <i>Mathematics 2</i>, Zagreb: VERN.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for access to the written exam: A full-time student who has attended less than 40% of the total number of classes during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. For students studying part-time, the minimum regularity is 20%. The requirement for access to the oral exam is to pass the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded.							
	Criteria	Weighting						
	Written exam	40%						

	Oral exam	60%

12. Assessment criteria - explanation	Written exam The grade from the written exam is positive if the student scored at least 50 points in the test. The total points are converted into the grade in the manner shown in the table. The oral part of the exam is accessed after passing the written part. If the student receives a negative grade on the oral exam, he can retake it at the scheduled time, which cannot be before the next time for taking the written exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Technical management			Year	1	Semester	1			
Course Name	Mechanics 1			Code	5380	ECTS	6			
Lecturers	Prof. Milan Kljajin, Jerko Pandžić									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	-to learn the basic principles of mechanics - statics and methods -to instruct in the analysis and assessment of force systems under the influence of loads on mechanical structures -to develop skills in solving static equilibrium using scientifically based and exact criteria -to enable the teaching of the course Fundamentals of Strength and Mechanics 2									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish between different systems of forces, including their characteristics 2. Separate the force into components and compose the forces (find the resultant) graphically and analytically 3. Determine the reactions in the supports for a competing system of forces using equilibrium conditions 4. Calculate the static moment of force, the coupling of forces and the system of forces, and apply it to the lever, static stability, and determining the center of gravity of length and area 5. Determine the size and position of the resultant by composing the forces analytically and graphically and the reactions in the supports 6. Determine the equilibrium and friction force of sliding (slope, wedge), driving, and rolling 7. Distinguish between supports according to design and load 8. Determine the reactions in the supports using equilibrium conditions and calculate the bending moment and forces at individual points of the support for the purpose of dimensioning 9. Determine the components of forces, the resultant, and the equilibrium of a non-coplanar (spatial) system of forces.									
3. Content	(1) Introduction to Mechanics: statics tasks, force-concept and determination, principles of statics (2) Concurrent - coplanar system: separation of force into two components - graphically and analytically, composition of forces, equilibrium conditions. (3) Non-concurrent - coplanar system: static moment of force on a point and axis, moment rule - Varignon's theorem, pair or coupling of forces, reduction of force to a given point System of parallel forces of the same and opposite direction: determination of the resultant and its position, separation of force into two parallel components, graphically and analytical equilibrium conditions. (4) Geometrical properties of surfaces and bodies - center of gravity: simple rods, compound lengths, simple, compound and weakened surfaces, Pappus-Guldin's rule, center of gravity of a body. (5) Equilibrium of a lever (6) Types of equilibrium: Static stability. (7) Equilibrium with friction, friction force and equilibrium (slope, wedge, bearing,) rolling friction (8) Solid plane beams: types of supports and beam designs, beam types according to load, determination of reactions, diagram of internal forces and bending moments (9) Lattice beams: solution methods (10) Non-coplanar systems (spatial systems): analytical solution procedure.									
4. Admission requirements										
5. Student obligations	Attendance of lectures and exercises, solving tasks in written and digital form, taking a preliminary exam or a written comprehensive exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Continuous assessment	2	Activities	0.5
7. Required literature	A. Knez, J. Pandžić: Mechanics 1, Statics, RB, Element, 2004.									
8. Additional literature	1. Kulišić, B.: Technical Mechanics 1, Statics with Exercises, Element, Zagreb, 2000. Špiranec, V.: Technical Mechanics, Školska knjiga, Zagreb, 1996. Šutalo, V.: Technical Mechanics 1, Statics, Neodidacta, Zagreb, 2007.									
9. Quality monitoring	Evaluation of teaching and course performance. Student survey.									
10. Exam access requirements	The requirements for admission to the 2nd preliminary exam and the written exam are: (1) positively graded entrance papers. (2) For full-time students: achieved regular attendance of at least 70%, or achieved minimum regularity with additional entrance papers. For part-time students: minimum regular attendance achieved. To take the first mid-semester mid-term exam, it is necessary to achieve 50% regular attendance.									

	The student should take into account the deadline for applying for the exam, i.e. submit the entrance papers on time. The minimum regularity for full-time students is 40% of the total number of teaching hours, and for students studying in part-time status 20%. A student who has participated in classes less than the prescribed minimum regularity during the academic year cannot access the knowledge assessment procedure, but is required to re-enroll and attend the course in the following academic year.																				
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered according to achievements. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th>Criteria</th><th>Weight share</th></tr><tr><td>Written exam - 1st preliminary exam</td><td>30%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>30%</td></tr><tr><td>Activities</td><td>20%</td></tr><tr><td>Entry papers</td><td>20%</td></tr><tr><td></td><td></td></tr></table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Activities	20%	Entry papers	20%										
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12. Assessment criteria - explanation	The written exam is taken in two parts. The first part (1st midterm) is after the first 7 weeks of classes and covers the first 4 learning outcomes. The second part (2nd midterm) covers the remaining 4 outcomes and is written after the end of classes. A partially passed exam is recognized during the first exam period, and after that period, only the entire exam is written. <table><tr><th>Points</th><th></th><th>exam (out of 100)</th><th>grade</th></tr><tr><td>60%</td><td>30-34</td><td>60-69</td><td>2</td></tr><tr><td>70%</td><td>35-39</td><td>70-79</td><td>3</td></tr><tr><td>80%</td><td>40-44</td><td>80-89</td><td>4</td></tr><tr><td>90%</td><td>45-50</td><td>90-100</td><td>5</td></tr></table>	Points		exam (out of 100)	grade	60%	30-34	60-69	2	70%	35-39	70-79	3	80%	40-44	80-89	4	90%	45-50	90-100	5
Points		exam (out of 100)	grade																		
60%	30-34	60-69	2																		
70%	35-39	70-79	3																		
80%	40-44	80-89	4																		
90%	45-50	90-100	5																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																				

General information					VERN' University	
Program	Technical management		Year	1	Semester	1
Course Name	Basics of economics		Code	6720	ECTS	5
Lecturers	Lect. Anita Lukenda Mlinac					
Teaching Method and Hours	Lectures	24	Seminars and workshops	8	Excercises	24
	Total	60			Midterms	4
Course Description						
1. Course objectives	To enable understanding of basic economic concepts observed through micro and macro economic prisms. To explain the difference between micro and macro aspects of economics. To enable understanding of micro economic terms related to micro economic entities, behavior and laws in an individual economic entity, and also the behavior of an individual consumer. To instruct students in the possibility of practical use of acquired competencies in the field of microeconomics in performing everyday business activities of a modern entrepreneur and manager and as a basis for studying other related disciplines. To enable understanding of basic economic categories related to macroeconomic entities, as well as laws and principles that operate in a complex system of the national economy. To instruct students in the possibility of practical use of acquired competencies in the field of macroeconomics in performing everyday business activities.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain basic microeconomic and macroeconomic concepts • Identify and state the difference between competing in a perfectly competitive and imperfectly competitive market • Describe the processes of price formation and the impact of demand elasticity on them • Differentiate between types of costs and apply the learned cost concepts when calculating the break-even point. Recognize the importance of using business models in business planning. 5. State the basic concepts and categories of gross domestic product 6. Interpret what economic growth is and what elements are crucial for stimulating it 7. Interpret the causes of business cycles and their impact on the micro and macro levels of economic activities 8. Identify negative phenomena in macroeconomics and their effects on the economy					
3. Content	Characteristics of the world economy; Conditions for economic business in Croatia; Perspectives of economic development; Definition of the concept of economy; History of economic thought; Production possibilities front; Market for finished products; Perfect and imperfect competition; Supply and demand; Trends in demand in the world; Demand formation and consumer behavior; Elasticity of demand; Specifics of business entities in tourism with respect to individual categories and laws; Profit and profit distribution; Theories of corporate goals; Costs: Types of costs, Importance of cost management, Cost management methods; Production and factor market: Production function, Labor-intensive and capital-intensive production; Mega trends; Revenue and break-even point; Business tools for analysis and planning; Financial elements of business operations; Time value of money; Business performance indicators; Prices: Price formation, Basic concepts in pricing new products; Influence of the state on business operations: Laws and regulations, State as an entrepreneur, Taxes; Gray economy. Concept and content of Macroeconomics; Introductory terms; Keynesian economics; Gross domestic product; Aggregate supply and demand; Economic growth; Business cycles; Inflation; Unemployment; Economic policy, goals and expectations; Industrial policy; Fiscal policy; Money and monetary policy; Contemporary economic theories; Open economy;					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, possibility of taking exams via preliminary exams and a written exam in case of unsuccessful passing of the preliminary exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Activities	0.5
					Activities	0.5
7. Required literature	1. Delač, D. (2010) Microeconomics for Entrepreneurs and Managers. Zagreb: Grupa VERN d.o.o. 2. Delač, D. (2014) Macroeconomics for Entrepreneurs and Managers. Zagreb: Grupa VERN d.o.o.					
8. Additional literature	1. Samuelson, P.A., Nordhaus, W.D. (2008) Economics. Zagreb: MATE d.o.o.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The condition for taking the written exam is to have obtained the so-called second signature. The condition for taking the 1st preliminary exam is 50% regularity, and for the 2nd preliminary exam 70%. For the purpose of taking the written exam, a student can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the last week of					

	classes or via email. The student should take into account the deadline for registering for the exam. Making up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A full-time student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course. The minimum regularity for part-time students is 20%.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Activities	20%
Criteria	Weight share								
Written exam - 1st preliminary exam	40%								
Written exam - 2nd preliminary exam	40%								
Activities	20%								
12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. These two partial written exams make up the winter pre-term. In the following exam term, i.e. in the winter term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. To pass the written exam, at least 60% of the points must be achieved. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Technical management		Year	1	Semester	1
Course Name	Fundamentals of mechanical engineering		Code	6702	ECTS	5
Lecturers	Prof. Domagoj Jakobović, Asst. Prof. Mirko Jakopčić					
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26
	Total	60			Midterms	4

Course Description

1. Course objectives	The course objectives are: - Introduction to basic concepts in strength science - Introduction to types and characteristics of drive and working machines - Introduction to materials used in mechanical engineering and their selection - Introduction to machines, tools and procedures in production technologies - Introduction to the concept, significance, strategies and levels of maintenance of mechanical systems - Introduction to main maintenance procedures - Introduction to quality indicators and equipment condition diagnostics					
2. Expected learning outcomes	After passing the course, the student will be able to: 1. Evaluate and compare the parameters of load, stress, strength and safety of mechanical structures 2. Apply driving and working machines and compare their characteristics and purpose 3. Evaluate, compare and select structural materials 4. Describe technological procedures and equipment for the manufacture and repair of parts or assemblies 5. Define the main parameters of the necessary tools and technological equipment 6. Determine the machine tool for technological processing 7. Compare the necessary levels of maintenance of mechanical systems 8. Recognize the quality of equipment and compare technical indicators of the condition of equipment. 9. Evaluate and apply individual maintenance strategies and procedures 10. Diagnose the quality of equipment					
3. Content	1. Load, stress, strength and safety of the structure 2. Types, purpose and characteristics of driving machines. Types, purpose and characteristics of working machines. Drive structure. 3. Purpose and characteristics of structural materials. Non-ferrous metal materials. Steels, steel and gray castings. Composite materials. Selection of materials. 4. Production technological processes: classification, purpose and technological characteristics. 5. Casting. Welding, soldering and bonding. Material processing by deformation. 6. Processing processes by particle separation. Tools and technological equipment. 7. Definition, purpose and maintenance strategies. 8. Maintenance levels and procedures. 9. Equipment quality and technical indicators of equipment quality. 10. Diagnosing the condition of equipment.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, active participation in classes, passing preliminary exams 1 and 2 and/or written exam, and writing a seminar paper.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Seminar	1
7. Required literature	1. Mirko Jakopčić: Teaching materials for the course Fundamentals of Mechanical Engineering.					
8. Additional literature	1. Practitioner, School Book, Zagreb, 1973.					
9. Quality monitoring	Observations and evaluation of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting to attend the course. In the case of regularity less than 70% and greater than the minimum regularity, the lecturer may set additional obligations for a full-time student as a condition for acquiring a second signature. The seminar paper must be presented and defended no later than the second preliminary exam, or before taking the written exam.					
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively.					

and assessment criteria	Positive grades from the listed assessment criteria participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="309 129 608 331"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Class activity</td><td>20%</td></tr> <tr> <td>Seminar paper</td><td>20%</td></tr> <tr> <td>20%</td><td></td></tr> </tbody> </table>	Criterion	Weight share	Written exam	60%	Class activity	20%	Seminar paper	20%	20%	
Criterion	Weight share										
Written exam	60%										
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Seminar paper	20%										
20%											
12. Assessment criteria - explanation	The written exam is a test of knowledge from the entire material covered in the course. The choice of material included in the written exam can change from one exam term to the next, but the student must effectively prepare the entire material in order to achieve the desired success. The grades on the colloquium/written exam reflect the achieved result in points, as shown in the following distribution: 0%-59% points insufficient (1) 60%-69% points sufficient (2) 70%-79% points good (3) 80%-89% points very good (4) 90%-100% points excellent (5) The written exam consists of tasks designed to test not only theoretical knowledge, but also understanding of the material for application to practical requirements. In the academic year, the student has the opportunity to take the written exam a limited number of times, in accordance with the planned calendar of teaching activities. The seminar paper represents an independent written work of the student, which is thematically connected to the content of the course material. The topic of the seminar work is given by the subject teacher. Equally, the proposal of the topic can be given by the student, and he modifies it at the end in cooperation with the teacher. When writing a seminar paper, students are obliged to follow the usual rules for writing scientific research and professional papers. Untimely submission and presentation of work reduces its grade.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Technical management			Year	1	Semester	1			
Course Name	Computer science			Code	6719	ECTS	5			
Lecturers	Lect. Siniša Jovčić									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The aim of this course is to train students for the independent use and application of a personal computer for everyday needs (preparation of documents, e-mail, Internet) and for students to refresh their knowledge of the MS Office software package (especially the MS Word and MS Excel modules) and to familiarize themselves with basic presentations of the MS PowerPoint software package.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Independently use a personal computer for everyday needs 2. Explain the operation and basic parts of a modern computer and peripheral devices 3. Perform basic operations with folders and files on the Windows operating system 4. Perform advanced Internet searches 5. Create, edit, and print text documents 6. Create, edit, and print spreadsheets 7. Perform calculations using formulas and built-in functions 8. Create electronic presentations									
3. Content	Introduction: basic concepts in computing. Historical development of computers. Basic elements of computer architecture. Peripheral devices. Basic computer work. Operating system. Navigating the graphical interface. Basic network services, e-mail, Internet access, information search. Text and document formatting, spreadsheets. MS Word. Working with documents. Inserting objects. Automatic formatting and corrections. Spelling and grammar. MS Excel. Basics of working with spreadsheets. Printing documents to a printer. Formatting Excel documents. Automatic data formatting. Writing formulas. Creating graphs. Protecting a worksheet. The most important built-in functions. MS PowerPoint. Presentation settings. Inserting objects into a presentation. Editing slides. Slide navigation and animation.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, completion of laboratory exercises.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Seminar	0.5	Continuous assessment	1
	Activities	0.5								
7. Required literature	Grundler, Gvozdanović, Ikica, Kos, Milijaš, Srnec, Širanović, Zvonarek, ECDL 5.0 (Windows 7, MS Office 2010), Pro-Mil; also available as an e-book at http://e-knjiznica.carnet.hr Buzov, I., Kubelka, O. Informatika za uredsko poslovanje 1 (script). Vern									
8. Additional literature	Original manufacturer's manuals and popularly written guides (such as those listed) for operating systems and software packages used in practical classes.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the exam: 1. participation in classes 2. positive grade in knowledge assessments during classes. Explanation of requirements: The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and achieve an overall positive grade in knowledge assessments during classes. Continuous knowledge assessments during classes include announced and unannounced short tests, seminars, projects, homework and all other activities initiated during classes by the teacher. The student is required to continuously monitor his/her success (achieved number of points and attendance percentage). By fulfilling these requirements, the student is awarded an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% attendance in classes and/or a negative grade during classes) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the exam, but is required to re-enroll and take the course in the following academic year. Entry paper: If a student has not exercised the right to sign because he/she has attended between 40% and 70% of the classes and/or has a negative grade during the classes, the teacher prescribes an entry paper with which the student compensates for									

	the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request. The student is required to take into account the time required to prepare the entry paper and to contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to take the exam). The entry paper consists of one or more tasks that compensate for the lack of teaching hours and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. The student is obliged to submit each of the assigned tasks in written form (the deadline and propositions are prescribed by the teacher) and to be checked during the teacher's consultation. Failure to meet the deadline results in cancellation of the assignment. Any form of plagiarism entails cancellation of assignments and reporting of the case to the ethics commission.																		
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Grade from classes</td><td>30%</td></tr> <tr> <td>Written exam</td><td>70%</td></tr> </table> <table border="1"> <tr> <th>Percentage</th><th>Grade</th></tr> <tr> <td>0%-50%</td><td>1 (insufficient)</td></tr> <tr> <td>51%- 65%</td><td>2 (sufficient)</td></tr> <tr> <td>66%-80%</td><td>3 (good)</td></tr> <tr> <td>81%-90%</td><td>4 (very good)</td></tr> <tr> <td>91%-100%</td><td>5 (excellent)</td></tr> </table>	Criteria	Weight share	Grade from classes	30%	Written exam	70%	Percentage	Grade	0%-50%	1 (insufficient)	51%- 65%	2 (sufficient)	66%-80%	3 (good)	81%-90%	4 (very good)	91%-100%	5 (excellent)
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91%-100%	5 (excellent)																		
12. Assessment criteria - explanation	During continuous assessments during classes, students collect points that are added up. At the end of the semester, a grade from this criterion is determined based on the total number of points achieved and the scale. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and the regulations on the study of the Polytechnic. To pass the exam, it is necessary to achieve at least 51% of the points on the exam. If the student is not satisfied with the exam grade, the student can take the exam again, but in that case the grade already obtained is no longer valid.																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																		

General information						VERN' University		
Program	Technical management			Year	1	Semester	1	
Course Name	Mathematics 1			Code	5374	ECTS	5	
Lecturers	Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The goal of the course is to introduce students to basic mathematical concepts that will make it easier for them to follow classes in other courses. The acquired knowledge should enable students to follow economic analyses more easily, provide them with a deeper understanding of mathematical functions of one variable, and facilitate their understanding of basic concepts in programming courses.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. use matrix notation to structure appropriate problems 2. add, subtract and multiply matrices 3. scalarly multiply two vectors, 4. apply elementary matrix transformations in determining the rank of a matrix, the inverse of a matrix and solving systems of equations 5. determine the domain of definition of a real function of one variable, 6. determine the extrema of a function of one variable and apply them to optimization 7. apply the rules of differentiation to the problem of flow analysis of a function of one variable, 8. determine the indefinite integral of a function using the appropriate integration technique 9. apply the definite integral to practical problems							
3. Content	Vectors. Linear algebra: concept of matrix and vector, definition of matrix, types of matrices. Matrix rank. Solving systems of linear equations. Inverse matrix, matrix equations, linear operators. Sets: definition of set, operations on sets, subset. Functions: definition of a function, elementary functions, exponential and logarithmic functions, limit value of a function. Derivation of functions: derivations of elementary functions, rules of derivation, derivation of compositions of functions. Application of derivatives: L'Hospital's rule and calculation of limes, asymptotes of functions, determination of function extrema. Integrals: concept of indefinite integral, integrals of elementary functions, integration rules. Integration methods: substitution method, integration of rational functions, partial integration. Definite integral: application of the definite integral.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Neralić L., Šego B., <i>Mathematics</i>, Element, Zagreb 2015.							
8. Additional literature	- Beroš I. (2012), <i>Mathematics 1</i>, Zagreb: VERN. - Beroš I. (2012), <i>Mathematics 2</i>, Zagreb: VERN.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for access to the written exam: A full-time student who has attended less than 40% of the total number of classes during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. For students studying part-time, the minimum regularity is 20%. The requirement for access to the oral exam is to pass the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is recorded if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded.							
	Criteria	Weighting						
	Written exam	40%						

	Oral exam	60%

12. Assessment criteria - explanation	Written exam The grade from the written exam is positive if the student scored at least 50 points in the test. The total points are converted into the grade in the manner shown in the table. The oral part of the exam is accessed after passing the written part. If the student receives a negative grade on the oral exam, he can retake it at the scheduled time, which cannot be before the next time for taking the written exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Technical management			Year	1	Semester	2	
Course Name	Firmness			Code	5559	ECTS	6	
Lecturers	Asst. Prof. Emil Barić, Marin Reljić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to acquire the ability to think constructively and adopt methods for solving problems. - introduce students to the conditions of equilibrium, types of plane beams, loading methods and types of stresses in parts of a certain structure and their influence on structural elements, - apply theoretical knowledge to specific practical problems, - train students to calculate the most important static quantities in engineering (loads, internal forces, mechanical and geometric characteristics of structural parts) as well as to dimension individual structural elements based on loads.							
2. Expected learning outcomes	After completing the course, students will be able to: 1. Analyze and define the loading of structural elements, 2. Determine the magnitude of reactions and internal forces, 3. Define the effects of loading on the magnitude of stress in structural elements, 4. Dimension individual structural elements based on stress.							
3. Content	1. Introduction to the course - basic tasks of strength science. Concept and types of load and stress: Concept of strength and deformation. Stretch diagrams (relation between stress and relative deformation). Hooke's law. 2. Allowable stresses and safety factor: Effect of grooves and material fatigue. Normal stress on train and pressure. Surface pressure. 3. Stress due to temperature change. The shear or shear stress equation. Calculation of elements exposed to penetration. 4. Calculation of joints with rivets and bolts. Calculation of welded joints to cut. Moments of inertia and resistance. Concept and types of moments of inertia and moments of resistance. Steiner's lesson. Moment of inertia and moment of resistance of simple surfaces. 5. Moment of inertia and moment of resistance of complex (assembled) surfaces and weakened surfaces. Moment of inertia and moment of resistance of standard assembled surfaces. Bending stress. Basic concepts and types of bending. Bending equation. Design of elements exposed to bending. 6. Stress during twisting or torsion. Design of light shafts with respect to the required strength and deformation. 7. Stress during buckling. Euler's equation. Slenderness of a rod and the limits of application of Euler's equations. Tetmayer's method. 10. Complex stresses: Eccentric tension and compression. Bending and tension. Bending and compression. Design of heavy shafts with respect to the required strength and deformation.							
4. Admission requirements								
5. Student obligations	Attendance of lectures and exercises, preparation and submission of a seminar paper, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Activities	1	Oral exam	1
7. Required literature	B. Kulušić: Technical Mechanics - Strength Science and Dynamics, Element, Zagreb, 2015.							
8. Additional literature	D. Bazijanac: Strength Science, Technical Book, Zagreb, 1973. K. Juhart, A. Vrabić: Workbook on Strength Science, Element, Zagreb, 2004.							
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.							
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting to attend the course. In the case of regularity less than 70% and greater than the minimum regularity, the lecturer may set additional obligations for a full-time student as a condition for acquiring a second signature.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weight share						
	Written exam	60%						
	Oral exam	40%						

12. Assessment criteria - explanation	The written exam is a test of knowledge from the entire material covered in the course. The choice of material covered in the written exam will change from one exam term to the next, which means that students effectively have to prepare the entire material in order to ensure the desired success. The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding on a practical example (calculation task). In the academic year, the student has the opportunity to take the written exam a limited number of times - as provided for in the calendar of teaching activities, in accordance with the regulations on studies. A student who is not satisfied with the grade can repeat the written exam, or part of it, within the prescribed period. For a positive grade on the written exam, it is necessary to achieve at least 60% of the points If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written material, or does not respond, a score of 0 points is recorded. Grade from class or oral exam – students are graded in class based on the following criteria: (a) observation of students' preparation for class (independent determination of previous material); (b) results achieved in short tests, exercises or assignments; (c) program tasks if assigned, and (d) contribution to the success of class through active and constructive participation in problem discussions. If a student is not graded in class, he/she takes the oral exam, which is held after passing the written exam. The student can also take the oral exam if he/she wants to improve his/her final grade. In the event of a negative grade on the oral exam, the student can take it again in the next exam period.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Technical management			Year	1	Semester	2	
Course Name	English language 2			Code	5558	ECTS	4	
Lecturers	Lect. Vesna Gruja Tomić, Sr. Lect. Svea Kršul							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Tasks	4
	Total	60						
Course Description								
1. Course objectives	Provide basic knowledge, vocabulary and structures necessary for the promotion and presentation of products, services, ideas, companies, projects and business opportunities using English. Enable students to communicate with business partners during simpler business meetings and negotiations as well as for the needs of organizing business and incentive trips, meetings, conferences and events. Instruct students in trends in the business world, negotiation and presentation skills as well as methods of lifelong language learning (and professional language). Introduce students to basic vocabulary, structures and functions of English for technical sciences necessary for oral and written communication in English and communication in a business environment. Develop language skills (understanding text, listening, writing and speaking) and fluency and accuracy at B1 level. Enable students to follow classes from other courses in which texts in English are used.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Present products, services, ideas, companies, projects, trends and business opportunities in English • Describe types and forms of companies, different market segments and appropriate methods of advertising and promotion • Explain basic statistical indicators in the business world • Conduct all phases of a simple business meeting, negotiations and presentation • Use basic terms related to the organization of meetings, business and incentive trips, conferences and events • Present trends in the business world, basic terms of sustainable business and examples of responsible company behavior • Use part of the general language competences at level B1 and part at level B2 of the Common European Framework of Reference for Languages (CEFR)							
3. Content	New business, economic terms; time clauses, dealing with numbers; presentation skills; Writing emails, business letters and reports: Talking about marketing mix & campaigns; Word partnerships; Question formation; Telephoning skills; Planning - Discussing how and when to plan; Talking about future plans; Meetings - interrupting & clarifying Managing people; Discussing the qualities of a good manager; Verbs and prepositions; Reported speech; Socializing and entertaining; Managing conflicts: Word building; Conditionals, Negotiating – dealing with conflicts; Discussing products; Describing products; Passives; Presenting a product; Presenting your company; Negotiating – reaching agreement; Doing business internationally; Present and past tenses, active and passive (review), collocations; modal verbs; , verb and noun combinations; Applying for a job; Writing a CV							
4. Admission requirements	Use general language competences at level B1 of the Common European Framework of Reference for Languages (CEF).							
5. Student obligations	Attendance of lectures and exercises. Independent and group work in class. Preparation of presentations and seminar papers, independent preparation of assignments - projects and submission of them in an electronic folder. Taking a preliminary exam and possibly a written exam in case of unsuccessful passing of the preliminary exam and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	0.5	Seminar	0.5
	Exercises	0.5	Project	0.5				
7. Required literature	• Cotton, David et al. (2015). Market Leader: Pre-intermediate coursebook. New edition. Pearson Education Ltd.							
8. Additional literature	• Cotton, David et al. (2015) Market Leader practice book, Pearson Education Ltd • Murphy, R. (2007) English Grammar in Use. Cambridge: Cambridge University Press. • Business trends reports and various other current on-line materials • Strutt, P (2015) Market Leader Business Grammar and Usage, Pearson Education Ltd • Flower, John (2014) Build Your Business Vocabulary , Ltp • Harding, K (2017) International Express Intermediate , Oxfor University Press • Grant, David et al (2017) Business Result Pre-intermediate Student's Book, Oxford University Press							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 70% attendance in class * Positively graded activity in class. The 1st partial exam, which is written halfway through the semester, can be taken with a minimum attendance of 50%.							

	For the purpose of taking the written exam, a student can make up for absences by preparing and submitting entrance assignments or an entrance paper. The entrance paper is assigned at the student's request, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for registering for the exam, i.e. submit the entrance paper on time. Making up for absences is not possible for the 1st mid-term exam, which is written mid-semester. A student whose regular attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is passing the written exam, or both parts of it.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Oral exam</td><td>40%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Oral exam	40%	Activity	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	25%										
Written exam - 2nd preliminary exam	25%										
Oral exam	40%										
Activity	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material, and the second part is written after the end of classes. These two partial written exams make up the "Summer Pre-Term". In the summer exam period, students who have not passed any partial written exam take a written exam from the entire material. Those who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test knowledge of the content according to the learning outcomes, but also real understanding and coping in contact with potential guests, clients, business partners and/or investors. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test. The oral part of the exam is taken after the written part of the exam has been passed. It is held by the subject lecturer or the course leader. If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, a score of 0 points is recorded. If the student receives a negative grade on the oral exam, they may retake it at the scheduled time, and no later than the next exam deadline. If the student does not take the oral exam at the scheduled time, they must re-register for the exam. The activity is evaluated through the student's active participation in class, writing independent notes and assignments, and independent work. The presentation will be agreed upon during class, is related to the teaching units, and is mandatory for each student as a criterion for the final grade from the oral exam.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Technical management			Year	1	Semester	2	
Course Name	Mathematics 2			Code	5557	ECTS	5	
Lecturers	Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to introduce students to the basic concepts and principles of financial mathematics and optimization. They are also introduced to basic statistical tools applicable in the field of technical management.							
2. Expected learning outcomes	After successfully completing the course, students will be able to:							
	1. apply the rules of the percentage calculation, 2. apply the rules and principles of simple and compound interest calculation to practical problems 3. define a linear programming problem and write it down mathematically 4. solve a linear programming problem using the graphical method. 5. apply Excel to solve typical optimization problems (mixture problem, problem production) 6. determine and interpret the mean values and measures of dispersion of a numerical statistical series 7. apply MS Excel to calculate the correlation coefficient 8. apply MS Excel to determine the equation of a linear regression model and interpret its coefficients 9. graphically display the time series and analyze its dynamics with indicators							
3. Content	Percentage account. Time value of money. Present and future value of an amount. Present and future value of multiple equal amounts. Long-term loan amortization. Linear programming: definition of a linear programming problem. Setting simple problems. Solving linear programming problems using the graphical method. Solving optimization problems with Excel add-on Solver. Basics of descriptive statistics (mean values, measures of dispersion). Correlation. Linear regression model. Basic analysis of time series.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes, preparation of seminar papers, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	• Neralić L., Šego B., <i>Mathematics</i>, Element, Zagreb 2015. • Meter J., <i>Mathematics 2</i> (work script)							
8. Additional literature	• Beroš I. (2012), <i>Mathematics 1</i>, Zagreb: VERN. • Beroš I. (2012), <i>Mathematics 2</i>, Zagreb: VERN. Bradić T., Pečarić J., Roko R., Strunje M. (1998), <i>Mathematics for Technological Faculties</i>, Zagreb: Element							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: The minimum attendance requirement for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum attendance requirement cannot take the course and is required to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting the course. In the case of attendance of less than 70% and greater than the minimum attendance requirement, the lecturer may set additional obligations for a full-time student as a condition for acquiring a second signature. The condition for taking the oral exam is passing the written exam							

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam	60%
Oral exam	40%

12. Assessment criteria - explanation

The written exam also consists of tasks that test the student's theoretical knowledge, and his understanding of concepts and procedures. The tasks are designed to test understanding of the material, not just the acquisition of techniques.

The grade from the written exam is positive if the student has achieved at least 50 points, and if other conditions that may be set are met (e.g., mandatory tasks solved, a certain percentage of points from each part, etc.).

Points	Rating
50 - 64	2
65 - 79	3
80 - 89	4
90-100	5

Through active participation, a student can collect up to 10 points that are added to the result written exam.

If the teacher has a reasonable suspicion that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he/she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond to the test, a result of 0 points is recorded.

The oral part of the exam is taken after the written part has been passed. It is held by the relevant lecturer or course leader.

If a student on oral if the exam is graded negatively, he can take it again at the scheduled time to a date that cannot be before the next date for taking the written exam.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Technical management		Year	1	Semester	2				
Course Name	Management basics		Code	5376	ECTS	5				
Lecturers	Sr. Lect. Dubravko Kraus, Lect. Marijana Šimundža Golemac									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to basic concepts, management development and basic managerial functions; To introduce students to the challenges that management faces when making decisions in a changing business environment; To enable understanding and connection of planning, organizing, human resource management, leadership and control in modern business conditions.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain basic management concepts, the historical development of management, and its impact on the company and business environment 2. Analyze external and internal factors that managers face in a changing business environment 3. Discuss the importance of organizational culture, social responsibility, and managerial ethics 4. Describe the nature, purpose, and process of planning, organizing, staffing, leading, and controlling 5. Use the phases of the integral decision-making process to make quality managerial decisions									
3. Content	INTRODUCTION TO MANAGEMENT: 1. Management: science, theory and practice. 2. Management functions, activities and roles of managers, managerial skills. 3. History and theories of management; BUSINESS ENVIRONMENT: 4. External and internal environment, business-environment relationship; management in a global environment. 5. Organizational culture and environment. ETHICS AND SOCIAL RESPONSIBILITY OF MANAGERS: 6. Managerial ethics. 7. Social responsibility; PLANNING: 8. Managers as decision makers. 9. Fundamentals of planning. 10. Strategic planning. ORGANIZING: 11. Organizational structure and design. 12. Change and innovation management; STAFFING: 13. Human resource management; planning, recruitment, selection and development of human resources. LEADERSHIP: 14. Basic characteristics of leadership. 15. Leadership styles. 16. Key competencies of managers and leaders; CONTROLLING: 17. Fundamentals of controlling. 18. Control methods and techniques.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures and exercises, completion of assignments, writing short tests (continuous assessment), preparation and presentation of a project assignment, taking a written exam (via a preliminary or integral exam).									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	0.5	Research	0.5	Project	1
7. Required literature	Buble, M. (2013). Fundamentals of Management. Zagreb: Sinergija Publishing House d.o.o. ii Buble, M. (2006). Fundamentals of Management. Zagreb: Sinergija Publishing House d.o.o.									
8. Additional literature	- Certo, C. S., & Certo, T. S. (2008). Modern Management (10th edition). Zagreb: MATE d.o.o. - Sikavica, P. and Bahtijarević-Šiber, F. (2004). Management: Management Theory and Large-Scale Empirical Research in Croatia. Zagreb: Masmedia d.o.o. Available at http://books.google.hr/books?id=vv48bSUiQa0C&printsec=frontcover#v=onepage&q&f=false									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	To take the first mid-semester mid-term exam, it is necessary to achieve at least 50% regular attendance and complete the assignments that will be assigned in that part of the semester. The requirements for taking the second mid-term exam, or the full written exam, are regularly completing assignments (project assignment and homework) and achieving regular attendance of at least 70% (i.e., timely completion of additional obligations to compensate for insufficient attendance - a condition for taking the full exam). A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
	Criteria		Weight share							
	Written exam - 1st preliminary exam		30%							
	Written exam - 2nd preliminary exam		30%							
	Project		20%							
	Activities		20%							

	Table>	
12. Assessment criteria - explanation	The written exam can be taken in two parts - a preliminary exam according to the scheduled calendar of teaching activities. The first part can be taken by students who have achieved 50% attendance and fulfilled the obligations set by the lecturer at the beginning of the semester. The second part can be taken by students who have achieved 70% attendance and fulfilled all the obligations set by the lecturer at the beginning of the semester (assignments; project assignment and presentation). The second part of the exam is written after the end of classes. In the first exam period, a partially passed exam is recognized, and after that period, only the entire exam is written. In the preliminary/written exam, a score of at least 60% is required for a grade of sufficient (2), at least 70% for a grade of good (3), at least 80% for a grade of very good (4), and at least 90% for a grade of excellent (5). The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding on a practical example. Students have the opportunity to take the written exam a limited number of times during the academic year, as provided for in the teaching activity calendar. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the score is 0 points. Students will already in the first part of the semester receive tasks and the topic of the project assignment on one of the topics assigned by the lecturer. The goal of the tasks is to analyze and solve managerial challenges. The goal of the project and its presentation is to connect the processed teaching material from Management, but also from other courses on a concrete example. The quality of the work, following the given guidelines, and respecting the given deadlines are evaluated, as well as the impact that the student managed to make while dealing with this topic. If the student is not satisfied with the grade, the student can take the exam again, with the fact that in that case the grade already obtained is no longer valid.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Technical management		Year	1	Semester	2
Course Name	Technical documentation		Code	6721	ECTS	5
Lecturers	Asst. Prof. Emil Barić, Prof. Milan Kljajin					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The goal of this course is to develop the ability to communicate graphically with the environment and to train students to create and use documentation. To introduce students to the possibilities of practical use of acquired competencies in technical documentation in carrying out business activities of entrepreneurs and managers and as a basis for understanding other related disciplines.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain basic concepts from technical documentation • Describe how drawings are formed • 'Read' drawings as well as draw less demanding parts • Interpret a drawing to people who cannot 'read' it • Identify parts from drawings • Use a computer and drawing program as a drawing tool							
3. Content	Technical drawing. Types of drawings. Standards in technical drawing. Types of lines. Technical writing. Scales. Formats. Header. Table of contents. Dimensioning, dimension elements and dimensioning rules. Spatial presentation of the course: perspective, oblique projection. European and American projection methods. Section, types of sections (full, half, partial and rotated). Simplified representation of threads, screws, gears and springs. Roughness and roughness marking. Tolerances of length measurements. Tolerances and fits. Computer-aided drawing. Creation of drawings of a part of a structure. Drawings of spatial representation. Schematic drawings.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, production of graphic works, taking exams via a preliminary exam or a written exam in case of unsuccessful passing of the preliminary exam, and an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1	Continuous assessment	0.5
7. Required literature	• L. Padovan, Engineering Graphics and Documentation, Graphis, Zagreb, 1999.							
8. Additional literature	• Č. Koludrović: Technical drawing in the picture with computer applications, Koludrović Č.I.R. Rijeka 2001							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is required to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting the course. In the case of regularity less than 70% and greater than the minimum regularity, the lecturer may set additional obligations for a full-time student as a condition for acquiring a second signature.							
11. Exam implementation and assessment criteria	Proficiency is tested by preliminary exams, and passing the preliminary exams is a requirement for admission to the oral exam.							
	There are two ways to take the preliminary exam:							
	1. By gaining a sufficient number of points from the tests during the exercises during the semester.							
	2. By taking the official exam dates that begin after the end of the exercises.							
	The exam consists of a written part - solving a task on a computer and an oral part of the exam.							
	Criteria	Weighting						
	Written exam - 1st exam	30%						
Written exam - 2nd exam	30%							
Activities	10%							
Seminar paper	5%							
Oral exam	25%							

12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after the 4th week of classes, and the second after the end of classes. These two partial written exams, together with the oral exam, make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. To pass the written exam, at least 65% of points must be achieved. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the final grade, he/she may retake some of the elements that make up the final grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations. 3. The seminar paper is prepared individually and according to the rules of Vern'a. It is submitted in digital form a week before the date of the preliminary exam or the written part of the exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Technical management			Year	1	Semester	2	
Course Name	Technological construction materials			Code	5562	ECTS	5	
Lecturers	Lect. Slavko Titan							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Fieldwork	4
	Total	60						
Course Description								
1. Course objectives	The aim of this course is to acquire basic knowledge about materials used in the field of construction and mechanical engineering. Students are introduced to the properties of individual materials, and knowing them, determine their practical application. When choosing materials, students will take into account the requirements of the designer as well as the economic conditions defined by the investor. Students will monitor the development of new technologies in the production of engineering materials with special attention to environmental protection, both in obtaining materials and in their application.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Recognize different materials, including their characteristics 2. Explain the technology of obtaining individual materials 3. Mark materials according to Croatian and European standards 4. Distinguish between individual types of construction materials and their applications 5. Describe the structure of complex materials, production technologies and applications 6. Identify the impact of materials on the atmosphere and the atmosphere on materials 7. Choose appropriate materials for the purpose of environmental protection 8. Apply new materials in modern technical fields							
3. Content	Structure of metals: internal structure of pure metals and alloys. General concepts about iron. Steel, its classification and application. Steel designation according to HRN and EN 10027. Cast iron, non-ferrous metals and their alloys. Other materials: hard metals, cutting ceramics, grinding materials, plastics, insulating materials. Wood, leather, rubber, glass, paper and textiles. Lubricants and cooling agents. Sealing materials. Adhesives and sealants. Testing of mechanical properties of materials Testing of technological and physical properties and chemical properties. Corrosion and corrosion protection. Building materials: stone, clay products, refractory products, mineral lubricants and cements Coatings and waterproofing. Asphalt and concrete. Floors, mortars, plasters. Wood as a building material, characteristics and application. Concrete as a polyphase composite. Types and standards of concrete. Design of concrete with given properties. Basic guidelines for material selection. Environmental protection.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and submission of a seminar paper in written and digital form, taking a written exam (via a preliminary or integral exam)							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Seminar	1		
7. Required literature	• F. Taufer: Technical materials. School book, Zagreb, 1981.							
8. Additional literature	• 1. V. Ukrainozok: Knowledge of materials. Croatian Institute of Civil Engineering, Zagreb, 2001. • J. Beslač: Materials in architecture and construction, School book, Zagreb, 1989. • M. Horvat: Construction materials. School book, Zagreb, 1998. • D. Hrgović: Technical materials. School book, Zagreb, 1976. • V. Ukrainozok: Concrete, structure, properties, technology. Faculty of Civil Engineering, Zagreb, 1994.							
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.							
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting the course. In the case of regularity less than 70%, but greater than the minimum regularity, the lecturer may set additional obligations as a condition for acquiring a second signature for a full-time student. The seminar paper must be sent in electronic form to the course instructor at: slavko.titan@gmail.com . The student should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Compensation for absences is not possible for the 1st midterm exam, which is written halfway through the semester.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Activity</td><td>25%</td></tr> <tr> <td>Seminar</td><td>15%</td></tr> </tbody> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Activity	25%	Seminar	15%
Criterion	Weight share										
Written exam - 1st preliminary exam	30%										
Written exam - 2nd preliminary exam	30%										
Activity	25%										
Seminar	15%										
12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activities and seminar paper. These two partial written exams, together with the oral exam, make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. To pass the written exam, at least 61% of points must be achieved. During the academic year, a student has the opportunity to take a written exam a limited number of times - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the final grade, he/she can retake some of the elements that make up the final grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes. 3. The seminar paper is prepared individually and according to the rules of Vern'a. In written and digital form, the seminar paper is submitted no later than the day of the second preliminary exam. The submission of the digital version must be verified by a message on the EduNeta portal. The seminar paper is assessed and participates in the formation of the final grade.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University										
Program	Technical management			Year	2	Semester	3									
Course Name	Machine elements			Code	6705	ECTS	5									
Lecturers	Prof. Domagoj Jakobović, Asst. Prof. Mirko Jakopčić															
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4								
	Total	60														
Course Description																
1. Course objectives	The objectives of this course are: To analyze dimensional tolerances and fitting systems of parts in an assembly. To know and apply the functional and structural characteristics of machine parts and assemblies. To apply the principles of dimensioning and designing machine parts and structures. To identify and relate the main technical characteristics of power transmissions.															
2. Expected learning outcomes	After successfully completing the course, the student will be able to: 1) Analyze tolerances of dimensions, shapes and positions, and explain the relationship between tolerances and fits. 2) Recognize the load on structural parts. 3) Calculate dimensions and argue for stresses on structural parts. 4) Classify the purpose and compare the design features of non-separable and separable joints. 5) Interpret the purpose and classify the design features of axles, shafts and bearings. 6) Classify the purpose and compare the design features of power transmission elements. 7) Calculate and analyze the main features of power transmission. 8) Describe the purpose and identify the design features of flow, regulation and sealing elements.															
3. Content	1.) Introduction. 2.) Tolerances and fits (Term and meaning. ISO tolerance system, fit systems, types of fits) 3.) Connecting elements (Fixed joints: welded, soldered and glued joints, Detachable joints: screwed joints, pins, bolts, wedges) 4.) Elements for rotary and linear motion and power transmission (axles and shafts, couplings, bearings, belt transmission, gear transmission) 5.) Power transmission (main technical characteristics of power transmission and their mutual relationship) 6.) Flow and regulation elements (pipe elements, valves, taps, cocks, gate valves) 7.) Gaskets and sealing (purpose and types of gaskets).															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Attendance of lectures and exercises, active participation in classes, preparation and submission of program and seminar papers, taking a written exam															
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	0.5	Project	1								
7. Required literature	• Decker, K-H: Elements of Machines, Technical Book, Zagreb, 1980. • M. Jakopčić: Elements of Machines, teaching materials • M. Jakopčić: Basic Concepts in Strength Science, teaching materials															
8. Additional literature	• E. Hercigonja: Mechanical Elements 1, Školska knjiga, Zagreb, 2001. • E. Hercigonja: Mechanical Elements 2, Školska knjiga, Zagreb, 2001. • ISO tolerance tables • B. Kraut: Mechanical Engineering Handbook															
9. Quality monitoring	Observations and evaluation of teaching. Course performance evaluation. Student survey.															
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory in the event that the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting to attend the course. In the case of regularity less than 70%, but greater than the minimum regularity, the lecturer may set additional obligations as a condition for acquiring a second signature for a full-time student. The program paper must be defended and submitted no later than the 4th academic week. The seminar paper must be presented and submitted no later than the 8th academic week. A positively graded program and seminar paper is a condition for taking the exam.															
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed assessment criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>40%</td></tr><tr><td>Class activity</td><td>20%</td></tr><tr><td>Project</td><td>20%</td></tr></table>								Criterion	Weight share	Written exam	40%	Class activity	20%	Project	20%
Criterion	Weight share															
Written exam	40%															
Class activity	20%															
Project	20%															

	Seminar paper	20%
12. Assessment criteria - explanation	The written exam is a test of knowledge from the entire material covered in the course. The choice of material included in the written exam can change from one exam term to the next, but the student must effectively prepare the entire material in order to achieve the desired success. The grades on the written exam reflect the achieved result in points, as shown in the following distribution: 0%-59% points insufficient (1) 60%-69% points sufficient (2) 70%-79% points good(3) 80%-89% points very good (4) 90%-100% points excellent (5) Written the exam consists of tasks that are designed to test not only theoretical knowledge, but also understanding of the material for application to practical requirements. During the academic year, students have the opportunity to take a written exam a limited number of times, in accordance with the planned calendar of teaching activities. Program and seminar papers are independent written works of the student, which are thematically related to the content of the course material. The assignment for the program paper is assigned by the course teacher. The topic of the seminar paper can be given by the course teacher, and the student can also propose a topic, and finally modify it in cooperation with the teacher. When writing a program and seminar paper, students are required to adhere to the usual rules for writing scientific, research and professional papers. Untimely submission of the paper reduces its grade.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Technical management		Year	2	Semester	3
Course Name	Mechanics 2		Code	6707	ECTS	6
Lecturers	Sr. Lect. Vesna Alić-Kostešić, Jerko Pandžić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	-to learn the basic principles of mechanics - kinematics and dynamics -to learn how to analyze and judge the motion of an object and/or system with and without the influence of mass on mechanical structures -to develop skills in solving dynamic equilibrium using scientifically based and exact criteria														
2. Expected learning outcomes	1. Differentiate between different motions according to object, path and speed and their characteristics 2. Determine the path, speed and acceleration of certain points of the body in motion 3. Determine the magnitude of the motion and calculate the masses and velocities when the bodies collide 4. Calculate force, work, energy and power in rectilinear motion 5. Determine the dynamic moment of inertia 6. Calculate the energy and power of the rotating body														
3. Content	(1) Introduction to kinematics: tasks, motion-concept and determination, division Motion of a point - comparative review of rectilinear and circular motion. (2) Composite motions: oblique and horizontal shot (3) Coplanar body motion -: translation and rotation (4) Absolute, relative and transferable motion (5) Introduction to dynamics: tasks, division, axioms (6) Force and D Alambert force, impulse of force, magnitude of motion, collisions. (7) Mechanical energy, work, power and degree of utility in rectilinear motion (8) Momentum and inertia Dynamic moment of inertia. (9) Energy of a rotating body (10) Relationship between power and torque														
4. Admission requirements	No special conditions.														
5. Student obligations	Attending lectures and exercises, solving tasks in written and digital form, taking a written integral exam.														
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment 2										
7. Required literature	Knez A., J. Pandžići: Mechanics 3, Kinematics and Dynamics, RB, Element, 2004.														
8. Additional literature	Kulišić, B.: Technical Mechanics, Kinematics and Dynamics, Element, Zagreb, 2000. Špiranec, V.: Technical Mechanics, Školska knjiga, Zagreb, 1996.														
9. Quality monitoring	Evaluation of teaching and course performance. Student survey.														
10. Exam access requirements	The requirements for admission to the 2nd preliminary exam and written exam are: (1) positively graded entrance papers. (2) For full-time students: achieved regular attendance in classes of at least 70%, or achieved minimum regularity with additional entrance paper. For part-time students: achieved minimum regularity. The minimum regularity for full-time students is 40% of the total number of teaching hours, and for students studying part-time 20%. A student who has participated in classes less than the prescribed minimum regularity during the academic year cannot access the knowledge assessment procedure, but is required to re-enroll and attend the course in the following academic year.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered according to achievements. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><th>Criteria</th><th>Weight share</th></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Activity and participation</td><td>20%</td></tr><tr><td>Accessible works</td><td>20%</td></tr><tr><td>Oral exam (correction of learning outcomes)</td><td></td></tr></table>					Criteria	Weight share	Written exam	60%	Activity and participation	20%	Accessible works	20%	Oral exam (correction of learning outcomes)	
Criteria	Weight share														
Written exam	60%														
Activity and participation	20%														
Accessible works	20%														
Oral exam (correction of learning outcomes)															

Written exam are passed after the end of the class.

exam	(uk. 100)	rating
60%	60-69	2
70%	70-79	3
80%	80-89	4
90%	90-100	5

12. Assessment criteria - explanation

For a positive it is necessary to achieve a grade of at least 60% points. Repeat the written exam, that is, part of it, within the prescribed period, can also be taken by a student who is not satisfied with the grade achieved. The written exam consists of tasks in which check the learning outcomes with the fact that each outcome should be achieved 50%. In the academic year, the student has the opportunity to take a written exam a limited number of times, as provided by the calendar of teaching activities.

Part of rating which refers to regularity and activity consists of activities per hour at performance, repetition and adoption of learning outcomes. The criteria for grading the activity are:

- (a) observation of the student's readiness for the class (independent determination of previous material);
 - (b) contribution teaching success through active and constructive participation in problem-based learning discussions.
- Students they also teach access papers. The aim of the works is to connect the processed teaching materials from Mechanics 2 in achieving the outcome.

The quality of work (results and procedure) and compliance with set deadlines are evaluated.

The oral exam is an integral part of the exam and grade, and for the purpose of correcting learning outcomes or the overall grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Technical management			Year	2	Semester	3	
Course Name	Basics of electrical engineering			Code	6706	ECTS	5	
Lecturers	Asst. Prof. Petar Kolar							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Fieldwork	4
	Total	60						
Course Description								
1. Course objectives	To enable understanding of basic concepts in electrical engineering of direct and alternating current, and electrostatic and electromagnetic fields. To introduce students to the possibilities of theoretical and practical use of acquired competences in the field of electrical engineering and physics.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basic concepts of electrostatics 2. Explain the behavior of a conductor in an electric field and the flow of electric current 3. Describe the effects of electric current: thermal, electrodynamic, light. 4. Describe the sources of electric current 5. Explain different direct current circuits 6. Interpret the basic laws of electrical engineering, Ohm's, Kirchhohoffe's, Ampere's. 7. Explain the basic concepts of electromagnetism and the associated laws 8. Explain the nature of alternating current and R, L, C circuits.							
3. Content	Basic concepts of electricity. Coulomb's law. Definitions of electric field. Electric potential and electric voltage. Work on electric charge. Conductor in an electric field. Electric current. Circuits. energy. Electrical resistance. Ohm's law. Measurement of electricity. Sources of electrical energy. Joule's law. Direct current circuits with linear and nonlinear resistors and capacitances. Basic concepts of electromagnetism. Magnetic forces and magnetic circuits. Alternating current, concept and effect. Series and parallel R, L, C circuit.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, possibility of taking an exam via a preliminary exam and a written exam in case of unsuccessful passing the preliminary exam, oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	1. B.Kuzmanović; Z.Baus: 'Electrical Engineering Fundamentals 1', Golden Marketing-Technical Book, Zagreb, 2011.							
8. Additional literature	2.V.Pinter: 'Elements of Electrical Engineering 1', Školska knjiga, Zagreb, 2001.							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting to attend the course. In the case of regularity less than 70%, but greater than the minimum regularity, the lecturer may set additional obligations for the full-time student as a condition for acquiring a second signature. A full-time student who has attended classes less than 70% may make up for the lack of teaching hours with an additional assignment assigned by the lecturer in the group after the end of all classes during the regular consultation period. The completed additional assignment is submitted during the regular consultation period at least two weeks before the announced deadline for the written exam to be taken. Compensation for attendance through the completion of an additional task is recognized provided that the task is well-written and presented. The condition for submitting and taking the assessment of the business plan (seminar paper) is passing the written exam, or both of its parts.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from knowledge tests participate in the calculation of the final grade with the following shares: interview 1 - 10% and interview 2 - 10%, or written exam - 20%, seminar paper - 80%. The written exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the winter pre-term. In the following exam term, i.e. in the summer term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The assessment of the business plan is based on the independently developed business plan, its presentation (exposition and							

	explanation of the textual part of the plan) and the explanation of the calculations performed. The printed business plan should be submitted to the teachers during regular consultations, after passing the written exam. Students will provide an oral explanation of the business plan at the first subsequent consultation after submitting the business plan, where students must also submit an electronic record of the business plan for transfer to the teacher's electronic archive. The assessment of the business plan is carried out by the lecturer in the group.																						
12. Assessment criteria - explanation	The written exam consists of computational tasks that test the acquisition of fundamental concepts, terms, and procedures. The tasks are designed to test understanding of the material, not just the acquisition of techniques. The grades for the preliminary/written exam reflect the points achieved as shown in the following table. <table> <tr> <th>Total points</th><th>Grade</th></tr> <tr> <td>0 – 60</td><td>insufficient (1)</td></tr> <tr> <td>61 – 70</td><td>sufficient (2)</td></tr> <tr> <td>71 – 80</td><td>good (3)</td></tr> <tr> <td>81 – 90</td><td>very good (4)</td></tr> <tr> <td>91 – 100</td><td>excellent (5)</td></tr> </table> <table> <tr> <th>Grade element</th><th>Grade</th></tr> <tr> <td>Complete content coverage of the paper and accurate calculations</td><td>sufficient (2)</td></tr> <tr> <td>Technical sophistication of the paper (text layout and tables)</td><td>good (3)</td></tr> <tr> <td>Linguistic sophistication of the paper (style and expression)</td><td>very good (4)</td></tr> <tr> <td>Original idea, demanding topic, excellent treatment of the topic</td><td>excellent (5)</td></tr> </table>	Total points	Grade	0 – 60	insufficient (1)	61 – 70	sufficient (2)	71 – 80	good (3)	81 – 90	very good (4)	91 – 100	excellent (5)	Grade element	Grade	Complete content coverage of the paper and accurate calculations	sufficient (2)	Technical sophistication of the paper (text layout and tables)	good (3)	Linguistic sophistication of the paper (style and expression)	very good (4)	Original idea, demanding topic, excellent treatment of the topic	excellent (5)
Total points	Grade																						
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Linguistic sophistication of the paper (style and expression)	very good (4)																						
Original idea, demanding topic, excellent treatment of the topic	excellent (5)																						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																						

General information						VERN' University		
Program	Technical management			Year	2	Semester	3	
Course Name	Basics of construction			Code	6708	ECTS	6	
Lecturers	Lect. Slavko Titan							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of this course is to acquire basic knowledge about the construction management system. Students develop a methodological approach to the organization of construction and its optimization. Students are familiar with the technologies of input data analysis for the purpose of optimal construction organization. Students are introduced to the types of construction projects, the entities that develop them, and their analysis. The aim is also to acquire knowledge about the organization of construction sites and the organization of works in accordance with legal regulations. Students are introduced to the types of permits in construction, who issues them and under what conditions. The aim is to introduce students to the basics of construction regulations, that is, legal regulations in the field of construction.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Recognize the elements of a construction management system, their characteristics and connections, and know how to organize a construction site 2. Explain the legal obligations and responsibilities of participants in construction 3. Organize occupational safety on a construction site as a high-risk work location 4. Distinguish types of projects and identify the entities that issue them and under what conditions, and analyze them 5. Keep and analyze the necessary documentation on a construction site 6. Describe the types of permits in construction, the conditions for issuing them, and the time period for which they are issued 7. Follow construction regulations and all changes in that area 8. Calculate construction costs and determine the unit price of a construction product							
3. Content	Basic concepts in construction. Introduction and objectives of construction organization. Construction management system, elements and objectives of this system. Methodological approach to construction organization, optimal use of resources and technologies, as well as transport options. Input data for optimal construction organization and their analysis. Types of construction organization projects (conceptual and implementation) and analysis. Preparation of construction work plans (static and dynamic), Gantt chart, histogram. Organization and arrangement of construction sites (warehouses, transport, accommodation, energy, etc.). Preparation of construction site scheme. Organization of assembly works. Measures and norms of occupational safety and environmental protection. Construction regulations: Participants in construction. Types of projects. Construction regulations: Types of permits in construction. Documentation on the construction site. Technical regulations for concrete structures. Norms in construction and their purpose (norms of labor, machinery and materials). Structure of construction costs and methods of cost estimation. Calculations in construction.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises (8 terms), preparation and presentation of seminar papers, possibility of taking exams via a preliminary exam and a written exam in case of unsuccessful passing of the preliminary exam, oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1.5	Seminar	0.5
7. Required literature	• Car-Pušić: Organization and technology of construction, Rijeka, 2003. • R. Lončarić: Organization of construction project implementation, script of the Faculty of Civil Engineering, Rijeka, 2003. 3. G. Bučar: Handbook for construction entrepreneurship. Norms of construction works. ICG Omišalj, Faculty of Civil Engineering in Rijeka, Rijeka, 2003. 4. Davor Rajčić · Saša Nikšić - Introduction to construction law, Croatian University Fee, Zagreb, 2008.							
8. Additional literature	1. B. Trbojević: Organization of construction works, Scientific book, Belgrade, 1992. 2. M. Žaja: Economics of production, Školska knjiga, Zagreb, 1991.							
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.							
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting the course. In the case of regularity less than 70%, but greater than the minimum regularity, as a condition for acquiring a second signature, the lecturer may assign a seminar paper to a full-time student. The seminar							

	paper is assigned orally or via the portal, and is submitted in written form during the regular consultation period of the subject lecturer. The seminar paper must be sent in electronic form to the course instructor at: slavko.titan@gmail.com . The student should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time, but not before the last week of classes.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>50%</td></tr> <tr> <td>Activity</td><td>20%</td></tr> <tr> <td>Seminar paper</td><td>10%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	50%	Activity	20%	Seminar paper	10%	Oral exam	20%
Criteria	Weight share										
Written exam	50%										
Activity	20%										
Seminar paper	10%										
Oral exam	20%										
12. Assessment criteria - explanation	1. The written exam can be taken after the end of classes. The condition for taking the full exam is positive grades from the activities and seminar paper. These two partial written exams, together with the oral exam, make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding of concepts and procedures. To pass the written exam, it is necessary to achieve at least 66% of points. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the final grade, he/she may retake some of the elements that make up the final grade. 2. Activity is assessed by taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations. 3. The seminar paper is prepared individually and according to the rules of Vern'. It is submitted in written form on the day of the presentation in front of the group, at a time determined for each student during the semester. The oral presentation should be accompanied by a power point presentation. The seminar paper is graded based on individual grades of the written work and the public presentation. 4. The oral part of the exam is taken before the course instructor (Slavko Titan). After the written exam, students will be informed via the portal about the date and schedule of the oral exams. The oral exam focuses on learning outcomes that were not met during the written tests and exams.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Technical management			Year	2	Semester	3	
Course Name	Accounting			Code	6704	ECTS	4	
Lecturers	Asst. Prof. Melita Cita							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Enable the understanding of the concept, significance and role of accounting as an information function, and also of the bookkeeping process as the basis of financial accounting. To acquaint students with the basic concepts, methods, procedures and techniques of accounting in the recording of business events and the creation and analysis of financial statements. Train students to interpret accounting information and use it in making business decisions.							
2. Expected learning outcomes	After successfully mastering the material, students will be able to: - Describe the concept, significance and role of accounting as an information function - Explain the bookkeeping process as the basis of financial accounting - Apply basic concepts and categories of accounting - Use basic concepts and techniques in the recording of business events, - Use different methods in compiling financial statements - Interpret information derived from financial statements - Explain the regulatory and conceptual frameworks of accounting - Apply different procedures in the analysis of financial statements							
3. Content	The concept, importance and role of accounting as an information function. Bookkeeping and the accounting process as the basis of financial accounting. The concept and purpose of basic financial statements: balance sheet, income statement, cash flow statement, statement of changes in equity, notes to financial statements. Recording typical business events: purchase, sale, delivery, payment and collection, accounting recording of costs, specifics of the accounting scope of cost transfers, matching income and expenses and determining the operating results of the period. Preparing the income statement using the total cost method and the cost of goods sold method. Preparing the balance sheet. Preparing the cash flow statement using the direct and indirect methods. Regulatory and conceptual frameworks of accounting: Accounting Act, accounting principles and standards. Analysis of financial statements. Accounting aspects of taxes, contributions and other payments.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, active participation in classes where it is mandatory to have a workbook in class, taking a written and oral exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1	Exercises	0.5
7. Required literature	1. . Dražić Lytilsky, I. et al. (2010). <i>Accounting</i> . Zagreb: HZRIF. 2. Teaching materials (2019). Accounting textbook. Zagreb: VERN' Polytechnic.							
8. Additional literature	1. Žager, K. et al. (2008). <i>Financial Statement Analysis</i> . Zagreb: Masmedia.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey							
10. Exam access requirements	The student is required to participate in at least 20% of the total number of teaching hours provided for in the study program and is required to bring an accounting textbook to class. A student who has participated in classes for less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from the knowledge tests participate in the calculation of the final grade with the following shares: Written exam - 70%, oral exam - 30%.							
12. Assessment criteria - explanation	The written exam consists of a theoretical part (30%) and tasks (70%). The oral part of the exam is accessed after passing the written part. The oral exam is conducted and evaluated by the lecturer in the group. If the student receives a negative grade on the oral exam, he can retake it at the scheduled time, which cannot be before the next time for taking the written exam. <i>If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral check. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded.</i> Grades on the preliminary/written exam reflect the points achieved as follows: - from 0 – 60 points = insufficient (1),							

	- from 61 – 70 = sufficient (2), - from 71 – 80 = good (3), - from 81 – 90 = very good (4), - from 91 – 100 = excellent (5).
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University			
Program	Technical management			Year	2	Semester	3			
Course Name	Project management			Code	2932	ECTS	4			
Lecturers	Sr. Lect. Hrvoje Belani									
Teaching Method and Hours	Lectures	18	Excercises	18	Midterms	4	Total	40		
Course Description										
1. Course objectives	The Project Management course deals with the basics of project work. It aims to acquaint students with the basic knowledge and tools needed to manage projects in all phases of the project life cycle: initiation, planning, monitoring and control, execution and closure of the project. The goal of the course is to teach students the basic principles of project management, the role of the project manager, and to familiarize them with agile project management through theoretical and practical work. The goal is to show, by managing individual project phases, how to implement the project with the use of the most favorable resources in order to reduce the risk, ensure the agreed quality and ultimately evaluate the success of the project. In addition to the legality of project management, students will learn about the importance of the context in which the project is carried out, and the specifics of teamwork on projects.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define a project and project documentation; 2. Plan: project initiation, scope, stakeholder and project team management; 3. Link individual phases of the project cycle and plan the project using the most appropriate resources (human, material) with the aim of achieving the agreed quality and reducing risk within the planned time and budget; 4. Apply appropriate forms of communication and work in a team; 5. Explain agile project management.									
3. Content	1) Introduction to project management and organizational systems: Introduction, Project and project life cycle characteristics, Project management life cycle, Project context, Stakeholders 2) Project management process groups: Initiate, Plan, Execute, Monitor and control, Close the project 3) Planning: Defining objectives, Creating a scope of delivery, Defining the project scope, Allocating responsibilities, Creating an activity schedule, Creating a budget 4) Project management knowledge areas: Managing project integrity, Managing scope, Time management, Resource management, Risk management, Quality management, Communication management, Procurement management, Budget management, Stakeholder management 5) Agile project management									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	According to the normative acts of the Faculty, class attendance is mandatory. Regular class attendance significantly facilitates mastering the course program in Project Management. Irregular class attendance may be an obstacle to taking the exam in the course, or a reason for re-enrolling in the course in the next academic year. A student whose regular class attendance is less than 70% cannot take the exam in that academic year, and is instructed to retake the course in the next academic year. If a student has an attendance rate between 10% and 70%, he or she is required to fulfill additional obligations assigned by the subject teacher, and these must be fulfilled by 01.09.2022. If the student does not meet these conditions, he or she is instructed to retake the course in the next academic year. Students may graduate early if they have made up for the lack of regular attendance by 08.06.2022.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	0.5	Continuous assessment	0.5	Activities	0.5
7. Required literature	PMI, Project Management Knowledge Guide (Fourth Edition), Mate d.o.o. , 2011.									
8. Additional literature	- PMI, A Guide to the Project Management Body of Knowledge, PMBOK Guide, Sixth ed., Project Management Institute, 2017 - Kerzner H, Project Management, A system Approach to Planning, Scheduling and Controlling, Eleventh edition, John Wiley @Sons, 2013									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	- Minimum 70% attendance at lectures - If the student is not satisfied with the grade, the student can retake the exam, but the grade already received is no longer valid. The exam is repeated at the dates specified in the academic year calendar (exam retake dates). - For a positive exam grade, it is necessary to achieve at least 50% of points.									
11. Exam implementation and assessment criteria	During the course, two midterm exams (knowledge tests) are taken. They test the material presented during the semester. The midterm exams include an individual (written part) and a team part of the knowledge test (oral part). A student who achieves more than 50% of points in each part of the preliminary exam receives a grade and may be exempted from the exam, if he accepts the entry of the grade achieved by the preliminary exam results. Each part of the preliminary exam is evaluated numerically:									

	0%-50% = 1 (insufficient) 50%-65% = 2 (sufficient) 65%-80% = 3 (good) 80%-90% = 4 (very good) 90%-100% = 5 (excellent) The final grade is formed as the average grade from the first and second preliminary exams. The final grade is entered if the following conditions are met: • The student has passed both preliminary exams • The student has satisfactory attendance • The student accepts the grade achieved midterms If a student is not satisfied with the grade, the student can take an exam, in which case the grade achieved in the midterms is no longer valid. Students take a written exam after the end of classes, which tests their knowledge of the material presented in the course. The exam is considered passed and a grade is recorded if the following conditions are met: • The student has passed the exam • The student has satisfactory attendance Each part of the exam is evaluated numerically, according to the following table: 0%-50% = 1 (insufficient) 50%-65% = 2 (sufficient) 65%-80% = 3 (good) 80%-90% = 4 (very good) 90%-100% = 5 (excellent)
12. Assessment criteria - explanation	Exam dates are published on the school notice board or via the VERN information system (student portals). During classes, the subject teacher, working in small groups, evaluates students based on the following criteria: • observation of the student's preparation for the class (independent determination of previous material) • results achieved in short tests, exercises or assignments • contribution to the success of the class through active and constructive participation in problem discussions. In addition to the general rules of polite behavior, we expect students to: • attentively follow the class with the necessary level of concentration • arrive at class on time • arrive at class prepared During the written exam: • the student may only have writing utensils and an identification document with them. No other personal items are allowed, • it is not allowed to leave the room, • it is not allowed to communicate in any way with other students.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information

Program	Technical management		Year	2	Semester	4
Course Name	Electronics and digital circuits		Code	6713	ECTS	5
Lecturers	Asst. Prof. Petar Kolar					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	To teach students basic knowledge of electronics and digital circuits. In the basic knowledge, describe the electronic circuits that we encounter in all modern devices: mobile, landline, automatic, auto industry, military industry, etc. In the part related to digital electronics, explain the basic logic circuits and show the coupling of digital circuits and programming so that students gain knowledge of the beginning of a modern processor and computer.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic electronic circuits and their basic functionalities 2. Independently select components for the construction of electronic circuits 3. Check the correctness of electronic components 4. Test electronic devices in industry 5. Design electronic and digital circuits 6. Write basic program code using logic circuits and functions							
3. Content	1. Basics of electronic and digital circuits 2. Ways of performing circuits 3. circuit testing 4. Circuit design 5. Basic logical functions for programming							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Class attendance, seminar papers, written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Activities	1	Activities	1
7. Required literature	1.S.Paunović: 'Digital Electronics', Volume 1, Školska knjiga, Zagreb, 2003. 2.T.Šurina; G.Klasche: 'Impulse Phenomena and Circuits', Školska knjiga, Zagreb, 1978. 3.G.Smiljanić: 'Fundamentals of Digital Computers', Školska knjiga, Zagreb, 1980.							
8. Additional literature	1. P. Biljanović: 'Electronic Skolopovi', Školska knjiga Zagreb, 2000. 2. J. Millman: 'Integrated Electronics; McGraw-Hill, 1985.							
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.							
10. Exam access requirements	The requirement for taking the written exam is to have obtained the so-called second signature. The requirement for taking the 1st preliminary exam is 50% attendance, and for the 2nd preliminary exam 70%. A full-time student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course. The minimum attendance for part-time students is 20%.							
11. Exam implementation and assessment criteria	Evaluation criteria							
	Criteria	Weighted share						
	Written exam	70%						
	Practice	20%						
12. Assessment criteria - explanation	Class activity	10%						
	A WRITTEN EXAM can be taken. The grade from the written exam is positive if the student has achieved at least 50% of the points.							
	ACTIVITY IN CLASS - includes: regular class attendance (20%), student preparation for class, timely preparation and presentation of seminars, contribution to the success of class through regular presentation of articles and active and constructive participation in exercises and problem discussions.							
	ACTIVITY IN EXERCISES - includes regular attendance of exercises and preparation of preparations for the exercise and reports after the exercise.							
	Points	Grade						
60 - 69	2							
70 - 79	3							

	80 - 89	4
	90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Technical management			Year	2	Semester	4	
Course Name	Finance			Code	6838	ECTS	5	
Lecturers	Lect. Anita Lukenda Mlinac							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Total	56
Course Description								
1. Course objectives	Indicate the basic knowledge and skills in the application of basic concepts, principles, criteria, rules, methods, procedures and techniques relevant to making financial decisions on investing, financing and managing a company's assets. Point out the possibilities of identifying changes in the environment and the company, and making appropriate adjustments in the implementation of financial policy. Enable the achievement of defined learning outcomes in order to acquire competencies for professional performance of tasks within the financial function of a company.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain the basic concepts, methods, techniques, principles, rules and objectives of business finance. • Show the structure and functions of the financial system as a company's financial environment. • Apply the concept of the time value of money to financial assets and liabilities of a company. • Perform the portfolio risk assessment process. • Calculate and interpret basic financial analysis indicators. • Assess the profitability of investments in simpler investment projects using profitability techniques. • Explain the basic sources of financing for a company. • Apply basic current asset management techniques.							
3. Content	Introduction to the course: conceptual definition of corporate finance, financing and financial operations, goals and tasks of financing, basic principles of financing. The financial system as the financial environment of a company: financial instruments, financial markets, financial institutions. Time value of money: future value of money, present value of money, annuity. Risk and return. Financial analysis: financial statements, financial indicators, methods of analysis of investment projects (methods of profitability of investments in investment projects). Financial planning: planning of necessary money, capital budgeting. Financing of companies from their own sources: internal financing from their own sources, shares and share prices. Financing of companies from other sources: short-term financing, medium-term and long-term financing, loans and calculation of debt repayment of bank loans, bonds and bond prices. Working capital management. Financial aspects of company operations in an international environment.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, independent work on assignments, passing preliminary exams 1 and 2 and/or written exam and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Vidučić, Lj. (2008) Financial Management, Zagreb, RRiF – plous d.o.o.							
8. Additional literature	Horne, J., and Wachowicz, J.M. (2002). Basics of financial management. Zagreb: Mate d.o.o.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The minimum regularity requirement for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is required to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting the course. In the case of regularity less than 70% and greater than the minimum regularity, the lecturer may set additional obligations as a condition for acquiring a second signature for a full-time student. The condition for taking the oral exam is passing the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from the knowledge tests participate in the calculation of the final grade with the following shares: Interview 1 – 30% and Interview 2 – 30%, i.e. written exam – 60%, oral exam – 40%.							

12. Assessment
criteria -
explanation

If a student gets a negative grade on the oral exam, he can retake it access in the scheduled appointment which cannot be before the next appointment for taking a written exam.
Grades in the colloquium/written exam reflect achieved points as follows:

Sum of points	Grade
0 – 60	insufficient (1)
61 – 70	enough (2)
71 – 80	Good (3)
81 – 90	Very good (4)
91 – 100	Excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Technical management			Year	2	Semester	4			
Course Name	Organization of production systems			Code	6715	ECTS	5			
Lecturers	Asst. Prof. Mirko Jakopčić									
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4		
	Total	60								
Course Description										
1. Course objectives	The aim of this course is to acquire basic knowledge about organizational systems and their ways of functioning in the modern economy. Students fully distinguish the role, significance and influence of organizational structure on business results as well as the techniques of organizational management of business or production functions. The course enables students to understand the functioning of individual production processes as parts of a system. Through the preparation of their own seminar paper, the student creates an organizational chart of a selected company, which introduces them to its organizational structure with regard to the influential variables and factors that have been covered in lectures, and identifies the effectiveness of the existing organizational structure and suggests possible improvements.									
2. Expected learning outcomes	1. Explain the place and role of organizational science in modern business practice 2. Describe different economic organizations and their characteristics 3. Identify the advantages of the target organization for given business circumstances 4. Analyze the production system based on market needs 5. Recognize the challenges of managing an organization from the aspect of organizational and technological structure, and leadership style. 6. Choose the structure and methods of human resource management for the technological process and/or business goal 7. Optimize the technological process in order to increase productivity and reduce costs 8. Plan technological development and modernization of the technological process 9. Plan to achieve the required quality and maintain it									
3. Content	(1) The place and role of the organization in modern business, current and future business trends. (2) The concept and role of the organization. (3) Organizational principles and organizational goals. (4) Economic organizations. (5) Organizational design and organizational structure. (6) Business processes and business functions. (7) Supply chain business function: Procurement. (8) Supply chain business function: Production preparation. (9) Supply chain business function: Production. (10) Supply chain business function: Logistics. (11) Business function: Research and development. (12) Business function: Human resources management. (12) Seminar paper - presentations									
4. Admission requirements	Duly fulfilled obligations from the previous semester, and met the requirements for taking this course in the 4th semester.									
5. Student obligations	Attendance of lectures and exercises, preparation and submission of a seminar paper, taking a written exam									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Activities	0.5	Seminar	1	Activities	0.5
7. Required literature	• Žugaj, M. et.al.: Organization, 2nd amended and supplemented edition, TIVA Varaždin and Faculty of Organization and Informatics Varaždin, 2004. Chapters: 1, 2, 3, 4, 6, 7, 9, and 12									
8. Additional literature	1. Sikavica, P., Novak M.: Business organization, 3rd edition, Informator, Zagreb, 1999. 2. Schroeder, G.R.: Production management, Decision making in the function of production, 4th edition, MATE, Zagreb, 1999 3. Jones, G.R.: Organizational Theory, Design and Change, 7th Edition, Pearson Education International, 2012 4. Finch, J.B.: Operations Now, McGraw Hill, Irwin, 2006									
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.									
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting to attend the course. In the case of regularity less than 70%, but greater than the minimum regularity, the lecturer may set additional obligations for a full-time student as a condition for acquiring a second signature.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
	Criterion		Weight share							
	Written exam - 1st preliminary exam		35%							

	Written exam - 2nd preliminary exam	35%
	Seminar	30%
12. Assessment criteria - explanation	The written exam is a test of knowledge from the entire course material. The selection of material covered in the written exam will change from one exam period to the next, which means that students must effectively prepare the entire material in order to ensure the desired success. A student has the opportunity to take the written exam a limited number of times during the academic year, in accordance with the study regulations. The scoring scale for the written exam is as follows: 0%-44% 1 (insufficient) 45%-59% 2 (sufficient) 60%-74% 3 (good) 75%-89% 4 (very good) 90%-100% 5 (excellent) The seminar paper is an independent written work by the student that creates an organizational chart of a specific business organization. The topic of the seminar paper is assigned by the subject teacher in agreement with the student. When writing a seminar paper, students are obliged to follow the usual rules for writing scientific research and professional papers. Untimely submission and presentation reduces the grade of work.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University				
Program	Technical management			Year	2	Semester	4			
Course Name	Organizational psychology			Code	9692	ECTS	5			
Lecturers	Assoc. Prof. Irena Miljković Krečar									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to the main areas of research in organizational behavior, which studies the influence that individuals, groups, and structure have on the behavior of people in an organization with the aim of improving its effectiveness. To highlight the importance of understanding both oneself and others in the workplace and the impact of people's behavior in organizations on organizational success.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify interindividual differences that determine work performance 2. categorize the components of emotional intelligence and emotional competence 3. compare theories of (work) motivation 4. analyze the principles and characteristics of teamwork 5. evaluate creative methods for the purpose of stimulating organizational creative potential 6. discover effective time management methods at the individual and organizational levels 7. critically assess basic leadership styles 8. present a selected topic from the field of organizational psychology									
3. Content	Individual differences important for success in work: biographical characteristics, abilities, personality traits. Emotional intelligence: components of emotional intelligence, emotional competence. Motivation: content and process theories of motivation, self-motivation techniques. Team work: differences between a team and a work group, types of teams, team formation, team roles, characteristics of successful and unsuccessful teams, group decision-making. Creativity: contemporary understanding of creativity, differences in the functions of the left and right brain hemispheres, group problem solving techniques, obstacles to creativity, stimulation of creativity. Time management: basic principles of time management; prioritization, goal setting, time planning, delegation. Leadership: theories of personality traits, behavioral style theories, situational leadership in practice, one-minute leadership, meeting management. Communication in the organization: structure of the communication network, types of communication, obstacles to successful communication, characteristics of successful communication.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, presentations, taking a preliminary exam and possibly a written exam in case of failure to pass the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Presentation	1	Activities	0.5
7. Required literature	1. Miljković D., Rijavec M.(2006). Organizational Psychology - Selected Chapters. Zagreb: IEP/D2									
8. Additional literature	1. Miljković D., Rijavec M. (2002). Communicating in an organization, Zagreb: IEP – D2 2. Rijavec, M. (1995). The Successful Manager: Everyday Management Methods. Zagreb: MEP Consult 3. Robbins, S., Judge, T. (2009). Organizational behavior. Zagreb: MATE 4. Schermerhorn, J.R., Jr., Hunt, J.G., Osborn, R.N. (1997). Organizational Behavior. New York: John Wiley & Sons, Inc.									
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.									
10. Exam access requirements	Requirements for taking the preliminary exams and exams: »The requirement for taking the 1st preliminary exam for full-time students is a minimum of 50% regular attendance, and it includes the material covered up to that point (making up for absences for the 1st preliminary exam is not possible). If a student successfully passes the 1st preliminary exam, in the 1st and 2nd terms they only take the 2nd preliminary exam, which includes the 2nd part of the material. »The requirements for taking the 2nd preliminary exam in the pre-term are: ° 70% of the total teaching (20% for part-time students) ° presentation ° second signature »Full-time students who have a lower regular attendance may take the following exam terms, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. Students who achieve between 40% and 69% are required to make up for the missed assignments with additional assignments assigned by the lecturer and submitted no later than one week before the exam date, and the deadline for registering for the exam should be taken into account, i.e., the additional assignment should be submitted on time. Part-time students can take the exam dates if they have a minimum of 20% regular attendance.									

	"Full-time students whose regular attendance is lower than 40% and part-time students whose regular attendance is lower than 20% are advised to retake and enroll in the course in the next academic year. Re-attendance is also mandatory in the event that the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting the course.										
11. Exam implementation and assessment criteria	The written exam is taken after the first 7 weeks of classes (then it is the 1st preliminary exam) or after the end of lectures during regular exam periods. The exam can be taken partially, i.e. through preliminary exams 1 and 2, or in full. In the 3rd and 4th terms, the first preliminary exam is no longer recognized, but students take the exam from both parts of the material. Students have the opportunity to take the written exam a limited number of times during the academic year, at the times specified in the teaching activities calendar. Students who are not satisfied with the grade can repeat the written exam, with the fact that the previously achieved success is deleted. For a positive grade in the written exam, it is necessary to collect 60% of the points. If the teacher has well-founded doubts that the result in the written exam was not achieved without the help of others, i.e. with additional knowledge, he can schedule an oral examination. If in such a case the student shows a significant lack of knowledge compared to the written, or not responds, the score is 0 points.										
12. Assessment criteria - explanation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Class activity</td><td>20%</td></tr> <tr> <td>Presentation</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Class activity	20%	Presentation	20%
Criteria	Weight share										
Written exam - 1st preliminary exam	30%										
Written exam - 2nd preliminary exam	30%										
Class activity	20%										
Presentation	20%										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Technical management			Year	2	Semester	4			
Course Name	Materials and construction technology			Code	6712	ECTS	5			
Lecturers	Lect. Slavko Titan									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Fieldwork	4		
	Total	60								
Course Description										
1. Course objectives	The aim of this course is to acquire basic knowledge about the technologies for obtaining structural technical materials. Students acquire basic knowledge about the characteristics of technical materials and their practical application. Students distinguish between individual sub-types of technical materials and their areas of application. Students also acquire knowledge about construction technologies and the optimal choice of each. When choosing a construction technology, students will take into account environmental protection as well as positive regulations on the application of individual materials and technologies. When applying individual technologies, students take into account occupational safety and environmental protection measures.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Define individual materials and construction technologies 2. Recognize the advantages and disadvantages of individual technologies 3. Apply both materials and technologies in a specific case 4. Harmonize work technology with legal regulations 5. Plan optimal solutions in the application of construction technologies 6. Choose technology that meets construction conditions 7. Choose the most economical technology variant 8. Take into account environmental protection when applying individual materials									
3. Content	Casting: principle and procedures; molds; specifics of casting; special procedures. Cutting wedge. Theoretical foundations of cutting: geometry and tool characteristics. Tool material - hard metals. Operating modes, cutting speed, feed and cutting depth. Manual processing: filing, sawing, gouging, threading, reaming, etc. Machine processing by particle separation: turning, planing, milling, drilling, grinding; other procedures. Deformation processing: forging, rolling, bending, broaching, deep drawing, pressing, compaction. Welding and brazing: hard and soft soldering, gas welding, manual arc welding, resistance welding, MAG, MIG and TIG welding in a protective environment, weld testing. The concept of corrosion and types of corrosion. Corrosion protection with metallic and non-metallic coatings. Cathodic corrosion protection. Protection of tanks and vessels from corrosion. Assembly and disassembly. Earthworks, types and execution technologies. Various types of excavation. Earthmoving machinery. Concreting, concrete preparation and concreting technologies. Concrete plants on the construction site and technology. Concrete transportation. Concrete preparation and concreting machinery. Prestressed concrete technology. Shotcrete technology. Underwater concreting. Transport and transfer of loads on construction sites. Types of cranes and applications of individual types. Formwork and technology for applying formwork in concreting. Sliding concreting (mobile formwork). Scaffolding, types and applications.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and submission of a seminar paper in written and digital form, taking a written exam (via a preliminary or integral exam)									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Activities	0.5	Seminar	0.5	Activities	0.5
7. Required literature	Lj. Babić: Material Processing, Birotehnika, Zagreb, 1993.									
8. Additional literature	A. Čevra: Metalworking II, Školska knjiga, Zagreb, 1992. F. Bračaniin: Metalworking I, Školska knjiga, Zagreb, 1993. M. Matošević: Processing and assembly technology, 1997. R. Lončarić: Organization of construction project implementation, HDGI, 1991. E. Slunjski: Machines in construction, HDGI, Zagreb, 1998. Š. Šavar: Metalworking by particle separation I and II, Zagreb, 1990. G. Bučar: Carpentry, reinforcement and concrete works on a construction site, Faculty of Civil Engineering, Osijek, 1997. V. Mlinarić: Evaluation of formwork systems, Građevinar, Zagreb, 1998.									
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.									

10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who does not meet the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting to attend the course. In the case of regularity less than 70%, but greater than the minimum regularity, the lecturer may set additional obligations as a condition for acquiring a second signature for a full-time student. The seminar paper must be sent in electronic form to the course instructor at: slavko.titan@gmail.com. The student should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Compensation for absences is not possible for the 1st midterm exam, which is written halfway through the semester.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="308 398 826 598"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Activity</td><td>25%</td></tr> <tr> <td>Seminar</td><td>15%</td></tr> </tbody> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Activity	25%	Seminar	15%
Criterion	Weight share										
Written exam - 1st preliminary exam	30%										
Written exam - 2nd preliminary exam	30%										
Activity	25%										
Seminar	15%										
12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activities and seminar paper. These two partial written exams, together with the oral exam, make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam terms. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. To pass the written exam, at least 61% of points must be achieved. During the academic year, a student has the opportunity to take a written exam a limited number of times - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the final grade, he/she can retake some of the elements that make up the final grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations. 3. The seminar paper is prepared individually and according to the rules of Vern'a. In written and digital form, the seminar paper is submitted no later than the day of the second preliminary exam. The submission of the digital version must be verified by a message on the EduNeta portal. The seminar paper is assessed and participates in the formation of the final grade.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Technical management			Year	2	Semester	4	
Course Name	Thermodynamics			Code	6711	ECTS	5	
Lecturers	Asst. Prof. Emil Barić							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4
	Total	60						

Course Description

1. Course objectives	The task of the course is to introduce students to the basics of thermodynamics, which are indispensable in a wide range of potential future professions. - Introduction to the basic laws of thermodynamics, - Understanding the concepts of the size of the working medium, - Application of theoretical knowledge to specific practical problems (heat exchangers, thermal power plants), - Training students in mathematical modeling of simple thermodynamic systems and independent solving of numerical problems.																	
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. determine thermodynamic state quantities, 2. identify different forms of energy and explain their basic balance in the process, 3. mathematically present idealized state quantity changes and cyclic processes, 4. calculate technically relevant cyclic processes (Otto, Diesel, Stirling) 5. explain the behavior of real substances and their importance in numerous processes (changes in the state of water vapor in various plants 6. recognize basic heat transfer mechanisms 7. distinguish between individual types of heat exchangers and their areas of application																	
3. Content	1. Fundamentals of thermodynamics. 2. Concepts of state quantities 3. Transient forms of energy and specific heat capacity 4. Amount of matter 5. First law of thermodynamics 6. Changes of state of ideal gases 7. Cyclic processes 8. Second law of thermodynamics 9. Real substances 10. Heat transfer mechanisms 11. Heat exchangers																	
4. Admission requirements	Duly completed obligations from previous semesters and met the requirements for taking this course in the 2nd semester.																	
5. Student obligations	Attendance of lectures and exercises, preparation and submission of assignments in physical or electronic form, preparation of a seminar paper, taking a written exam (via a preliminary or integral exam).																	
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.0	Activities	0.5	Activities	0.5	Qualifying paper	1								
7. Required literature	A. Kostelić: The Science of Heat, Školska knjiga, Zagreb, 1996.																	
8. Additional literature	F. Bošnjaković: Heat Science I and II, Technical Book, Zagreb, 1970.																	
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.																	
10. Exam access requirements	The minimum regularity of attendance for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is required to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (so-called "second signature") within one year of starting the course.																	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>80%</td></tr><tr><td>Activity</td><td>20%</td></tr><tr><td></td><td></td></tr></table>										Criteria	Weight share	Written exam	80%	Activity	20%		
Criteria	Weight share																	
Written exam	80%																	
Activity	20%																	

12. Assessment criteria - explanation	Written exam During the semester, students take 2 midterm exams. If both midterm exams are graded positively, the student is exempted from the written part of the exam. The grade for the written part is formed as the arithmetic mean of the grades for the two positively graded midterm exams. During the exam period, students can take ONE of the midterm exams that may not have been graded positively in order to fulfill the requirements for the written part of the exam. The oral exam tests only theoretical knowledge - there is no solving of numerical problems.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University								
Program	Technical management			Year	3	Semester	5							
Course Name	Building elements and installations			Code	6983	ECTS	5							
Lecturers	Lect. Slavko Titan													
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4						
	Total	60												
Course Description														
1. Course objectives	The aim of this course is to identify building elements. The course provides an understanding of the importance of building elements, both for the statics of the building and for the comfort of living. Through exercises, students learn to 'read' construction drawings and analyze them. Students will use standard designs of individual elements. Types of individual installations and designs will provide students with the basis for choosing the optimal solution for each installation. Students will align individual installations with legal regulations in that area, especially for gas and electrical installations. They also learn protective measures in the event of unforeseen accidents and failures in installations													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Recognize different building elements 2. Know the importance of each element and its impact on the safety of the building 3. Know construction symbols and recognize all building elements on a drawing 4. Know the characteristics of standard building elements, both in shape and dimensions 5. Apply individual installations to specific buildings 6. Monitor the calculation of individual installations 7. Choose the optimal solution for each individual installation 8. Comply with legal regulations and provide safety measures													
3. Content	Basics of construction drawings. Foundations and foundation of buildings. Walls, characteristics, materials and methods of construction. Chimneys. Horizontal load-bearing structures. Ceilings and floors - materials. Stairs and staircases, characteristics, regulations and methods of construction. Doors and windows, basic characteristics and methods of construction. Roofs and coverings. Calculation, types and designs. Water supply installations. Standard elements and dimensions. Calculation. Sewerage and drainage, types and methods of construction. Gas installations, technical solutions and precautions. Legal regulations in the field of gas installations. Heating installation, types and methods of construction. Hydrant and sprinkler fire protection water supply installations.													
4. Admission requirements	Duly fulfilled obligations from the previous semester, and met the requirements for taking this course in the 2nd semester.													
5. Student obligations	Attendance of lectures and exercises, preparation and submission of a seminar paper in written and digital form, taking a written exam (via a preliminary or integral exam)													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	1	Seminar	1	Activities	1				
7. Required literature	• Ž. Koški, N. Bošnjak, I. Brkanić: Elements of Building Construction I, Faculty of Civil Engineering, Osijek • Ž. Koški, V. Slabinac, D. Stober, N. Bošnjak, I. Brkanić: Elements of Building Construction II, Faculty of Civil Engineering, Osijek													
8. Additional literature	1. Đ. Peulić: Constructive elements of buildings, Croatia knjiga Zagreb													
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.													
10. Exam access requirements	The requirements for taking the written exam are: (1) achieved regular attendance of at least 70% (or timely completion of additional obligations to compensate for insufficient attendance); (2) positively graded and presented seminar paper. A full-time student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. For part-time students, the minimum regularity is 20%. Students with insufficient attendance cannot take the exam early.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>50%</td></tr><tr><td>Activity</td><td>25%</td></tr></table>								Criterion	Weight share	Written exam	50%	Activity	25%
Criterion	Weight share													
Written exam	50%													
Activity	25%													

	Seminar	25%

12. Assessment criteria - explanation

For a positive grade, it is necessary to achieve at least 60% points. A student who is not satisfied with the grade can repeat the written exam, or part of it, within the prescribed period. The written exam consists of tasks in which the student's theoretical knowledge is checked, as well as his/her actual understanding on a practical example. During the academic year, students have the opportunity to take a written exam a limited number of times, as provided for in the calendar of teaching activities.

Students will be assigned a seminar paper on a specific topic already in the first part of the semester. The goal of the work is to connect the processed teaching material from engineering materials.

The quality of the work, following the given guidelines, and respecting the given deadlines are evaluated.

The part of the grade that refers to the activity consists of 3 components: the attendance grade, and the activity in the class when performing exercises, repeating and adopting new material. During classes, the subject teacher evaluates students based on the following criteria:

(a) observation of the student's preparation for the class (independent determination of previous material);

(b) seminar assignments if assigned, and

(c) contribution to the success of the class through active and constructive participation in problem discussions.

Since the oral exam is not an integral part of the exam and grade, it is held in the case when a student who has achieved an overall average grade of 2.4 or 3.4 or 4.4 wants a higher grade, and if the subject teacher so assesses for any reason.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Technical management		Year	3	Semester	5
Course Name	Hydromechanics		Code	6982	ECTS	7
Lecturers	Asst. Prof. Emil Barić, Jerko Pandžić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The task of the course is for students to master the essential knowledge and laws in the field of hydromechanics. - introduce students to the laws of hydromechanics, - insight into the state quantities and properties of fluids, - application of theoretical knowledge to specific practical problems, - training students to determine certain hydromechanical quantities.									
2. Expected learning outcomes	After completing the course, students will be able to: 1. determine hydromechanical quantities, 2. analyze the influence of fluids and their flow on structural elements, 3. define the main parameters for selecting the necessary hydraulic equipment and devices, 4. define balancing and protection measures.									
3. Content	1. Introduction. 2. Properties of liquids: Density, Compressibility, Thermal expansion, Tensile strength, Viscosity, Evaporation. 3. Hydrostatic pressure: Basic equation of hydrostatics. 4. Liquid pressure force: on a flat surface, on a curved surface. 5. Flow of ideal and real liquids. 6. Continuity equation. 7. Bernoulli's equation: For ideal liquids, For real liquids, Examples of applying Bernoulli's equation to technical problems. 8. Momentum clause - momentum equation. 9. Real liquid flow. - Consultations - Preliminary exams - Pre-term exams									
4. Admission requirements										
5. Student obligations	Attendance of lectures and exercises, preparation and submission of assignments in physical or electronic form, preparation of a program assignment, taking a written exam (via a preliminary exam or an integral exam).									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Activities	1	Project	2	Activities	1
7. Required literature	1. D. Horvat: Hydromechanics I and II, University of Zagreb, 1966.									
8. Additional literature										
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.									
10. Exam access requirements	The requirements for taking the written exam are the final grades from the activities (20%) and the program assignment (20%), namely: (1) achieved regular attendance of at least 70% (or timely completion of additional obligations to compensate for insufficient attendance); (2) positively assessed and presented program assignment, and (3) positively assessed assignments and exercises. A student whose regular attendance in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. Students with insufficient attendance cannot take the exam early.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with one's own knowledge, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded.									
	Criteria	Weighting								
	Written exam	60%								
	Activities	20%								
	Project	20%								

12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after the first 4 classes and covers the first 5 chapters of the material. It can be taken by students who have achieved 50% attendance and fulfilled the obligations set by the lecturer at the beginning of the semester. The second part of the exam covers the remaining 4 chapters and is written after the end of classes (in the 16th and 17th weeks from the beginning of the semester). During the first exam period, a partially passed exam is recognized, and after that period, only the entire exam is written.	
		exam (incl. 60) grade
	60%	36 - 41 2
	70%	42 - 47 3
	80%	48 - 53 4
	90%	54 - 60 5
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Technical management		Year	3	Semester	5
Course Name	Quality control		Code	6984	ECTS	5
Lecturers	Lect. Danijela Bušetinčan, Prof. Predrag Ćosić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The aim of the course is to acquire the competences to judge product quality and understand the connection between product price and its quality. In doing so, the course focuses on developing cognitive and affective abilities and psychomotor skills, which enable more successful overcoming of problems related to product quality and its control in practice.												
2. Expected learning outcomes	After studying, the student will: (1) recognize the basic concepts of quality control (2) explain and apply basic quality control methods (3) define and design an appropriate quality control structure suitable for a particular organization												
3. Content	(1) Product quality: definition of quality and product quality, parameters that determine quality (2) Economic contributions to quality, design quality, manufacturing quality (3) Documentation defining product quality. (4) Standardization in direct connection with quality control (5) Quality improvement methods (priority methods, statistical methods) (6) Quality control organization: 100% and statistical control, receiving control (7) Selection of control system: control during production, control of the finished product												
4. Admission requirements	Duly fulfilled obligations from previous semesters, and met the requirements for taking this course in the 5th semester.												
5. Student obligations	Attendance of lectures and exercises, preparation and submission of assignments in physical and/or electronic form, preparation of a seminar paper, taking a written exam.												
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	1	Seminar	1	Activities	1			
7. Required literature	Bušetinčan, D. (2018): Quality Control for Technical Management, Selected Lectures												
8. Additional literature	Ž. Kondić: Quality and ISO 9000, TIVA – Tiskara Varaždin, 2002. Various articles, case studies, and additional literature												
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.												
10. Exam access requirements	The requirements for taking the written exam are the final grades from the activities (25%) and the assignment/seminar (25%), i.e.: (1) achieved regular attendance of at least 70% (or timely completion of additional obligations to compensate for insufficient attendance); (2) positively graded and presented seminar paper, and (3) positively graded assignments and exercises. A student whose regular attendance is less than 40% (20% for students with part-time status) cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Seminar paper</td><td>30%</td></tr><tr><td></td><td></td></tr></table>					Criteria	Weight share	Written exam	70%	Seminar paper	30%		
Criteria	Weight share												
Written exam	70%												
Seminar paper	30%												
12. Assessment criteria - explanation	The written exam is a test of knowledge from the entire material covered in the course. The choice of material covered in the written exam will change from one exam term to the next, which means that students effectively have to prepare the entire material in order to ensure the desired success. In the academic year, a student has the opportunity to take a written exam a limited number of times, in accordance with the regulations on studies. The score scale for the written exam is as follows: 0%-44% 1 (insufficient) 45%-59% 2 (sufficient) 60%-74% 3 (good) 75%-89%												

	4 (very good) 90%-100% 5 (excellent) The seminar paper represents the student's independent written work. The aim of the work is to connect the processed teaching material from quality control or standardization in technology on a concrete example. The quality of the work, the following of the given guidelines, and the observance of the given deadlines are evaluated. Untimely submission and presentation reduces the grade of work.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information				VERN' University				
Program	Technical management			Year	3	Semester	5	
Course Name	Logistics			Code	6981	ECTS	5	
Lecturers	Prof. Stud. Mladen Barković							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to train students to solve simpler logistics problems in small and medium-sized manufacturing companies. They will understand the connection and mutual influence of user needs, logistics capabilities and financial consequences, and be able to consider ways to achieve competitive advantage through logistics support. They will gain knowledge about managing and optimizing transport within the framework of logistics processes within and outside the company.							
2. Expected learning outcomes	After successfully completing this course, students will be able to: 1) Distinguish the components of logistics and recognize their impact on the business system 2) Identify efficiency elements and calculate their values in simpler cases 3) Identify and predict logistics costs in the total costs of the system's life cycle 4) Identify types of logistics management and propose its improvement in the organization 5) Consider the connection of integral logistics with other departments in the company and propose improvements in coordination 6) Develop an approach to optimizing service logistics (i.e. capacity, waiting time and distribution channels) 7) Identify problems in inventory management, classify items and calculate economic order quantities. 8) Make proposals for improving material flow management in the company. 9) Analyze traffic problems and make proposals for improving the traffic system in the company. 10) Identify factors and connections between the concept, technology and organization of maintenance of technical system.							
3. Content	1. Fundamentals of logistics. Development, concepts and areas of logistics. Interdisciplinarity and multidisciplinary of logistics (economic, technical, information, legal, environmental aspects). 2. Business logistics. Logistics and competitiveness of companies. Logistics business approaches, principles and groups of functions. Logistics chain in production and stages of development. 3. Criteria and measures of efficiency. Effectiveness and its components. Logistics efficiency and effectiveness. Examples of calculations. 4. Life cycle costs and logistics costs in the life cycle. Examples of calculations. 5. Logistics management. The connection of logistics with marketing, production and finance in a manufacturing company. Types and tasks of logistics management. Strategic and operational dimensions of logistics. 6. Integrated logistics. Main logistics activities. Added value of integrated logistics. Modern logistics concepts. Supply chain. 7. Service logistics. Capacity, waiting time and distribution channel. Process and participants in service logistics. 8. Material management in a manufacturing company. Management models. ERP. Warehousing. Material handling and packaging. 9. Inventory management. Purpose and inventory management. Economic order quantity. Inventory classification. 10. Traffic and transportation. Types and characteristics of modes of transport. Intermodal transport. Selection of means of transport and selection of carriers. Own and/or third-party transport. 11. Maintenance system. Corrective, preventive and condition-based maintenance. Maintenance components - technology, concept and organization. Maintenance management and quality.							
4. Admission requirements	Duly fulfilled obligations from the previous semester, and met the requirements for taking this course in the 4th semester.							
5. Student obligations	Attendance of lectures and exercises, preparation and submission of homework in physical or electronic form, preparation and submission of a seminar paper, taking a written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	1	Seminar	1
7. Required literature	Bloomberg, D S., LeMay, S., Hanna, J. B.: Logistika (Textbook) Mate d.o.o., Zagreb, 2006, ISBN 953-246-016-0							
8. Additional literature	Jacobs, F.R., Chase, R.B.: Operations and supply chain management, Mate d.o.o., Zagreb, 2018. ISBN: 978-953-246-181-7 Regodić, D.: Logistics, Singidunum University, Belgrade, 2010. Zekić, Z.: Logistics management, Glosa, Rijeka, 2000. Segetlija, Z.: Introduction to business logistics, Faculty of Economics in Osijek, 2002, ISBN 953-6073-70-6 Zelenika, R.: Logistic systems, Faculty of Economics, Rijeka, 2005. Christopher, M.: Logistics and Supply Chain Management, Prentice Hall, London, 2004, ISBN 0-273-63049-0							
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.							
10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is required to re-enroll and attend. Re-attendance is also							

	mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting the course. In the case of regularity less than 70% and greater than the minimum regularity, the lecturer may set additional obligations for a full-time student as a condition for acquiring a second signature.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Activity (work, assignments DZ-1 and DZ-2)</td><td>10%</td></tr> <tr> <td>Seminar paper</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	70%	Activity (work, assignments DZ-1 and DZ-2)	10%	Seminar paper	20%
Criteria	Weight share								
Written exam	70%								
Activity (work, assignments DZ-1 and DZ-2)	10%								
Seminar paper	20%								
12. Assessment criteria - explanation	The written exam is a test of knowledge from the entire material covered in the course. Students have the opportunity to take the written exam a limited number of times during the academic year, in accordance with the study regulations. The scoring scale for the written exam is as follows: 0%-50% 1 (insufficient) 51%-64% 2 (sufficient) 65%-74% 3 (good) 75%-89% 4 (very good) 90%-100% 5 (excellent) Students will receive a topic for writing a seminar paper in the first part of the semester. The aim of the paper is to connect the covered teaching material with practical examples or to deepen their knowledge of individual parts of the material through the processing of a professional text (article, manual, etc.). The quality of work, following the given guidelines and respecting the given deadlines are assessed. When preparing a seminar paper, students are required to adhere to the working instructions of the polytechnic. Late submission reduces the grade of the work. Activity includes attendance at classes, results achieved in exercises and homework, and contribution to the success of the class through active and constructive participation in problem discussions.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	Technical management		Year	3	Semester	5
Course Name	Company competitiveness		Code	6987	ECTS	4
Lecturers	Lect. Zvonimir Repač					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4
Course Description						
1. Course objectives	To bring closer the understanding of the complexity of the concept, the significance and the role of competitiveness in business. To cover all the important components that influence competitiveness and its improvement in a highly competitive domestic and global entrepreneurial environment. At the same time, the course emphasizes the need, in addition to focusing on achieving profit as the ultimate result of competitiveness, to take into account sustainable development and the balance of meeting the needs of the company, employees and the wider community, which is the primary task of management and a characteristic of good management as a whole. The goal is, among other things, to train students to identify business opportunities and set up business models that, with the use of adequate management tools and the selected form of management, will permanently create the prerequisites for competitive business.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: connect and coordinate all elements of a company's competitiveness. 1. Explain the meaning and importance of competitiveness and how to influence its increase. 2. Recognize opportunities for more efficient use of all resources for managing a company and strengthening competitiveness. 3. Identify and interpret competitive advantages as the basis for sustainable business. 4. Recognize and evaluate risks and opportunities for maintaining and/or increasing the level of competitiveness in a company.					
3. Content	Introduction, definition and key factors of competitiveness. History of entrepreneurship and competitiveness theory from Schumpeter to contemporary scientists. Influences of macro and micro environment on competitiveness, and conditions of competitive market competition. Competitive advantage and analytical tools for selecting and developing a competitive strategy. Innovation as the basis of competitiveness; the concept of innovation, innovation management. Intellectual capital and the importance of knowledge management as an economic resource, and possibilities and ways of acquiring knowledge. Influence of technology and its role in achieving competitiveness. Forms of technology transfer and commercialization Market positioning, competitive relations in the market, marketing and hierarchy of needs. Selection of target market, opportunities and threats, internationalization of business. Organizational changes and impact on company performance, trends in organizational design. Existing organizational forms of connecting and networking companies, strategic alliances and clusters. Scenarios and scenario planning, challenges and optimization of strategic behavior of companies. Recommendations for the practice of increasing competitiveness and course conclusions.					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attendance of lectures and exercises, active participation in classes, passing preliminary exams 1 and 2 and/or written exam and oral exam					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Oral exam	1
7. Required literature	The Evolution of Competitive Advantage, author Maja Daraboš, Naklada Ljevak, 2015.					
8. Additional literature	Selected articles, PDF materials and online sources					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	A student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally make up for the lack of teaching hours with an additional assignment determined by the lecturer in the group after the end of all classes during the regular consultation period. The completed additional assignment is submitted during the regular consultation period at least two weeks before the announced deadline for the written exam to be taken. Attendance compensation through the completion of an additional assignment is recognized provided that the assignment is well-written and presented. A student who has attended classes for less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from the knowledge tests participate in the calculation of the final grade with the following shares: Interview 1 - 30% and Interview 2 - 30%, i.e. written exam - 60%, oral exam - 40%
12. Assessment criteria - explanation	The first midterm exam is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the winter pre-term. In the following exam term, i.e. in the winter term, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The oral part of the exam is taken after the written part has been passed. The oral exam is conducted and graded by the lecturer in the group and must be held within two weeks of the written exam being passed. If a student receives a negative grade in the oral exam or does not take the oral exam within the deadline for passing the written exam, he/she must retake the written part of the exam. Class attendance is assessed by the student's active participation in class and solving tasks and exercises. Grades in the preliminary/written exam reflect the points achieved as follows: - from 0 – 60 points = insufficient (1), - from 61 – 70 = sufficient (2), - from 71 – 80 = good (3), - from 81 – 90 = very good (4), - from 91 – 100 = excellent (5).
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Technical management		Year	3	Semester	5
Course Name	New technologies in energy		Code	10664	ECTS	4
Lecturers	Asst. Prof. Emil Barić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	Give an overview of the state of energy resources in the world and in the Republic of Croatia, with special reference to their conventional (currently available) ways and technologies of use. After learning about conventional sources and their negative impact on the environment, the goal is to introduce students to the economic aspects of energy (Energy management), to the rational use of energy from an economic and ecological perspective, and to sustainable development from the point of view of energy (sustainable energy development). Acquaintance with the energy situation in the world, Europe and Croatia; enabling rational thinking and making decisions related to energy policy and planning.										
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish between the concepts of renewable and non-renewable energy sources. 2. Identify the advantages and disadvantages of individual technologies in both technical and economic terms. 3. Explain basic concepts in the field of RES. 4. Understand the basic structure of individual systems used for the exploitation of energy from renewable sources. 5. Understand the potential of RES depending on a particular micro-location with special emphasis on the Republic of Croatia. 6. Understand the legal regulations in the field of RES (the Republic of Croatia and the EU) 7. Recognize the potential for future development in the field of energy.										
3. Content	Basic concepts in the field of energy; market requirements, baseload and peak demand coverage. Conventional technologies for covering baseload and electricity needs - thermal power plants (technologies for using different fuels). Frequently used technologies in the field of renewable energy sources - their transition to conventional application. Less commonly used renewable sources with great potential in Europe (geothermal energy, wave energy, tidal energy). Use of biomass energy. Integration of RES into complex smart systems at the level of cities or entire regions.										
4. Admission requirements	There are no special requirements for enrolling in the course.										
5. Student obligations	Attendance of lectures and exercises to the planned extent, active participation in classes, presentation of acquired knowledge through presentation of seminar paper and oral exam.										
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Oral exam	2					
7. Required literature	1. Lecture notes and handouts and all literature submitted online marked as required										
8. Additional literature	Given the available mandatory literature - additional literature for mastering the course is not necessary										
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.										
10. Exam access requirements	The requirement for taking the oral exam is to have at least 70% attendance. If a student has achieved between 40% and 70% attendance, they can make up for their absence by preparing and presenting an additional seminar paper, the level of complexity of which is determined in consultation with the course instructor. If attendance is below 40%, the student is not entitled to take the exam and is not eligible for reimbursement.										
11. Exam implementation and assessment criteria	The course is considered passed if the student has successfully prepared and defended a seminar paper through a presentation and passed the oral exam in the course. <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Seminar paper - preparation and presentation</td><td>30%</td></tr><tr><td>Oral exam</td><td>70%</td></tr></table>					Criteria	Weighting	Seminar paper - preparation and presentation	30%	Oral exam	70%
Criteria	Weighting										
Seminar paper - preparation and presentation	30%										
Oral exam	70%										
12. Assessment criteria - explanation	1. The oral part of the exam is taken at a time agreed upon with the course instructor for the complete scope of the material. Exam dates will be assigned individually to each student. As stated, in addition to the seminar paper (writing and presentation), a successfully passed oral exam brings 70% of the total course grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes. 3. Subsequent seminar paper for fulfilling obligations is prepared individually and according to the rules of Vern and in agreement with the course instructor.										

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University								
Program	Technical management			Year	3	Semester	5							
Course Name	Operational planning and monitoring			Code	10907	ECTS	4							
Lecturers	Asst. Prof. Borislav Gordić													
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4						
	Total	60												
Course Description														
1. Course objectives	The aim of the course is to introduce students to the importance of the operational planning and monitoring process (OPP) and participation in such processes. To this end, students will be introduced in detail to the contents of working on operational planning and monitoring processes in order to achieve optimal results in development work, including procedures for implementing solutions. The application of operational planning and monitoring will provide knowledge about this process as the main process in managing production and other systems.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Participate in OPP processes independently or in a team 2. Recognize the connections between OPP and other parts of the treated system 3. Knowledge of criteria and metrics for determining the success of OPP 4. Determine and evaluate the impacts of OPP on the efficiency of the treated system 5. Determine and apply methods and techniques for optimizing plans through OPP 6. Define, organize and implement solutions resulting from OPP													
3. Content	Main problems in the planning and monitoring process (OPP) and the position of OPP within the business system. Criteria and benchmarks for evaluating the success of planning and monitoring. SCM supply chain management. PPC production planning and monitoring. ERP company resource planning and MRP production resource planning. Production planning according to MTO order. Techniques for making plans - Gantt chart, PERT, etc. Inventory management within OPP. Planning and work documentation. Sliding, dynamizing and adaptive planning and monitoring. Activities in the OPP process. Modeling and optimization of adaptive planning and monitoring. Determining the process of adaptive OPP.													
4. Admission requirements	There are no entry requirements.													
5. Student obligations	Attendance of lectures and exercises, preparation of a seminar paper, discussion of the paper - taking an exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1	Seminar	2								
7. Required literature	1. Gordić B. <i>Operational planning and monitoring</i> , student handbook, Zagreb, 2024													
8. Additional literature	At the students' choice													
9. Quality monitoring	Observations and evaluations of teaching. Student survey..													
10. Exam access requirements	The condition for taking the written exam is to have acquired the so-called second signature. The condition for taking the 1st preliminary exam is 50% attendance, and for the 2nd preliminary exam 70%. A full-time student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course. The minimum regularity for part-time students is 20%. The condition for access to the oral exam is a completed and accepted seminar paper.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Literature exam</td><td>70%</td></tr><tr><td>Oral exam</td><td>30%</td></tr></table>								Criteria	Weight share	Literature exam	70%	Oral exam	30%
Criteria	Weight share													
Literature exam	70%													
Oral exam	30%													
12. Assessment criteria - explanation	The seminar paper is submitted at the end of the semester. The seminar paper is a work on a concrete example from practice that demonstrates the application of knowledge acquired in lectures and the understanding of concepts and procedures. The seminar paper is designed to check and understand the material, not just the acquisition technique. The grade for the written exam is positive if the student has achieved at least 50% of the total number of points in the test.													

	The oral part of the exam is taken after the submission and acceptance of the seminar paper.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University						
Program	Technical management			Year	3	Semester	6					
Course Name	Business plan			Code	9238	ECTS	5					
Lecturers	Lect. Kristijan Milić											
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4				
	Total	60										
Course Description												
1. Course objectives	The fundamental goal of the course is to enable students to consider and analyze all factors important for assessing the feasibility and impact of an entrepreneurial venture and to independently develop an entrepreneurial business plan. Within the course, students will master the methodology of developing a business plan and apply the adopted methods in critically reviewing and elaborating their own business idea.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, content and purpose of creating a business plan 2. research the sales and procurement market and assess the possibilities of placing their own products or services 3. compile a plan and budget for marketing activities 4. create calculation projections of income, costs and necessary investments 5. compile planned financial statements 6. assess the justification of investments using static and dynamic approaches to cost-effectiveness assessment 7. analyze the sensitivity of the project 8. present and substantiate an entrepreneurial project.											
3. Content	The concept, content and purpose of creating a business plan. Presentation of an entrepreneurial idea. Information about the entrepreneur. Market analysis and marketing plan. Business, organizational and management plan. Financial budgets: sales plan, production plan, cost of goods sold (trade goods, services) and operating expenses, Calculation of investments in fixed assets and working capital. Calculation of liabilities according to sources of financing. Preparation of planned financial statements: profit and loss account, cash flow, balance sheet. Calculation of financial indicators. Financial assessment of project success: payback period method, net present value method, profitability index, internal rate of return method. Sensitivity analysis: break-even point method, dynamic analysis.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, active participation in classes, taking a written exam and writing a seminar paper.											
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	0.5	Seminar	3.0						
7. Required literature	Milinović, M. (2020). <i>Business plan of an entrepreneur</i>. Script. Zagreb: VERN'.											
8. Additional literature	http://www.bplans.co.uk/sample_business_plans.cfm. - Kuvačić, N. (2001). <i>Entrepreneurial Project</i>. Split: Polytechnic of Split.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The student is obliged to participate in at least 20% of the total number of teaching hours provided for in the study program. A student who has participated in less than 20% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is obliged to re-enroll and take the course in the following academic year. The condition for submitting and accessing the assessment of the business plan (seminar paper) is passing the written exam, or both parts of it.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from knowledge tests participate in the calculation of the final grade with the following shares: written exam - 20%, seminar paper - 80%. The business plan assessment is performed on the basis of an independently prepared business plan, its presentation (exposition and explanation of the textual part of the plan) and the explanation of the calculations performed. The printed business plan should be submitted to the teachers during regular consultations, after the written exam has been passed. Students will provide an oral explanation of the business plan at the first subsequent consultation after submitting the business plan, where students must also submit an electronic record of the business plan for transfer to the teacher's electronic archive. The business plan is assessed by the lecturer in a group.											
12. Assessment criteria - explanation	The written exam consists of calculation tasks in which the adoption of basic concepts, terms and procedures is checked. The tasks are designed in such a way that they also check the understanding of the material, not only the acquisition technique. The grades on the written exam reflect the achieved points as it is shown in the following table. <table><tr><td>Total points</td><td>Rating</td></tr><tr><td>0 – 60</td><td>insufficient (1)</td></tr></table>								Total points	Rating	0 – 60	insufficient (1)
Total points	Rating											
0 – 60	insufficient (1)											

61 – 70	enough (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

If the teacher has a reasonable suspicion that the result of the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral test. If in such a case the student demonstrates a significant lack of knowledge compared to the written test, or does not respond to the test, a score of 0 points is recorded.

The assessment of the prepared business plan is based on the criteria listed in the table below. If on oral presentation of the business plan (presentation and clarification of the textual part of the paper and explanations of calculations) shows that the student cannot present i clarify the textual parts of the plan (what he himself wrote in his own business plan) or cannot justify the methodology of the performed calculations (calculations that he set up and performed himself) and interpret the obtained results, appearing for the exam will be considered unsuccessful, regardless of the business impression plan.

Element grades	Rating
Complete content coverage of work and accurate calculations	enough (2)
Technical refinement of the work (text layout and tables)	good (3)
Linguistic refinement of the work (style and expression)	very good (4)
Original idea, demanding topic, excellent treatment of the topic	excellent (5)

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Technical management			Year	3	Semester	6	
Course Name	Facility management			Code	9237	ECTS	5	
Lecturers	Asst. Prof. Borislav Gordić							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of this course is to acquire basic knowledge about facility management and maintenance throughout the entire life cycle of a property. The course enables students to understand the importance of facility management and maintenance from various aspects. Students are introduced to the legal foundations, concepts related to co-tenancy, and obligations related to reserves (Law on Ownership and Other Real Rights). Students will be introduced to the maintenance (Facility Management) of facilities for various business purposes (shopping malls, office spaces, retail) as well as methods of maintaining residential properties. They will be able to recognize maintenance priorities, create a budget and costs, and select a contractor. They will also gain a high-quality insight into the structure of facility management costs, create calculations, and use the tools that Facility Managers use in their work.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Follow legal regulations related to facility management and maintenance 2. Analyze maintenance needs and determine priorities (legally prescribed works, emergency interventions and investment maintenance) 3. Create a budget for the management of facilities for various purposes. 4. Define the specification of works and create a cost estimate 5. Independently create basic calculations for Facility Management works 6. Plan the execution of works taking into account the normal course of life in the facility 7. Select a contractor based on certain parameters 8. Control the execution of maintenance works in terms of both quantity and quality 9. Decide on the outsourcing of various services within facility management							
3. Content	- Life of the object - Co-ownership community, basic terms. Inter-owner contracts, rights and obligations. Facility management, management contract and publication of house rules. - Types of maintenance according to the maintenance plan. Planning and organization of maintenance. Structure of maintenance costs. - Facility, Property and Center Management jobs. - Regular maintenance, reconstruction and emergency interventions, legally prescribed works. Subsequent construction works. - Analysis of defects in the building and preparation of repair proposals. Creation of maintenance priorities and timetables. - Creation of proof of measures and maintenance reports. Creation of basic calculations of Facility Management works. - Outsourcing activities as part of facility management services.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and submission of seminar papers and exercises in written and digital form, taking a written exam (via a preliminary or comprehensive exam)							
6. Monitoring student progress and associated ECTS credits	Classes	1.0	Written exam	2.5	Seminar	1.0	Exercises	0.5
7. Required literature	Law on Ownership and Other Real Rights, Regulation on Building Maintenance,							
8. Additional literature	Alexander, Keith., Facilities Management: Theory and Practice, E&F.N. Spon, GB, 1996. Park, Alan, Facilities Management – An Explanation, Macmillan press LTD, Houndmills, Besingstoke, Hampshire RG21 6XS and London, 1998. Alexander, Alan A., SCSM, and Richard F. Muhlebach, SCSM, Operating Small Shopping Centers., International Council of Shopping Centers, New York, 2005 Spedding, Alan, CIOB Handbook of Facilities Management, Longman Scientific & Technical, 1994. Vugrinec, Davor, Handbook for the Management of Commercial Buildings, 2G2E, 2012 Toić, T.: Support for Facility Management – Facility Management, University of Zagreb Faculty of Geodesy, Zagreb, 2006. www.IFMA.com Standard EN 15221-1, EN 15221-2							
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.							

10. Exam access requirements	The minimum regularity for part-time students is 20%, and for full-time students 40%. A student who has not met the minimum regularity requirement cannot take the course and is instructed to re-enroll and attend. Re-attendance is also mandatory if the student does not acquire the right to register for the exam (the so-called "second signature") within one year of starting the course. In the case of regularity less than 70%, but greater than the minimum regularity, the lecturer may set additional obligations for a full-time student as a condition for acquiring a second signature. The seminar paper and exercise must be sent in electronic form to the course instructor at: domagoj.rados278@gmail.com. The student should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time, but not before the last week of classes.
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. A successfully submitted and defended seminar paper is a condition for entering a grade from the written exam. If the teacher has reasonable suspicions that the result from the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: Written exam 60% Exercise 20% Seminar 20%
12. Assessment criteria - explanation	1. The written exam is taken all at once, as a complete written exam. It is written after the end of classes. The condition for taking the exam is a positive grade from the seminar paper. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. To pass the written exam, at least 61% of points must be achieved. During the academic year, a student has the opportunity to take the written exam a limited number of times - as provided for in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the final grade, he or she can retake some of the elements that make up the final grade. 2. The seminar paper is prepared individually and according to the rules of Vern'a. In written and digital form, the seminar paper is submitted no later than the day of the second preliminary exam. The submission of the digital version must be verified by a message on the EduNeta portal. The seminar paper is evaluated and participates in the formation of the final grade. 3. The exercise is prepared based on the instructions received during the lecture. The exercise is taught in digital form. The exercise is graded and participates in the formation of the final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Technical management			Year	3	Semester	6	
Course Name	Construction in construction			Code	9696	ECTS	4	
Lecturers	Lect. Slavko Titan							
Teaching Method and Hours	Lectures	13	Seminars and workshops	2	Excercises	13	Midterms	2
	Total	30						
Course Description								
1. Course objectives	The aim of this course is to acquire basic knowledge about types of building structures. Students connect knowledge from mechanics and technical materials through the basics of structural calculations. During exercises, they choose the optimal variant of the structure for a specific object. Students harmonize individual elements of the structure with legal regulations. Students prescribe protection measures for individual types of structures for their longevity. Students analyze the negative impact of individual structures on the environment as well as the adaptation of the type of structure to the environment while respecting traditional construction.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Recognize parameters that influence the selection and calculation of a structure 2. Analyze design drawings of a structure 3. Know the basics of calculating individual types of structures 4. Know how to choose materials for a particular structure while respecting its calculation 5. Know how to apply legal regulations relating to structures, especially in the area of safety 6. Know the basics of preparing a construction site for assembling a structure or making it on site 7. Analyze the impact of a particular structure on the environment, both visually and ecologically 8. Know how to choose a structure in accordance with traditional construction, if possible 9. Know the technologies of care and maintenance of structures as well as safety checks							
3. Content	Basic concepts of structures. Documentation necessary for the start of construction (drawings and certain permits). Types of structures according to the basic material. Methods of forming structures. Basics of calculation with all influences, external and internal. Characteristics of materials for structures and calculation of structures based on these materials. Selection of steel profiles for construction with criteria of mechanical and geometric characteristics of these profiles. Types of concrete and application of appropriate types for the construction of structures. Technologies for forming structures from steel, concrete or wood. Influence of snow and wind on the design of structures. Influence of individual types of structures on the environment as well as traditional-visual conditions (e.g. use of wooden structures in forested areas). Care and maintenance of structures (care of concrete and corrosion protection for steel structures). Techniques and protocols for periodic safety inspections of structures as well as preparation of reports on them.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, possibility of taking exams via preliminary exams and a written exam in case of unsuccessful passing of the preliminary exams, oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1		
7. Required literature	• Đuro Peulić: Constructive elements of buildings 1, Technical book Zagreb (old edition) • Đuro Peulić: Constructive elements of buildings 2: Technical book Zagreb (old edition) • Đuro Peulić: Constructive elements of buildings, Croatia book (new edition)							
8. Additional literature								
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.							
10. Exam access requirements	The condition for taking the written exam is regular attendance of at least 70%. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum regularity of 50%. For the purpose of taking the written exam, the student can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The seminar paper must be sent in electronic form to the course instructor at: slavko.titan@gmail.com . The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Making up for absences is not possible for the 1st midterm exam, which is written halfway through the semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							

and assessment criteria	Criterion	Weight share
	Written exam - 1st preliminary exam	25%
	Written exam - 2nd preliminary exam	25%
	Activity	20%
	Seminar paper	10%
	Oral exam	20%

12. Assessment criteria - explanation	To pass the written exam, a minimum of 66% points must be achieved. During the academic year, a student has the opportunity to take the written exam a limited number of times - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the final grade, he or she can retake some of the elements that make up the final grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes. 3. The seminar paper is prepared individually and according to the rules of Vern'. It is submitted in written form on the day of the presentation in front of the group, at a time that is determined for each student during the semester. The oral presentation should be accompanied by a power point presentation. The seminar paper is graded based on the individual grades of the written paper and the public presentation. 4. The oral part of the exam is taken before the course leader (Slavko Titan). After the written exam, students will be informed via the portal about the date and schedule of the oral exams. The oral exam focuses on learning outcomes that were not met during the written tests and exams.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Technical management		Year	3	Semester	6
Course Name	Computer aided design - CAD		Code	9554	ECTS	4
Lecturers	Sr. Lect. Vesna Alić-Kostešić, Asst. Prof. Emil Barić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The goal of this course is to introduce students to CAD software applications and their modules, as well as how to use them and their appropriate use in technical management.																				
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Use a computer and a drawing program as a drawing tool • Draw 3D product models by 'reading' technical drawings • Create simpler 3D animations • Interpret 3D model drawings to others • Identify parts from 3D drawings • Prepare a 3D model for 3D printing																				
3. Content	Overview of the possibilities of using CAD software applications. Computer-aided drawing. Spatial representation drawings. Modeling using surfaces and volumes. Modeling of welded structures. Model editing. Animation and generation of model views. Analysis of structures on a 3D model. CAD modules in production. Principles and basics of data exchange using CAD software applications. The role and method of using tools for customizing software applications																				
4. Admission requirements	Passed the Technical Documentation exam																				
5. Student obligations	Attendance of lectures and exercises, production of graphic works, taking exams via a preliminary exam or a written exam in case of unsuccessful passing of the preliminary exam, and an oral exam.																				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Activities	0.5	Oral exam	0.5	Continuous assessment	0.5											
	Activities	0.5																			
7. Required literature	• L. Padovan, Engineering Graphics and Documentation, Graphis, Zagreb, 1999.																				
8. Additional literature	• Č. Koludrović: Technical drawing in the picture with computer applications, Koludrović Č.I.R. Rijeka 2001																				
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.																				
10. Exam access requirements	The requirement for admission to the preliminary exams is a regular attendance of at least 70%. A student can make up for absences by completing seminar papers that must be submitted a week before the preliminary exam or written exam. A student whose regular attendance is less than 35% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																				
11. Exam implementation and assessment criteria	The exam consists of a written part - solving a task on a computer and an oral part of the exam. <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam 2D drawings</td><td>25%</td></tr><tr><td>Written exam 3D model</td><td>25%</td></tr><tr><td>Activity</td><td>20%</td></tr><tr><td>Seminar paper</td><td>5%</td></tr><tr><td>Oral exam</td><td>25%</td></tr><tr><td></td><td></td></tr></table>							Criteria	Weighting	Written exam 2D drawings	25%	Written exam 3D model	25%	Activity	20%	Seminar paper	5%	Oral exam	25%		
Criteria	Weighting																				
Written exam 2D drawings	25%																				
Written exam 3D model	25%																				
Activity	20%																				
Seminar paper	5%																				
Oral exam	25%																				
12. Assessment criteria - explanation	1. The written exam consists of tasks that test the student's theoretical knowledge and actual understanding of concepts and procedures. To pass the written exam, a minimum of 65% of points must be achieved. During the academic year, students have the opportunity to take the written exam a limited number of times - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If the student is not satisfied with the final grade, they can retake some of the elements that make up the final grade. 2. Activity is assessed by taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes attendance at classes.																				

	3. The seminar paper is prepared individually and according to the rules of Vern'a. It is submitted in digital form a week before the date of the preliminary exam or the written part of the exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information				VERN' University	
Program	Technical management	Year	3	Semester	6
Course Name	Professional practice	Code	9241	ECTS	7
Lecturers					
Teaching Method and Hours	Total			160	
Course Description					
1. Course objectives	The main goal of professional practice is to test and apply certain acquired knowledge and skills in the field of technical management, such as planning business activities and applying appropriate procedures in business, designing solutions to technical and technological problems in the organization, analyzing and evaluating various business solutions in the fields of mechanical engineering, civil engineering and electrical engineering, designing project solutions for a complete business venture in its economic, technical and technological elements, planning, organizing, designing and conducting engineering tests and analyzing and interpreting their results. The goals of the practice are also aimed at concretizing the preparation of the final thesis.				
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.				
3. Content	The student works for a month (160 hours) on jobs that are of particular interest to him for further career development and as an area in which he wants to write his final thesis. At the end of the internship, he writes a seminar paper in 4 variants, taking into account employment and the employer's approval for publishing data: 1) "INTERNSHIP REPORT" - unemployed students 2) "JOB REPORT". - employed students Employed students who want to do their final thesis in a field different from the one they currently work in, seek a mentor in the company and permission from the employer to work on the desired jobs for a month and use the company's data to write a seminar paper. 3) "REPORT ON A POTENTIAL PROJECT IN COMPANY XY" - employed students who do not have permission from their employer to disclose data about the company and will use data from another company for the topic of their final thesis. 4) "RESEARCH PROPOSAL ----- BRANCH / SECTOR ----" employed students who do not have permission from their employer to disclose data about the company and will conduct research on the state of an economic branch or sector for the topic of their final thesis.				
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice.				
5. Student obligations	Attending practice, performing tasks and work at practice, filling out documentation, appropriate behavior in the organization				
6. Monitoring student progress and associated ECTS credits					
7. Required literature					
8. Additional literature					
9. Quality monitoring	Report on the held professional practice. Mentor's report.				
10. Exam access requirements	Delivered necessary documentation on professional practice.				
11. Exam implementation and assessment criteria	There is no numerical grade, only a passing grade of 'DONE'.				
12. Assessment criteria - explanation					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.				

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Transmedia dramaturgy		Year	1	Semester	1
Course Name	Basics of dramaturgy		Code	10298	ECTS	6
Lecturers	Asst. Prof. (Art) Ana Prolić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	To introduce students to basic dramaturgical concepts and basic features of the main dramaturgical theories. To develop students' skills in analyzing dramatic texts. To open up students' perspectives in their own creative expression in the dramatization of non-dramatic and the formation of dramatic forms.															
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. explain the basic concepts of dramaturgy 2. apply basic dramaturgical concepts/concepts in practice (in the analysis and interpretation of a dramatic text/script/performance/film) 3. describe the basic outlines of the main dramaturgical theories 4. using dramaturgical procedures, create a framework for the dramatization of a prose text or the adaptation of a dramatic text for stage performance. 5. reflect on their own dramaturgical procedures/dramaturgical considerations 6. distinguish the dramaturgical specificities of a particular medium.															
3. Content	Definition of dramaturgy. Classical theories of drama (Aristotle's Poetics). Development of drama theory from Aristotle to modern times. Definition and concept of dramatic character, person and character. Relationship between character and plot. Definition and concept of plot; forms of plot. Dialogue and speech. Dramatic situation. Techniques of dramatization. Relationship between text and performance.															
4. Admission requirements	There are no special requirements for enrollment.															
5. Student obligations																
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Oral exam	1.5	Project	0.5								
7. Required literature	1. Aristotle (2005). On the Art of Poetry. Zagreb: Školska knjiga. 2. Carlson, M. (1996-1997). Theatre Theories I-II-III. Zagreb: Croatian Center ITI. 3. Švacov, V. (1976) Fundamentals of Dramaturgy. Zagreb: GZH. 4. Zuppa, V. (1995) Introduction to Dramatology. Zagreb: Antibarbarus.															
8. Additional literature	1. Batušić, N. (1991). Introduction to teatrology. Zagreb: Graphic Institute of Croatia. 2. Senker, B. (2010) Introduction to contemporary teatrology 1, 2, Zagreb: Leykam International. 3. Drama texts according to the needs of exercises/practical work															
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.															
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance and a short essay. For the purpose of taking the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% can make up for their absences by writing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. Students whose attendance is less than 40% cannot make up for their absences and cannot take the exam without re-enrolling and taking the course.															
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weighted share</td></tr><tr><td>Written exam - 1st colloquium</td><td>30%</td></tr><tr><td>Written exam - 2nd colloquium</td><td>30%</td></tr><tr><td>Project</td><td>20%</td></tr><tr><td>Tasks</td><td>20%</td></tr></table>						Criteria	Weighted share	Written exam - 1st colloquium	30%	Written exam - 2nd colloquium	30%	Project	20%	Tasks	20%
Criteria	Weighted share															
Written exam - 1st colloquium	30%															
Written exam - 2nd colloquium	30%															
Project	20%															
Tasks	20%															

12. Assessment criteria - explanation	The written exam consists of a certain number of questions to which short answers (from a few words to a few sentences) are given, and one longer, descriptive/essay-type question. Class activities include regular attendance at classes and participation in problem discussions, with occasional short oral tests of mastery of the topic from the previous lecture, and with testing of mastery of dramaturgical techniques through short written papers. Throughout the semester, students will create a glossary that will be included in the final evaluation.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Transmedia dramaturgy			Year	1	Semester	1	
Course Name	Writing for cinematic media			Code	10300	ECTS	5	
Lecturers	Assoc. Prof. (Art) Katarina Zrinka Matijević							
Teaching Method and Hours	Lectures	40	Excercises	12	Midterms	4	Consultations	4
	Total	60						

Course Description

1. Course objectives	The aim of the course is to teach students screenwriting for cinematic media, and to enable them to apply the acquired theoretical and practical knowledge on a practical project: conceiving and writing a script for a short feature film. As part of the course, students will be introduced to the basics of dramaturgy, as well as different dramaturgical rules and approaches of individual cinematic media (film, TV, interactive media).							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the basic concepts of screenwriting 2. Apply theoretical knowledge to screenplays 3. Demonstrate the ability to analyze screenplays. 4. Understand the dramaturgical components of screenplays 5. Understand different screenwriting approaches in different media 6. Conceptualize and create a screenplay							
3. Content	The following topics will be covered in the lectures: Basics of classical dramaturgy. The hero's journey. Screenwriting techniques and tools. Writing characterizations. Basics of writing for TV. Basics of writing for interactive media. As part of the exercises, students will apply the acquired knowledge from theory in practical and written exercises; they will write a script for a short feature film.							
4. Admission requirements	There are no special requirements for enrollment.							
5. Student obligations	1. Adequate attendance at classes. Activity in classes. 2. Completed exercises and completed project assignment							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	1	Seminar	2	Continuous assessment	0.5
7. Required literature	1. Steven Maras, Screenwriting: History, Theory and Practice, Wallflower Press, 2009. 2. Jasmina Kallay, Write the script, Palunko/HFS, 2015.							
8. Additional literature	1. Hunter, Lew, Script 434, Center for Dramatic Arts: Antibarbarus Publishing, Croatia, 1998. 2. Campbell, Joseph, Hero with a Thousand Faces, Jesenski-Turk, Croatia, 2009. 3. Selection of scripts and AV parts:							
9. Quality monitoring	Observations and evaluations of teaching. Evaluation of course performance. Student survey.							
10. Exam access requirements	Requirements for admission to the 1st preliminary exam: a) attendance greater than 50% in the first 7 weeks of classes a) written exercise 1. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Requirements for admission to the 2nd preliminary exam: a) passed the 1st preliminary exam b) regular attendance in classes of at least 70% c) Written exercise 2. Students who did not pass the preliminary exams take the exam. Requirements for admission to the exam: 1. Regular attendance in classes of at least 70%. 2. Written exercise 1. 3. Written exercise 2. The oral exam is an evaluation and analytical defense of the AB and KIF exercises. Student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student whose regular attendance is between 40% and 70% can take the exam, i.e. can receive a second signature after completing additional work assigned by the subject teacher.							
11. Exam implementation and assessment criteria	For the 1st and 2nd midterm exams and the exam, a grade is entered if all of the criteria listed are assessed positively. Grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							

	Exam criterion	Weight share
	MIDTERM EXAM 1	30 %
	MIDTERM EXAM 2	30 %
	Oral exam	20 %
	Activities	10 %
	Attendance	10 %

12. Assessment criteria - explanation	Weight share	RATING
	0 – 60	1
	61 - 70	2
	71 - 80	3
	81 – 90	4
	91 - 100	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Transmedia dramaturgy		Year	1	Semester	1
Course Name	Modern media industry		Code	10299	ECTS	4
Lecturers	Asst. Prof. (Art) Martina Granić					
Teaching Method and Hours	Lectures	28	Excercises	24	Midterms	4
	Total	60			Consultations	4
Course Description						
1. Course objectives	Students will be introduced to the concept of media within the media, creative and cultural industries. They will learn about individual media, their basic distinctive language and their position in media systems through historical development from Gutenberg to the emergence of the Internet. In the context of media convergence, they will gain insight into the difference between traditional and digital media. They will be introduced to the basics of the critical theory of the Frankfurt School, where the term "media industry" was coined. They will learn the basic determinants of different parts of the media industry as part of the creative industries. They will receive a general overview of this area in Croatia, the region, the EU and beyond, and gain insight into the impact of the contemporary social environment on the functioning and organization of individual segments of the media industry. They will learn to approach 'reading' individual media AV texts in a research and critical manner and to apply them practically.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain basic concepts related to individual media and the creative industry. 2. Describe the historical development of the media and the media industry and understand their basic communication, sociological, economic, legal, technical and technological characteristics. 3. Interpret research obtained through joint research work related to a creative industry and its businesses. 4. Interpret the ways in which the media use specific means of expression, sources and purposes of messages, and types of audiences. 5. Analyze media messages in accordance with knowledge of the source of the message/sender and the purpose and objective of communication. 6. Recognize and define individual businesses within individual media and creative industries.					
3. Content	The course consists of lectures, independent work or exercises, and research teamwork. During the lectures, students will have the opportunity to learn how each media creative industry functions, how it is structured, how individual creative industries were created, and how they function today. According to available data, special attention will be paid to the media industry in Croatia and the region, as well as the creation of public policies important for creating a positive entrepreneurial and investment climate for creative companies and industries. Students will be explained the communication, historical, sociological, economic, legal, technological, and technical development of individual cultural industries in order to gain insight into the overall picture that precedes today's trends. Special attention will be paid to types of media audiences. During the semester, continuous practical work, in the form of a media diary and research teamwork, will introduce students to media-related work and develop critical transmedia literacy.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	1. Regular attendance at classes (lectures and exercises) and preparation for them (reading, watching videos, notes). 2. Writing an autobiographical essay on media ecology and keeping a media diary (daily monitoring of various media) and critical analysis of media content in the context of Advertising of Choice. 3. Writing a seminar paper within the framework of the course material with an emphasis on a critical approach to the topic being covered. 4. Taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Seminar	1.5
7. Required literature	1. Turow, Joseph (2012). Media Today I and II, Introduction to Mass Communications, Clio, Belgrade. 2. McQuail, Denis (2007) Mass Communication Theory, SAGE London. 3. Digital Age. Mass media and digital culture (2020) / edited by Nada Zgrabljic Rotar. Jesenski and Turk, Zagreb. 4. Lipovetsky, Gilles (2008). Paradoxical happiness: essay on hyperconsumer society, Antibarbarus, Zagreb.					

8. Additional literature	1. McChesney, Robert W. (2015) Digital Exclusion. How Capitalism Turns the Internet Against Democracy. Clio, Belgrade. 2. Naughton, John (2014). From Gutenberg to Zuckerberg, Božićević Publishing, Zagreb. 3. Hartley, J. (2007): Creative Industries, Clio, Belgrade. 4. Todorović, Aleksandar Luj (2020): Media Industries, Clio, Belgrade. 5. Keen, Andrew (2010) The Cult of Amateurs, Zagreb: Fraktura. 6. Horrocks, Chris and Jevtic Zoran (2004). Baudrillard for Beginners, Naklada Jesenski i Turk, Zagreb. 7. Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York: New York University Press. 8. Turkle, Sherry (2012). Alone Together, TIM press, Zagreb. 9. McLuhan, Marshall (2008). Understanding Media, Golden Marketing - Technical Book, Zagreb. 10. Postman, Neil (1985). Amusing Ourselves to Death, Penguin Books, New York.										
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.										
10. Exam access requirements	The exam consists of properly completed and submitted exercises/assignments and a written part. The requirements for taking the written exam are: - attendance and active participation in classes of at least 70%; - submitted practical exercises (short project assignments); - submitted seminar paper. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of teaching hours in accordance with the Regulations, and in agreement with the course instructor. The condition for taking the oral exam is that all previous conditions have been met (all assignments from the exercises have been submitted and the written exam has been passed). Explanation of the conditions: The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from activities during classes. Activities during classes include announced and unannounced short tests, seminars, projects, homework and all other activities initiated during classes by the teacher. The student is required to continuously monitor his/her success (achieved number of points and percentage of attendance). By fulfilling these conditions, the student is assigned an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% attendance in classes and/or a negative grade during classes) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Compensation for unfulfilled conditions is not possible for midterm exams, i.e. before the deadline, so a student with a deficiency cannot take them. A student who has attended less than 40% of the total number of classes during an academic year cannot make up for the absences at all, but is required to re-enroll and take the course in the following academic year. Entry paper: If a student has not exercised the right to sign because he/she has attended classes between 40% and 70% and/or has a negative grade during classes, the teacher prescribes an entry paper with which the student compensates for the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request. The student is required to take into account the time required to prepare the entry paper and to contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to access the exam). The entry paper consists of one or more tasks that compensate for the lack of class hours and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. The student is obliged to submit each of the assigned tasks in written form (the deadline and propositions are prescribed by the teacher) and to be checked at the teacher's consultation. Failure to meet the deadline results in cancellation of the assignment. Any form of plagiarism entails cancellation of assignments and reporting of the case to the ethics commission.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>25%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>25%</td></tr> <tr> <td>Seminar</td><td>45%</td></tr> <tr> <td>Activities</td><td>5%</td></tr> </tbody> </table> 0%-50% 50%-65% 65%-80% 80%-90% 90%-100% 1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)	Criterion	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Seminar	45%	Activities	5%
Criterion	Weight share										
Written exam - 1st preliminary exam	25%										
Written exam - 2nd preliminary exam	25%										
Seminar	45%										
Activities	5%										
12. Assessment criteria - explanation	During continuous knowledge assessments during classes (activities), the student collects points that are added up. At the end of the semester, the grade from this criterion is determined based on the total number of points achieved and the scale. For a positive grade, it is necessary to achieve at least 50% of the points on the exam. If the student is not satisfied with the grade on the exam, the student can take the exam again, but in that case the grade already obtained is no longer valid. The student has the right to review the written exam and the right to an additional oral exam.										

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University										
Program	Transmedia dramaturgy			Year	1	Semester	1									
Course Name	Film theory			Code	10301	ECTS	5									
Lecturers	Asst. Prof. Petra Belc Krnjaić, Prof. (Art) Davor Žmegač															
Teaching Method and Hours	Lectures	42	Seminars and workshops	10	Midterms	4	Consultations	4								
	Total	60														
Course Description																
1. Course objectives	To acquaint students with the basic concepts of film theory and the methodology of a theoretical approach to film. To train students to understand the relationship between film theory and the problems of film viewing, evaluation and interpretation of a film work. To acquaint students with the basic theoretical schools of filmology and the problems of film geneology.															
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. explain the forms of the film record and their function in an individual film and in film as a medium and art 2. define film as a media phenomenon and define the relationship between film and other media 3. define the ways of film presentation 4. define the basics of the movie theater experience and the way the film is received 5. define film genres and film genre as a concept 6. analyze an individual film from the perspective of film theory															
3. Content	Ontology of film. Factors of similarity and difference. Forms of film recording. Shot, frame, plan, angle of shooting, camera positions, shot composition, sound on film. Editing. Film time and space. Character and actor. Film genres.															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Attendance of lectures and exercises according to the regulations and internal acts of the Polytechnic VERN'.															
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Continuous assessment	0.5										
7. Required literature	• Peterlić, Ante (2001) Fundamentals of Film Theory. Zagreb: Croatian University Press (and later editions).															
8. Additional literature	Gilić, Nikica (2005) Film types and genres. Gilić, Nikica (2006) Introduction to the theory of film story. Film encyclopedia (1986-1990), selected articles. Other literature in agreement with the teacher.															
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.															
10. Exam access requirements	The condition for taking the exam is regular attendance at classes of at least 70%. For the purpose of taking the exam or preliminary exam, a student can make up for absences by preparing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted electronically during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.															
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>40%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>40%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>								Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Activities	20%
Criteria	Weight share															
Written exam - 1st preliminary exam	40%															
Written exam - 2nd preliminary exam	40%															
Activities	20%															
12. Assessment criteria - explanation	The exam can be taken in two parts: the first part in the form of the 1st preliminary exam is written and is written in the middle of the semester. The requirement for admission is a minimum of 70% regular attendance in classes, and it includes the material covered so far. If the student successfully passes the 1st preliminary exam, in the 1st and 2nd terms he/she takes only the 2nd preliminary exam, which is oral and includes the 2nd part of the material. If the student does not take the 1st preliminary exam, he/she takes an integral exam consisting of a written and oral part.															

	Activity is assessed taking into account the student's participation in discussions and regularity in attending classes.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Transmedia dramaturgy		Year	1	Semester	1		
Course Name	Literary theory		Code	10302	ECTS	5		
Lecturers	Prof. (Art) Ozana Ramljak							
Teaching Method and Hours	Lectures	30	Seminars and workshops	4	Excercises	22	Midterms	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to provide students with the basic parameters that determine the scientific and practical study of literature in order to acquire content from the field of literary theory and general literary history, become aware of methodological principles, and acquire competencies for analyzing and understanding literary phenomena in historical sequence, but also from different theoretical perspectives and their placement in the contemporary media context.							
2. Expected learning outcomes	After successfully completing the course, students will: 1. acquire basic knowledge in the field of literary theory and general literary history 2. define and explain basic literary-theoretical terminology, basic concepts of rhetoric, stylistics, poetics, genology, versification, and narratology 3. understand and apply appropriate terminology in thinking about literary works 4. acquire the ability to read critically, adopt, and apply secondary literature in a historical perspective 5. independently analyze a literary work from different positions that include recognizing and understanding genres, types, and stylistic procedures, containing a thoughtful attitude towards the issue of historical periodization, and the possibility of applying different interpretative models and media contextualization.							
3. Content	The course covers the basic principles of literary studies with an emphasis on the theory and history of literature, as well as the methodology of studying literature. The course will present a diachronic cross-section of different approaches to the study of literature – from traditional poetics and rhetoric to positivism and more contemporary approaches such as formalism, structuralism, semiotics, as well as other main directions of contemporary transdisciplinary theory. It will deal with the issues of defining literature, basic concepts of literary theory, a historical overview of literary theories, the relationship between literary theory and aesthetics, linguistics, semiotics, topics from world literature in a diachronic and synchronic grid, the relationship between literature and reality, literature, culture and society, contemporary media contextualization, analysis of a literary work, classification of literature, problems of periodization of literature, literary epochs, periods, movements, literary genres and genres, poetry, prose, dramatic genres, drama in the triad of drama, theater, play, basic genre definitions, stylistics, versification, and will also introduce students to basic orientations in the methodology of study. literature.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, reading of literary works necessary for following classes and independent analysis, preparation of a seminar paper, and written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Oral exam	1.5	Seminar	0.5
7. Required literature	1. Beker, M., ed. (1979). History of Literary Theories, Zagreb: SNL (selected chapters) 2. Beker, M. (1999). Contemporary Literary Theories, Zagreb: SNL (selected chapters) 3. Solar, M. (2005). Theory of Literature, Zagreb: School Book 4. Secondary literature (list of books): 5. Bulgakov, M. A., The Master and Margarita 6. Calvino, I., If on a Winter's Night a Traveler 7. Cunningham, M., Hours 8. Chekhov, A. P., Dramas (The Seagull, Uncle Vanya, The Three Sisters and the Cherry Orchard) 9. Desnica, V., Pravda 10. Dostoevsky, M. F., The Brothers Karamazov 11. Euripides, Medea 12. Ionesco, I., The Bald Singer 13. Kafka, F., The Trial 14. Kundera, M., The Unbearable Lightness of Being 15. Orwell, G., 1984 and/or Animal Farm 16. Shakespeare, W., Hamlet 17. Tolstoy, L. N., Anna Karenina 18. Hamsun, K., Hunger 19. Krleža, M., Flags 20. Shepard, S., Buried Child 21. Slamnig, I., Collected Songs (ed. Antun Šoljan, Graphic Institute of Croatia, Zagreb 1990) 22. Slamnig, Florentine Capriccio: Eleven Radio Dramas (2 of Choice) 23. Šoljan, A., Short Excursion 24. Šoljan, A., The Life and Work of Šimun Freudenreich, the Croatian Joyce							

8. Additional literature	1. Aristotle (2005). On the Art of Poetry, Zagreb: Školska knjiga 2. Auerbach, E. (2004). Mimesis, Zagreb: Hena com, 2004. 3. Batušić, N. (1991) Introduction to Theatrolology, Zagreb: Grafički zavod Hrvatske 4. Bakhtin, M. (1989). On the Novel, Belgrade: Nolit 5. Biti, V. (2000). Dictionary of Contemporary Literary and Cultural Theory, Zagreb: MH (selected chapters) 6. Culler, J. (2001). Literary Theory: A Very Short Introduction. Zagreb: AGM 7. Curtius, E. R. (1998). European Literature and the Latin Middle Ages (chapters: "European Literature" and "Metaphorics"), translated by Stjepan Markuš, Zagreb: Naprijed 8. Duda, D., ed. Politics of Theory: A Collection of Discourses from Cultural Studies. Zagreb: Disput, 2006. 9. Dukić, Davor: "National vs. Comparative History of Literature", Umjetnost riječi, 1-2/2003. 10. Dukić, D. "Culture - a Neglected Concept in the Beginnings of Modern Croatian Science in Literature", Umjetnost riječi, 3-4/2009. 11. Dukat, Z. (1981). Oedipus' Tragic Guilt in: Sophocles, Rijeka: Rijeka Publishing Center (pp. 74-89) 12. Eagleton, T. (1987). Literary Theory, Zagreb: SNL 13. Jakobson, R. and M. Halle (1988). Foundations of Language, Zagreb: Globus 14. Moi, T. (2007). Sexual/Textual Politics. Feminist Literary Theory, Zagreb: AGM 15. Mukařovský, J. (2002). Literary Structures, Norms and Values. Zagreb: MH 16. Pavličić, P. (1983). Literary Genology, Zagreb: SNL 17. Propp, V. (1982). Morphology of the Fairy Tale, Belgrade: Prosveta 18. Simanovski, R. (2002). Literary. Digital Forms and Ways of a New Literature. Munich: dtv. 19. Slamnig, I. (1999). World Literature of the Western Circle, Zagreb: Školska knjiga 20. Solar, M. (2003). History of World Literature. Zagreb: Golden Marketing 21. Škreb, Z. and A. Stamać, eds. (1998). Introduction to Literature: Theory, Methodology, Zagreb: Publishing House 22. Globus (texts: Svetozar Petrović, Verse; Aleksandar Flaker, Artistic Prose; Zoran Kravar, Lyrical Song; Pavao Pavličić, Epic Poetry; Nikola Batušić and Vladan Švacov, Drama, Dramaturgy, Theater; Viktor Žmegač, Literary Systems and Literary Movements; Zdenko Škreb, Concepts of Poetics in Historical Sequence) 23. Velek, R. and V. Ostin (1985). Theory of Literature, Belgrade: Nolit 24. Žmegač, V. (2004). Historical Poetics of the Novel, Zagreb: MH.
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.
10. Exam access requirements	The requirements for taking the exam are: - regular attendance at classes of at least 70%. In order to take the written exam, the student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer 5 days before the exam date or as agreed with the subject lecturer. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. - seminar paper submitted on time.
11. Exam implementation and assessment criteria	Written exam - 40% (first + second preliminary exam) Oral exam - 30% Seminar paper - 20% Class activity - 10%
12. Assessment criteria - explanation	The final exam is taken in oral and written form. The written exam can be taken as a complete exam or through two preliminary exams. In the first preliminary exam, a self-made dictionary of terms from literary theory is submitted, and in the second, an analysis of a work from the list of secondary literature is written. A seminar paper is a presentation and elaboration of a literary theory of your choice. It can be replaced by an oral presentation.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Transmedia dramaturgy			Year	1	Semester	1			
Course Name	Transmedia storytelling			Code	10303	ECTS	5			
Lecturers	Prof. (Art) Ozana Ramljak, Lect. Tomislav Štuka									
Teaching Method and Hours	Lectures	36	Excercises	16	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	Getting to know the conceptual and terminological framework of transmedia storytelling and its media, communication, economic and narrative aspects. Getting to know the basic principles, tools and genres of transmedia storytelling. Gaining insight into the structure of transmedia projects through their critical analysis and creation of narrative extensions for new or already established media projects.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Understand and explain the basic concepts of transmedia storytelling and its media, communication, economic and narrative aspects. 2. Identify and describe the fundamental characteristics of the contemporary media ecosystem and entertainment industry. 3. Describe and interpret the basic principles, tools and genres of transmedia storytelling. 4. Creatively analyze transmedia projects. 5. Apply the acquired knowledge in independent work on designing transmedia projects. 6. Design and structure concepts for transmedia projects at an elementary narrative-production level.									
3. Content	Transmedia storytelling (TMS) – term, concept, history. Media, communication, economic and narrative aspects of TMS. Culture of convergence. "Narrative-centered" audience and participatory culture. Collective and collaborative intelligence. Classic storytelling vs transmedia storytelling. 7 principles of transmedia storytelling. Strategic and tactical TMS. Fictional and non-fictional TMS. Genres of TMS. Basic tools of TMS. Analysis of TMS projects (<i>The Matrix</i> , <i>The Blair Witch Project</i> , <i>Game of Thrones</i> ...): communication, production and creative perspective. Presentations of seminar papers on the topic of transmedia storytelling. Creation of concepts (project essay/assignment) for transmedia narrative extensions for new or some of established media projects.									
4. Admission requirements	There are no special requirements for enrollment.									
5. Student obligations	1. Adequate attendance at classes and active participation in the teaching process. 2. Giving a presentation and submitting the corresponding seminar paper. 3. Writing a project essay/assignment.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	1	Seminar	0.5	Project	1
7. Required literature	1. Jenkins, H. (2003). Transmedia Storytelling. https://www.technologyreview.com/s/401760/transmedia-storytelling/ 2. Jenkins, H. (2007). Transmedia Storytelling 101. http://henryjenkins.org/2007/03/transmedia_storytelling_101.html 3. Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide (Introduction pp. 1-23; Chapter 3, Searching for the Origami Unicorn pp. 93-130). New York: New York University Press. 4. Jenkins, H. (2009). The Revenge of the Origami Unicorn: Seven Principles of Transmedia Storytelling. https://docs.google.com/document/d/1dWmrcRdd3lrjpv-h1mDy6W90TLJTGWiVLRsBKyHhDIU/preview 5. Pratten, R. (2015). Getting Started with Transmedia Storytelling: A Practical Guide for Beginners (2nd edition). (selected chapters)									
8. Additional literature	1. Scolari, C. (2014). Transmedia Storytelling: New Ways of Communicating in the Digital Age (in AC/E Digital Culture Annual Report). Accion cultural Española. http://www.accioncultural.es/en/digital_book_ac_e_digital_culture_annual_report_focus_2014 2. Phillips, A. (2012). A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms. New York: McGraw-Hill. 3. The Routledge Companion To Transmedia Studies (2019). (selected chapters) 4. Jenkins, H. (2011). Transmedia 202: Further Reflections. http://henryjenkins.org/2011/08/defining_transmedia_further_re.html									
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.									

10. Exam access requirements	Requirement for admission to the 1st preliminary exam (taken in written form): Attendance of over 50% in the first 7 weeks of classes. Students who have passed the 1st preliminary exam at the end of the semester will take the 2nd preliminary exam. Requirement for admission to the 2nd preliminary exam (taken in oral form): a) attendance of at least 70%, c) presentation held and the corresponding seminar paper submitted, d) project essay/assignment submitted. Students who did not take the preliminary exam or did not pass it will take the full exam. Requirements for admission to the exam: 1. attendance of at least 70% in class. 2. presentation held and the corresponding seminar paper submitted work, 3. submitted project essay/assignment. For the purpose of taking the exam at the end of the semester, students who have an attendance rate of more than 40% and less than 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time. Students whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	<table border="1"> <thead> <tr> <th>Criteria</th><th>Weighted share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>25%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>25%</td></tr> <tr> <td>Seminar</td><td>15%</td></tr> <tr> <td>Project</td><td>25%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weighted share	Written exam - 1st colloquium	25%	Written exam - 2nd colloquium	25%	Seminar	15%	Project	25%	Activities	10%
Criteria	Weighted share												
Written exam - 1st colloquium	25%												
Written exam - 2nd colloquium	25%												
Seminar	15%												
Project	25%												
Activities	10%												
12. Assessment criteria - explanation	The exam (colloquium or comprehensive exam) consists of tasks in written and/or oral form that test the student's theoretical and practical knowledge, as well as their actual understanding of concepts and procedures from the course's subject matter. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information					VERN' University					
Program	Transmedia dramaturgy		Year	1	Semester	2				
Course Name	Theater dramaturgy		Code	10387	ECTS	6				
Lecturers	Asst. Prof. (Art) Ana Prolić									
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to fundamental research relevant to dramatic creation and dramaturgical practice, with an emphasis on theatrical dramaturgy. To introduce students to the development of dramaturgy through literary and historical periods - through a systematic and analytical overview of dramatic creation, theoretical and analytical reflection on dramatic writing, and the development of theatrical practice. To develop the skills necessary for the dramatization of prose texts and the dramaturgical treatment of dramatic texts, as well as those necessary for post-dramatic forms. To adopt and develop dramaturgical skills necessary for working on a theatrical project. To open up the perspectives of students in their own creative expression in the dramatization of non-dramatic and the formation of dramatic forms.									
2. Expected learning outcomes	After successfully completing the course, the student will: 1. know the literary and historical periods of the development of dramatic literature/theatre dramaturgy, their basic ideas, poetic principles, main representatives and key works. 2. understand the connection between practice and theory, applied and theoretical dramaturgy 3. know, understand and be able to apply dramaturgical procedures in the dramatization of non-dramatic texts, dramaturgical treatment of dramatic texts, and dramaturgical procedures and reflections on them 4. be able to articulately analyze a dramatic text/theatre performance, using professional terminology 5. be able and know how to analyze their own dramaturgical procedures 6. be able and know how to recognize and analyze the specificities of theatrical dramaturgy in relation to the dramaturgy of other media									
3. Content	The relationship between the dramaturgy of the text and the dramaturgy of performance. The relationship between the text and the play. Dramatization techniques. Practical dramaturgical work on the text. Introduction to dramaturgical work on the play. Fundamental features of the development of dramatic writing, theoretical and practical dramaturgy through historical and literary periods.									
4. Admission requirements	None									
5. Student obligations	According to the regulations and internal acts of VERN									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1	Seminar	1	Continuous assessment	0.5
7. Required literature	1. Fischer –Lichte, Erika: History of Drama I-II; Disput, Zagreb, 2010. (selected chapters, in accordance with the topics of lectures and the needs of individual authorial works) 2. Lešić Zdenko: Theory of Drama through the Ages I-II; Svjetlost, Sarajevo, 1977. (selected fragments, in accordance with the topics of lectures and the needs of individual works) 3. Marvin, Carlson: Theories of Theatre I-II-III; Croatian Centre ITI, Zagreb, 1996. (selected chapters, in accordance with the topics of lectures and the needs of individual authorial works) 4. Pavis, Patrice: Glossary of Theatre; Antibarbarus, Zagreb 2004. (given dates). 1. Drama texts, fragments of drama texts, dramatizations and drama adaptations – in accordance with the current theatrical scene that will serve as a polygon for analysis – will be determined during the semester									
8. Additional literature	1. Batušić, Nikola: History of Croatian Theatre; Školska knjiga, Zagreb, 1978. 2. Miočinović, Mirjana (ed.): Modern Theory of Drama; Nolit, Belgrade, 1981. 3. Pfister, Manfred: Drama – Theory and Analysis; Croatian ITI Center, Zagreb, 1998. 4. -recordings of performances									
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.									

10. Exam access requirements	The requirement for taking the exam is to attend classes regularly at least 70% and complete the assigned written exercises/papers. For the purpose of taking the exam at the end of the semester, students who have an attendance rate of more than 40% and less than 70% can make up for their absences by writing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. Students whose regular attendance at classes is less than 40% cannot make up for their absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	<table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>25%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>25%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Assignments</td><td>30%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st colloquium	25%	Written exam - 2nd colloquium	25%	Oral exam	20%	Assignments	30%
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Written exam - 1st colloquium	25%										
Written exam - 2nd colloquium	25%										
Oral exam	20%										
Assignments	30%										
12. Assessment criteria - explanation	The written exam consists of a certain number of questions to which students are asked to answer with short answers (from a few words to a few sentences), and one longer, descriptive/essay question. Class activities include regular class attendance and participation in problem discussions, with occasional short oral tests of mastery of the topic from the previous lecture, and with testing of mastery of dramaturgical techniques through short written works.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University					
Program	Transmedia dramaturgy		Year	1	Semester	2				
Course Name	Pop culture and media		Code	10390	ECTS	4				
Lecturers	Asst. Prof. (Art) Martina Granić									
Teaching Method and Hours	Lectures	36	Seminars and workshops	4	Excercises	8	Midterms	4		
	Fieldwork	4	Consultations	4	Total	60				
Course Description										
1. Course objectives	To acquire knowledge about the fundamental principles of popular culture and media and their mutual influence and interaction, and to introduce students to the basics of the theory and history of pop culture and media. To develop students' abilities for interdisciplinary approaches in further research into the theory and history of pop culture and media, as well as to create conditions for the possibility of applying theoretical and practical knowledge from this area in their future professional work.									
2. Expected learning outcomes	After successfully completing the course, students will be able to communicate with creative professions in their further professional work as a commissioning associate and as an executing associate, using their theoretical and practical knowledge. They will be able to apply their learned and adopted theoretical and practical knowledge in the field of pop culture and media both in further theoretical study of this area and in practical work in various related areas of pop culture and media. They will also be able to: 1. describe and explain the concept of popular culture 2. define the role and significance of media in contemporary society 3. recognize the importance of the connection between popular culture and media 4. critically examine the role and quality of individual media as well as individual statements within a particular branch of popular culture 5. critically evaluate and analyze media content. 6. critically analyze the context of media and creative industries. 7. demonstrate a higher level of pop cultural and media literacy in their professional media practice.									
3. Content	The course introduces students to the fundamental principles of pop culture and media with special emphasis on social, spatial, and temporal context. The program is based on a cultural approach and draws on all the experiences of both the now long-standing practice of pop culture and the research and theories of the strongest European and world authors and schools of cultural studies and pop culture, and would consist of several units: - theory of popular culture - theory of media culture - popular culture: history and experiences, themes and problems - pop culture and media - leisure and free time of young people - the relationship and mutual influence of pop culture and media - pop culture and everyday life - pop culture and politics (ideology) - rock music industry and entertainment industry - pop culture and sexuality and eroticism (sexism, gender equality) - film as a part of popular culture - comics as a part of popular culture - performance and performing arts - multimedia as one of the fundamental characteristics of pop culture - the relationship between pop culture and contemporary art - pop culture production Students are introduced to the basic conceptual and methodological settings of pop culture and media, in a historical and theoretical sense. In practical work, students are introduced to the basic terms of practical jobs that use pop culture and media and their products as means and tools, such as the production of pop and rock songs, writing reviews and criticisms of concerts and albums, films, making radio commercials and jingles, making theoretical texts and essays from the field of pop culture and media and the like.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, seminar paper, 2 preliminary exams and an oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	0.5	Seminar	0.5	Continuous assessment	0.5
7. Required literature	• Dick Hebdige: 'Subculture: the meaning of style', Pečat, Belgrade, 1980. (pp. 33-74 and 87-128) • John Fiske: 'Popular culture', CLIO , Belgrade, 2001. (pp. 5-82, 120- 182, 231-239) • Dean Duda: 'Cultural studies'; AGM, Zagreb, 2002.									

	Douglas Kellner: 'Media culture', CLIO, Belgrade, 1995. (pp. 5-206, 381-487, 543-597)										
8. Additional literature	- Phil Strongman: 'Pretty Vacant, the history of punk', Ljevak, Zagreb, 2007. - Jon Savage: 'English Dreams' VBZ, Zagreb, 2007. - Greil Marcus: 'Lipstick Traces', Faber and Faber, London 1989. - Simon Reynolds: 'Energetski bljesak', Ljevak, Zagreb, 2009. - Nick Kent: 'Tamna strana rocka', Menart, Zagreb, 2012. - Branko Kostelnik: 'Popkalčr', Fraktura, Zagreb, 2011. - Simon Frith: 'Zvučni uvjeti', KRT, Ljubljana 1986. - Branko Kostelnik: 'Eros, lies and pop rock songs', Fraktura/HDP, Zagreb, 2011. - The Eighties - the sweet decadence of postmodernism, catalogue, HDLU and DIPK Zagreb, 2015.										
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.										
10. Exam access requirements	The requirements for taking the exam are: - regular attendance at classes of at least 70%. For the purpose of taking the written exam, the student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer 5 days before the exam date or as agreed with the subject lecturer. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. - seminar paper submitted on time. The final exam is taken in oral and written form. <table border="1"> <tr> <td>Written exam - 1st preliminary exam</td><td>20%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Seminar</td><td>20 %</td></tr> <tr> <td>Activities</td><td>20 %</td></tr> </table>	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Oral exam	20%	Seminar	20 %	Activities	20 %
Written exam - 1st preliminary exam	20%										
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Oral exam	20%										
Seminar	20 %										
Activities	20 %										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Criteria: Written exam - 2 midterms - 40% 1. midterm 20% 2. midterm 20% Oral exam - 20% Seminar - 20% Activities - 20%										
12. Assessment criteria - explanation	The final exam grade is formed by a written exam (2 midterms), an oral exam, a seminar paper, and regularity/activity in class.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Transmedia dramaturgy			Year	1	Semester	2	
Course Name	History of film			Code	10389	ECTS	5	
Lecturers	Prof. (Art) Davor Žmegač							
Teaching Method and Hours	Lectures	40	Seminars and workshops	12	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To introduce students to an overview of the history of film from its establishment as an art form in the early 20th century to the 1970s. To enable them to master the fundamental determinants of the aesthetic history of film, i.e. to understand the stylistic characteristics of individual film stylistic formations and individual classic works. To introduce students to the technological, social and economic factors of the historical development of film. To develop awareness of the historical context of pragmatic problems of film viewing and evaluation.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. explain the basic determinants of film history as a discipline in film studies 2. describe the influence of technological, social and economic factors on the development of film 3. define and describe the most important film stylistic formations 4. describe the poetic characteristics of the work of the most important film authors 5. examine an individual film within a particular stylistic formation and epoch 6. better understand contemporary trends in film art with basic knowledge of the most important phenomena in film history.							
3. Content	1. Introduction to the history of film; 2. Attraction film and narrative film; 3. Slapstick comedy. Chaplin and Keaton; 4. Avant-garde silent film; 5. German expressionism; 6. Classic Hollywood film; 7. Lang, Hitchcock. 8. Analysis of classic film; 9. Ford; 10. Hawks; 11. Welles and protomodernism. 12. French poetic realism; 13. Italian neorealism; 14. Bunuel, Bresson; 15. Classic Japanese film; 16. Introduction to modernism and the new wave; 17. Godard, Resnais; 18. Bergman; 19. Antonioni; 20. Fellini; 21. Analysis of art film; 22. Late modernism; 23. Historiographies of world film; 24. Croatian film until 1960; 25. Croatian film after 1960. 26. Synthesis.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of classes according to the regulations and internal regulations.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1		
7. Required literature	Peterlić, Ante (2008) History of Film: Early and Classical Period. Zagreb: Croatian Film Association.							
8. Additional literature	1. Peterlić, Ante (1982). Essays on nine authors. Zagreb: Center for Cultural Activity. 2. Peterlić, Ante (2002). Studies on nine films. Zagreb: Croatian Film Association. 3. Peterlić, Ante (2010). Film Reader. Zagreb: Croatian Film Association. 4. Peterlić, Ante (ed.). Film Encyclopedia I-II (1986-1990). Zagreb: JLZ Miroslav Krleža. (www.filmska.lzmk.hr) 5. Kragić, Bruno/Gilić, Nikica (ed.) Film Lexicon (2003). Zagreb: Lexicographic Institute Miroslav Krleža. (www.film.lzmk.hr)							
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.							
10. Exam access requirements	The condition for taking the exam is regular attendance at classes of at least 70%. For the purpose of taking the exam or preliminary exam, a student can make up for absences by preparing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted electronically during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Written exam - 1st preliminary exam		40%					
	Written exam - 2nd preliminary exam		40%					
	Activities		20 %					
12. Assessment criteria - explanation	The exam can be taken in two parts: the first part in the form of the 1st midterm exam is written and is written in the middle of the semester. The requirement for admission is a minimum of 70% regular attendance in classes, and it includes the material covered so far. If the student successfully passes the 1st midterm exam, in the 1st and 2nd terms							

	he/she takes only the 2nd midterm exam, which is oral and includes the 2nd part of the material. If the student does not take the 1st midterm exam, he/she takes an integral exam consisting of a written and oral part. Activity is assessed taking into account the student's participation in discussions and regularity in attending classes.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Transmedia dramaturgy			Year	1	Semester	2	
Course Name	Feature film script 1			Code	10388	ECTS	6	
Lecturers	Assoc. Prof. (Art) Katarina Zrinka Matijević							
Teaching Method and Hours	Lectures	20	Excercises	32	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To introduce students to writing for the "royal form", i.e. a feature film. The course is designed as the first part of two parts, with the second part being the course Feature Film Screenplay 2 in the first semester of the 2nd year of study. These two courses form a unit in which students will master writing a screenplay for a feature film. The goals of the first part are to teach students different forms/stages of conceptualizing ideas in the process of developing a screenplay for a feature film (logline - synopsis - treatment - scene sequence (cards) - screenplay). Students will develop the ability to notice screenwriting procedures and recognize dramaturgical patterns on the examples of individual films. The goal is also to teach students how to analyze a film script by mastering the writing of scriptdoctor and scripteditor reports.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Apply theoretical knowledge to screenplays 2. Demonstrate the ability to analyze screenplays. 3. Understand the dramaturgical components of screenplays 4. Understand different screenwriting techniques and approaches 5. Conceptualize and create a screenplay 6. Conceptualize and create a scriptdoctoral and scripteditor's report							
3. Content	Screenplay as a specific form of performance works Fundamentals of dramaturgy (classical dramaturgy) Structure, character, dialogue, screenwriting techniques and means Different screenwriting approaches Scenario analysis, film analysis Writing loglines, synopses, treatments, scenes and scenarios for feature films Writing scriptdoctoral and scripteditory report							
4. Admission requirements	No special requirements for enrollment							
5. Student obligations	1. Adequate attendance at classes. Activity in classes. 2. Writing homework assignments							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Oral exam	1	Continuous assessment	0.5
7. Required literature	1. Jasmina Kallay, Write a Screenplay, Palunko/HFS, 2015. 2. Hunter, Lew, Screenplay 434, Center for Dramatic Arts: Antibarbarus Publishing, Croatia, 1998.							
8. Additional literature	1. Campbell, Joseph, The Hero with a Thousand Faces, Jesenski-Turk, Croatia, 2009. 2. Christopher Vogler, The Writer's Journey: Mythic Structure for Writers, Michael Wiese Produd., 1998 3. Syd Field, Screenplay: The Foundations of Screenwriting, Delta, 2005.							
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.							
10. Exam access requirements	Requirement for admission to the 1st preliminary exam: a) attendance greater than 50% in the first 7 weeks of classes a) written exercise 1. – CHARACTERIZATIONS OF THE MAIN AND MINOR CHARACTERS Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Requirement for admission to the 2nd preliminary exam: a) passed the 1st preliminary exam b) regular attendance in classes of at least 70% c) Written exercise 2. - FINAL SCENE SEQUENCE AND SCHEDULED ACT 1 Students who did not take the preliminary exam or did not pass it take the exam. Requirements for admission to the oral exam: a) Regular attendance in classes of at least 70%. b) Written exercise 1. – CHARACTERIZATIONS OF THE MAIN AND MINOR CHARACTERS c) Written Exercise 2. – FINAL SCENE SEQUENCE AND SCHEDULED ACT 1 The oral exam is an evaluation and analytical defense of the written exercises A student whose regular attendance in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation	The grades from the above knowledge tests participate in the calculation of the final grade with the following shares:							

and assessment criteria	Exam criterion	Weight share
	COLLOQUIZ 1	30 %
	COLLOQUIZ 2	30 %
	Oral exam	20 %
	Activities	10 %
	Attendance	10 %

12. Assessment criteria - explanation	Weight share	RATING
	0 % – 60%	1
	61% - 70%	2
	71% - 80%	3
	81% – 90%	4
	91% - 100%	5

13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Transmedia dramaturgy		Year	1	Semester	2		
Course Name	Transmedia narratology		Code	10386	ECTS	5		
Lecturers	Prof. Ivana Žužul							
Teaching Method and Hours	Lectures	32	Seminars and workshops	20	Midterms	4	Consultations	4
	Total	60						

Course Description

1. Course objectives	Introducing and defining the conceptual and terminological framework of transmedia narratology (story, discourse, narrative strategies, storytelling time, storytelling models and narrative subjects, narratology, structuralism, semiotics). Gaining insight into the theoretical and methodological development and changes of the discipline that unites narratology and semiotics. Developing critical transmedia literacy (critical awareness of the constructed nature of all media representations, knowledge of the social, cultural and political contexts in which representations are produced; awareness of the connection between story/discourse and identity formation, questioning the ways and strategies by which the meanings of media representations are constructed, recognizing transmediality as an immanent feature of literature and other media – film, music videos, comics, television series, advertising, video games).					
2. Expected learning outcomes	1. Know the basic narratological and semiotic concepts in the context of contemporary literary and cultural theory and media theory; 2. Present the development and different models of approach to the phenomenon of transmedia narratology in literary and cultural theory and media theory; 3. Understand and explain the importance of problems associated with the concept of transmedia narratology (the problem of representation in literature and other media, the problem of the role of story in the formation of identity, framework and framing, narration, genres, concepts of ideology and visuality, the relationship between audience and media) 4. Apply narratological-semiotic analysis to various media representations 5. Understand the foundations and importance of transmedia narratological analysis for the formation of identity; 6. Acquire critical transmedia literacy competencies that understand storytelling as communication in a social and ideological environment (critical analysis of the constructed nature of representation and identity in literature, as well as in other written and visual media, knowledge of the social, cultural and political contexts in which the media message is produced, questioning the ways and strategies by which individuals construct the meaning of the media message) 7. Independently produce a transmedia narratological analysis of a text of one's own choosing.					
3. Content	Introduction to contemporary narratology theory (institutionalization of the discipline) Basic concepts of narratology and semiotics (Propp, Lévi-Strauss, Todorov, Barthes, Greimas, Genette) From story to discourse: from structural to semiotic analysis Time of narration: analepsis, prolepsis, duration and frequency Method of narration or narrative strategy: from the representation of consciousness in a narrative text; psychonarration, narrated or quoted monologue to inner monologue Voice of transmedia text: from the idea of point of view in fiction to the idea of interpellation as identity production The role of story in the formation of identity (individual, racial, class, religious, gender, educational, national) The influence of ideas from other disciplines (speech act theory, feminist criticism, psychoanalysis) on narratology Transmedia text: storytelling as communication in a social and ideological environment.					
4. Admission requirements	There are no special requirements for enrollment.					
5. Student obligations	• Adequate attendance at classes and active participation in the teaching process. • Presentation and submission of the corresponding seminar paper.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Seminar	1
7. Required literature	• Grdešić, Maša, <i>Introduction to Narratology</i>, Leykam, Zagreb, 2015. (selected chapters) • Fludernik, Monika, <i>An Introduction to Narratology</i>, Routledge, London – New York, 2009. (selected chapters) • Hühn, Peter (ed.) <i>Handbook of Narratology</i>, Walter de Gruyter, Berlin & New York, 2009. (selected chapters) • Ryan, Marie-Laure, <i>On the Theoretical Foundations of Transmedial Narratology</i>, In: <i>Narratology beyond Literary Criticism</i>, (ed. Jan Christoph Meister), Walter de Gruyter, Berlin – New York, 2005, p. 1-23. • Ryan, Marie-Laure, <i>Narration in Various Media</i>, in: Hühn, Peter (ed.) <i>Handbook of Narratology</i>, Walter de Gruyter, Berlin & New York, 2009, p. 253-281.					
8. Additional literature	1. Biti, Vladimir, <i>Contemporary Theory of Storytelling</i>, Globus, 1992 (selected chapters) 2. Gill, Branston; Stafford, Roy, <i>The Media Student's Book</i>, Routledge, London - New York, 2010. (selected chapters) 4. McQuillan, Martin (ed.), <i>The Narrative Reader</i>, Routledge, London - New York, 2003. (selected chapters) 5. Nünning, Ansgar, <i>Narratology or Narratologies?</i>, in: Kindt, T. and Müller, H. <i>What is Narratology</i>, Walter de Gruyter, Berlin & New York, 2003, p. 239-275. 6. Ryan, Marie-Laure, Bell, Alice (ed), <i>Possible Worlds and Contemporary Narratology</i>, University of Nebraska Press, 2019.					

	7. Shlomith Rimmon-Kenan, <i>Narrative Fiction</i>, Routledge, London - New York, 2002. (selected chapters) 8. Wolf, Werner and Walter Bernhart (eds.): <i>Framing Borders in Literature and Other Media, Studies in Intermediality 1, Description in Literature and Other Media, Studies in Intermediality 2</i>, Rodopi, Amsterdam – New York, 2006. 2007.										
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.										
10. Exam access requirements	Requirement for admission to the 1st preliminary exam (taken in written form): Attendance of over 50% in the first 7 weeks of classes. Students who have passed the 1st preliminary exam at the end of the semester will take the 2nd preliminary exam. Requirement for admission to the 2nd preliminary exam (taken in written form): a) attendance of at least 70%, b) presentation held and the corresponding seminar paper submitted, Students who did not take the preliminary exam or did not pass it will take the full exam. Requirements for admission to the exam: 1. attendance of at least 70%, 2. presentation held and the corresponding seminar paper submitted, U For the purpose of taking the exam at the end of the semester, students who have an attendance rate of more than 40% and less than 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time. Students whose regular attendance rate is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	<table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>30%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>30%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Seminar</td><td>30%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st colloquium	30%	Written exam - 2nd colloquium	30%	Activities	10%	Seminar	30%
Criteria	Weight share										
Written exam - 1st colloquium	30%										
Written exam - 2nd colloquium	30%										
Activities	10%										
Seminar	30%										
12. Assessment criteria - explanation	The exam (colloquium or comprehensive exam) consists of tasks in written form that test the student's theoretical and practical knowledge, as well as their understanding of concepts and procedures from the course's subject matter. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Transmedia dramaturgy		Year	1	Semester	2		
Course Name	Transmedia literacy and media audiences		Code	10385	ECTS	4		
Lecturers	Asst. Prof. (Art) Martina Granić							
Teaching Method and Hours	Lectures	28	Excercises	24	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Transliteracy (transmedia literacy or metaliteracy) is the ability to read, write and communicate using a range of platforms, tools and media from the entire spectrum of oral and written traditions of human communication to the electronic (telephone, radio, television, comics, photography, film, etc.) and digital age (smartphones, computer games, Internet, social networks, robotics, virtual reality, artificial intelligence, etc.). The aim of the course is to introduce students to navigation through different media and audience behavior in new social environments in the era of new ways of collecting and sharing information. The course deals with what it means to be literate in the 21st century and will introduce students to contemporary forms of literacy (computer, information, media, digital and transmedia). The relationships between people and technology, especially social networks and new media audiences, will be analyzed. The field of critical analysis of reading, writing, communication and interaction across a range of platforms, tools, media and culture will be expanded, and media and digital literacy will be questioned and developed. Interpreting all forms of human communication and the culture of literacy through time in search of a common space for easier and faster navigation in the new media environment. What is new in relation to media literacy is an attempt to develop an understanding of the contemporary unified media ecology from the convergence of media, and with reflections on upcoming transmedia trends. Interpretation of the basics of visual literacy (image-text-message), media semiotics (denotative and connotative meaning of the message), issues of ideology (source, purpose and goal of the message) of media messages, representativeness, gender and identity, and mass consumer culture are part of the content. course. The goal of the assignment is the creation of the "TRANSMEDIA BLOG" project, where the team work of students will investigate the selected TERM and break it down into the dimensions that make it up. Each of the students chooses one of the recognized DIMENSIONS OF THE TERM and, based on the characteristics of the selected dimension, creates an ARTWORK in any FORM and MEDIA, intended for a certain MEDIA AUDIENCE. The final goal of the task is to connect all the works of the students under the umbrella theme of the selected TERM into one common TRANSMEDIA BLOG, i.e. a website or a Word document that simulates a blog, and to display all the WORKS of the students in a continuous sequence. Under the image of each work, the goal is to write a curatorial TEXT that describes the content of the work and connects it to a certain DIMENSION OF THE CONCEPT on which the work is based.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Understand and explain what transliteracy is and its basic concepts and characteristics. 2. Be able to describe and explain individual platforms, tools and media of human communication and their historical development. 3. Identify and describe the basic characteristics of the modern media ecosystem with regard to literacy in the 21st century. 4. High level of media and transliteracy with regard to understanding the way of creating a message, the source, purpose and goal of the message/communication. 5. Analyze the content, form and medium of different examples of "media packages" through critical discussion. 6. Critically evaluate and interpret a media message from different perspectives (identity, ideology, semiotics, narrative, discourse, mythological concept, aesthetics). 7. Apply the acquired knowledge in teamwork in research, analysis, synthesis and development of the TRANSMEDIA BLOG project. 8. Conceive, design/project/create your own ARTWORK that aesthetically and symbolically represents and expresses the characteristics of personal artistic affinities.							
3. Content	Media communication (information, communication, space, time, tools, models, history) and mass culture Contemporary types of literacy (computer, information, digital, verbal, visual, media, etc.) Transliteracy / transmedia literacy / metaliteracy (term, concept, history) Media semiotics (denotative and connotative meaning of the message) Mythological concepts in media communication Issues of ideology (source, purpose and goal of the message) of the media Identity Narrative and discourse Aesthetics Convergence culture, new technologies and media audiences and the advantages and risks of the 'information society' Image deconstruction and interdisciplinary practice The process of searching for and evaluating information with regard to the relevant context of use Research work, project development on a given topic and presentation paper 14. Demonstration of teamwork and joint research on the topic and design of the blog							
4. Admission requirements	There are no special requirements for enrolling in the course.							

5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, taking a preliminary exam and possibly a written exam in case of failure to pass the preliminary exam.											
6. Monitoring student progress and associated ECTS credits	Classes		1.5		Written exam		2		Project		1.5	
7. Required literature	1. Henry Jenkins: „Convergence Culture: Where Old and New Media Collide“ (New York: New York University Press, 2006.) 2. Textbooks and lectures – prepared by Assoc. Prof. Martina Granić											
8. Additional literature	Art Silverblatt: Media Literacy: Keys to Interpreting Media Messages (4th Edition, Praeger, Westport, 2014) MySpace, YouTube and other contemporary media created by users are destroying our economy, culture and values (Fraktura, Zaprešić, 2010) • W. James Potter: <i>Media Literacy</i> (Clio, Belgrade, 2011) • Zrinjka Peruško: <i>Media, Culture and Civil Society</i> (Jesenski and Turk Publishing House, Croatian Sociological Society, Zagreb, 2008) • Darijo Čerepinko: <i>Communicology: A Brief Overview of the Most Important Theories, Concepts and Principles</i> (Varaždin: University of Varaždin, 2011) • Lev Manovich: <i>The Language of New Media</i>. Cambridge (Massachusetts: MIT Press, 2001). • Krešimir Purgar: <i>Images in Text</i> (Durieux and Croatian Section of AICA, Zagreb, 20213).											
9. Quality monitoring												
10. Exam access requirements	The requirements for taking the exam are: 1. participation in classes - according to the regulations 2. positive grade from activities during classes - active monitoring of the proposed program											
	Explanation of the requirements: The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and achieve an overall positive grade from activities during classes. Activities during classes include announced and unannounced short tests, seminars, projects, homework and all other activities encouraged during classes by the teacher. The student is required to continuously monitor his/her success (achieved number of points and percentage of attendance). By fulfilling these requirements, the student is awarded an (electronic) signature confirming this. A student who has not achieved the right to a signature (less than 70% attendance in classes and/or a negative grade during classes) can exceptionally compensate for the lack of engagement by writing and defending an entrance paper. Making up for unfulfilled requirements is not possible for midterm exams, or pre-term exams, so a student with a shortfall cannot take them. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot make up for the absences at all, but is required to re-enroll and take the course in the following academic year.											
	Entry paper: If a student has not exercised the right to sign because he/she participated in classes between 40% and 70% and/or has a negative grade during classes, the teacher prescribes an entry paper with which the student compensates for the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request. The student is required to take into account the time needed to prepare the entry paper and contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to take the exam). The entrance examination consists of one or more tasks, which compensate for the lack of teaching hours and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. Each of the assigned tasks is required to be submitted in writing by the student (the deadline and propositions are prescribed by the teacher) and to be checked during the teacher's consultations. Failure to meet the given deadline will result in the cancellation of the task. Any form of plagiarism will result in the cancellation of the task and the case being reported to the ethics committee.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares:											
	Criterion		Weight share									
	Written exam - 1st preliminary exam		25%									
	Written exam - 2nd preliminary exam		25%									
	Project		45%									
	Activities		5%									
	0%-50%		50%-65%		65%-80%		80%-90%		90%-100%		1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)	
12. Assessment criteria - explanation	During continuous knowledge assessments during classes (activities), the student collects points that are added up. At the end of the semester, the grade from this criterion is determined based on the total number of points achieved and the scale. For a positive grade, it is necessary to achieve at least 50% of the points on the exam. If the student is not satisfied with the grade on the exam, the student can take the exam again, but in that case the grade already obtained is no longer valid. The student has the right to review the written exam and the right to an additional oral exam.											
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.											

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Transmedia dramaturgy		Year	2	Semester	3		
Course Name	Gaming culture		Code	10466	ECTS	5		
Lecturers	Asst. Prof. Ilija Barišić							
Teaching Method and Hours	Lectures	36	Excercises	20	Midterms	4	Total	60
Course Description								
1. Course objectives	Teach students about gaming culture and the broader sociocultural impact of video games. Introduction to the basic terms and concepts of video game theory. Developing an analytical apparatus that will enable students to further develop creative knowledge in this area. Introduction to the cultural, educational and social function of video games in contemporary media culture. Research and understanding of the expressive potential of games.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the fundamental socio-historical context of video games in contemporary media culture 2. Describe typical forms of video games and their communicative orientation 3. Apply theoretical knowledge to current examples 4. Analyze the ways in which video games have influenced other media forms 5. Describe the ways in which video games can be used for educational purposes 6. Explain and relate the basic elements of video games to other narrative types and genres 7. Understand the history of video games 8. Critically analyze video games from a social and communicative perspective							
3. Content	History, theory and taxonomy of video games (division into types and genres, basic concepts and terminology). Video games in the context of new media theory. Production, technological and structural aspects of video games. Film and video games. Video game platforms. Video games in the social context and contemporary media culture (education, psychology, sports, social networks, streaming). Cultural studies of video games (video games in the context of popular culture). Video game analysis.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation of a seminar paper (expert analysis of a video game of your choice), preparation of a practical paper (description of the gaming community), oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	1	Seminar	1	Practical work	1.5
7. Required literature	1. Barišić, Ilija (2021). Gaming culture (script).							
8. Additional literature	1. Boellstorff, Tom, Bonnie Nardi, Celia Pearce, T. L. Taylor, George E. Marcus, 2012, Ethnography and Virtual Worlds: A Handbook of Method, Princeton University Press 2. Caillois, Roger, (Kajoa, Rože). 1965 (1958), Games and People, Belgrade: Nolit 3. Dovey, Jon and Kennedy, Helen W., 2006, Game Cultures: Computer Games as New Media, Open University Press 4. Galloway, Alexander R., 2006, Gaming: Essays on Algorithmic Culture, University Of Minnesota Press: 5. Huizinga, Johan, 1992, (1938), Homo ludens: On the origin of culture in the game, Zagreb: Naprijed 6. Jenkins, Henry, 2005, (2004), “Video Game Design as Narrative Architecture”, Libra Libera, 17/2005, p. 50-61, Zagreb: Autonomna tvornica kulture 7. King, Geoff and Tanya Krzywinska, eds., 2002, Screenplay: Cinema / Videogames / Interfaces,, Wallflower Press 8. Manovich, Lev, 2001, The Language of New Media, The MIT Press 9. Newman, James, 2004, Videogames, London, New York: Routledge 10. Mäyrä, Frans, 2008, An Introduction to Game Studies, London: SAGE Publications Ltd							
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.							
10. Exam access requirements	The requirements for taking the oral exam are regular attendance at least 70%, submitted seminar paper (analysis of a video game of the student's choice) and practical work (description of a gaming community). The requirement for taking the 1st preliminary exam is submitting the seminar paper after 7 weeks of lectures and exercises and regular attendance at classes of at least 50%. If a student does not take the 1st preliminary exam or does not pass it after the first part of the lecture, he/she will take an oral exam covering the entire course in the Winter Term. For the purpose of taking the oral exam at the end of the semester, a student who has an attendance of more than 40% and less than 70% may make up for the absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							

and assessment criteria	Criteria	Weight share
	1st midterm exam	25%
	2nd midterm exam	30%
	Seminar	20%
	Practical work	25%

12. Assessment criteria - explanation	The oral exam consists of questions that test the student's theoretical knowledge. The oral exam grade is positive if the student answers the questions with a success rate of 50%. The seminar paper evaluates the correct application of basic concepts of video game theory on a specific example that the students will choose themselves.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Transmedia dramaturgy		Year	2	Semester	3
Course Name	Croatian language and media		Code	10467	ECTS	4
Lecturers	Prof. Lana Hudeček					
Teaching Method and Hours	Lectures	24	Seminars and workshops	6	Exercises	22
	Consultations	4	Total	60	Midterms	4
Course Description						
1. Course objectives	The aim of the course is to provide students with insight into the dynamic interaction of the Croatian language (as a system that shapes the space of contemporary media) and contemporary media (which directly influence it); to introduce students to the laws of different functional styles in the Croatian (standard) language, to the peculiarities of the language of the media, to raise awareness of the stylistic and normative adaptation of the Croatian language to the type of media or genre; to raise awareness of the relationship between language and discourse, the intertwining of linguistic, semantic, cultural and social circumstances, and the specificity of the ever-re-established transmedia space.					
2. Expected learning outcomes	After successfully completing this course, the student will be able to: 1. Define the rules that govern different functional styles and language use in a specific medium/genre. 2. Apply knowledge of functional stylistics and linguistics, pragmatics and discourse analysis in written and oral communication. 3. Identify language use inappropriate for a particular functional style, medium or genre. 4. Analyze different types of texts and discourses and interpret them within a specific context. 5. Independently critically reflect on the nature and role of language and speech in the contemporary media environment. 6. Apply the acquired knowledge in the construction of content on different media platforms.					
3. Content	The course covers content from the field of contemporary linguistic theories that deal with functional stylistics and grammar, discourse analysis, pragmatic and semantic types of utterances and their networking in the media context. The following topics will also be covered: multifunctionality of language; language as a standard and language as a system; organization of different forms of speech and text; language, discourse, media; functioning and boundaries of standard language and its relationship with the language of literature; media and linguistic/speech persuasiveness; language and comics; language and the internet; language and manipulation; language and identity; language in a transmedia environment.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance at classes, active attitude towards the course (participation in discussions, asking questions, completing tasks, e.g. preparing for lectures); writing and presenting a seminar paper.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	1
7. Required literature	1. Biti, Vladimir (1997). Glossary of Contemporary Literary Theory. Zagreb: Matica hrvatska. (selected terms) 2. Croteau, David and William Hoynes (2003). Media/Society. Industries, Images, and Audiences. London & New Delhi: Sage Publications (selected chapters). 3. Filipan-Žiganić, Blaženka (2012). On the Language of New Media. Čakovec: Matica hrvatska, Ogranak Čakovec 4. Foucault, Michael (1994). Knowledge and Power. Zagreb: Globus (chapter: Order of Discourses) 5. Granić, Jagoda, ed. (2006). Language and Media – One Language: Many Worlds: Proceedings. Zagreb, Split: Croatian Society for Applied Linguistics (selected chapters). 6. Hudeček, Lana; Mihaljević, Milica. (2009.) The Language of Media. Croatian University Press. 7. Silić, Josip (2006). Functional Styles of the Croatian Language. Zagreb: Disput 8. Starešinčić, Jurica (2007) Narrating with Comics. In: 15 dana, illustrated magazine for art and culture, pp. 22–29, Zagreb 9. Škiljan, Dubravko (2000). Public Language. Zagreb: Antibarbarus Publishing.					
8. Additional literature	1. Badurina, Lada (2008). Between the Lines. Studies on Text and Discourse, Zagreb – Rijeka: HSN – ICR 2. Briggs, Asa and Peter Burke (2011). Social History of Media. From Gutenberg to the Internet. Zagreb: Naklada Pelago (selected chapters). 3. Baudrillard, Jean (2001). Simulation and Reality. Zagreb: Naklada Jesenski i Turk 4. Brown, Gillian and George Yule (1983). Discourse Analysis. Cambridge University Press. 5. Crystal, David (2000). Language of the Internet. Cambridge University Press. 6. Fiske, John (1990). Introduction to Communication Studies. London: Routledge 7. Frančić, Anđela, Hudeček, Lana and Milica Mihaljević (2005) Normativity and Multi-Functionality in the Croatian Standard Language. Zagreb: Croatian University Press. 8. Guberina, Petar (1967). Sound and Movement in Language. Zagreb: Department of Phonetics, Faculty of Philosophy, Zagreb					

	9. Hudeček, Lana; Mihaljević, Milica; Vukojević, Luka (eds.) (1999). Croatian Language Advisor. Zagreb: Institute of Croatian Language and Linguistics, Pergamena and Školske novine. 10. Kovačević, Marina and Lada Badurina (2001). The Stratification of Language Reality. Rijeka: Publishing Center Rijeka 11. Mikulić, Boris (2006). "Intertextuality and Interdiscursiveness: Comparativism between Philology and the Ethical Theory of the Subject". in: Filozofska istraživanja 4: 975–984. 12. Nöth, Winfried (2004). Comics. in: Handbook of Semiotics. Zagreb: Ceres, p. 491-495. 13. Potter, J. (1996) Representation of reality: discourse, rhetoric and social constructions. London: Sage Publications. 14. Pranjić, Krunoslav (1985). Language and literary work: essays on the linguistic and stylistic analysis of literary works.										
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey										
10. Exam access requirements	The requirements for taking the exam are: - regular attendance of at least 70%. A student who at the end of the semester has an attendance of more than 40% and less than 70% is obliged to make up for the lack of class hours in accordance with the Regulations, by preparing and submitting an entrance paper, and in agreement with the course leader or instructor. The entrance paper is assigned towards the end of the semester, and is submitted to the Assignments section on Studomatica. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. - submitted seminar paper (in written form, it is submitted to the Assignments section on Studomatica) The final exam is taken in written form. A student who has passed the 1st and 2nd preliminary exams is exempt from the final exam.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>25%</td></tr> <tr> <td>2nd midterm exam</td><td>25%</td></tr> <tr> <td>Seminar</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	25%	2nd midterm exam	25%	Seminar	30%	Activities	20%
Criteria	Weight share										
1st midterm exam	25%										
2nd midterm exam	25%										
Seminar	30%										
Activities	20%										
12. Assessment criteria - explanation	The written exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. A maximum of 100 points can be obtained on the exam, and a maximum of 50 points on each preliminary exam. Preliminary exam scale: 31 – 35 sufficient; 36 – 40 good; 41 – 45 very good; 46 – 50 excellent Exam scale: 61 – 70 sufficient; 71 – 80 good; 81 – 90 very good; 91 – 100 excellent During the semester, the student prepares one seminar paper that can be graded from insufficient (1) to excellent (5). Students who do not hold their seminar, but only submit it in written form, can receive a maximum grade of good (3). Activity in class is graded on a scale of 1 to 5.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Transmedia dramaturgy			Year	2	Semester	3	
Course Name	Character psychology			Code	10462	ECTS	5	
Lecturers	Asst. Prof. Maja Kolega							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	To help students create multi-layered and compelling characters whose behavior actively shapes the story. To help students become aware of different aspects of their personalities in order to better connect with the characters they create. To enable students to understand the psychological patterns, motivation, and rational and irrational drives that shape complex human behavior.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. create strong characters who carry the story with their character and emotions 2. understand how family conditions influence the formation of personality and behavior 3. know how different psychological patterns such as passive aggression, the role of the victim or obsessive-compulsive behavior can initiate and shape the plot 4. understand how personality is formed and what changes in the psyche occur in childhood, adolescence, middle age and old age 5. design complex character motivations that include the conscious and subconscious, rational and irrational 6. distinguish flat and stereotypical characters from deep and authentic ones with whom viewers/readers can easily connect 7. develop their own creative expression when shaping characters and conducting the narrative 8. bring their characters into meaningful and dynamic relationships							
3. Content	Introductory lecture: Introduction to course topics and student obligations The hero's journey and archetypes in film Typology of female and male characters in film Flat and caricatured versus layered and authentic characters (Character research and design) The influence of a character's physical appearance and living space on the impressions we create about them (Character definition and development) Personality development and personality disorders & Defense mechanisms and their impact on interpersonal relationships (Personality and character) Types of motivation and the role of motivation in character creation & Maslow's hierarchy of needs as a sketch for character design (Motivation and character) Love, infatuation and projections - understanding and creating different types of closeness between characters & Polarities and the creation of multidimensional characters - an emotional spectrum from aggression to trust (Emotions and character) Erik Erikson's theory of psychosocial development as a blueprint for character formation & Family field and the influence of early experiences on the formation of psychological patterns (Character changes) Dialogue and character Transactional analysis and the creation of relationships between characters (Character relationships) Minor and other characters Concluding lecture: Solving problems with characters							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, completion of homework, writing a seminar paper, taking a midterm or final exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Seminar	0.5
	Activities	0.5	Homework	0.5				
7. Required literature	1. Lecture transcript							
8. Additional literature	1. Corbett, D. (2013). The art of character: Creating memorable characters for fiction, film, and TV. New York: Penguin Books. 2. Kress, N. (2004). Dynamic characters: How to create personalities that keep readers captivated. 3. McKee, R. (1997). Story: Substance, structure, style and principles of screenwriting. New York. Harper Collins. 4. Pelican, K. A. (2021). The science of writing characters: Using psychology to create compelling characters. New York: Bloomsbury Academic. 5. Seger, L. (1990). Creating unforgettable characters. New York: Henry Hole and Company.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							

10. Exam access requirements	The requirements for taking the exam are: 1. class attendance 2. positive grade from class activities 3. positive grade from seminar paper Explanation of requirements: Students are required to attend a minimum of 70% of classes. Absences that result in an attendance of less than 70% and more than 40% are compensated by written assignments, as agreed with the subject lecturer. Attendance below 40% implies retaking the course. At the end of the school year, students write a final written exam that covers the entire material, and during the course, knowledge is tested through completed homework assignments, group discussion activities, and the degree of involvement in various creative exercises. In order to receive a positive grade from this course, a student must meet the following requirements: 1. pass a written exam (in two midterms or all at once, at the end of class) 2. write a seminar paper consisting of the creation or analysis of a character in agreement with the subject teacher 3. be sufficiently present and active in class																				
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>25%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>25%</td></tr><tr><td>Activities</td><td>20%</td></tr><tr><td>Seminar</td><td>30%</td></tr></table> <table><tr><td>0%-50%</td><td>50%-65%</td><td>65%-80%</td><td>80%-90%</td><td>90%-100%</td><td>1 (insufficient)</td><td>2 (sufficient)</td><td>3 (good)</td><td>4 (very good)</td><td>5 (excellent)</td></tr></table>	Criterion	Weight share	Written exam - 1st preliminary exam	25%	Written exam - 2nd preliminary exam	25%	Activities	20%	Seminar	30%	0%-50%	50%-65%	65%-80%	80%-90%	90%-100%	1 (insufficient)	2 (sufficient)	3 (good)	4 (very good)	5 (excellent)
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12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part (1st midterm) is written after seven weeks of classes and covers the units covered so far. The second part (2nd midterm) covers the remaining material and is written after the end of classes. These two partial written exams make up the so-called pre-term. In the first exam period, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam consists of tasks that test the student's theoretical knowledge and their real understanding of the psychological processes relevant to creating authentic and convincing characters. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test. Activity in class is continuously assessed according to the following criteria: - contribution to class through active and constructive participation in exercises, assignments and discussions - student preparation for class (completion of homework) - arrival to class on time - general attitude towards the course, colleagues and the lecturer The seminar paper is a mandatory written homework assignment that is submitted no later than the penultimate week of classes. The seminar paper consists of designing a multi-layered, convincing and intriguing hero or heroine for a novel or film.																				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																				

General information						VERN' University		
Program	Transmedia dramaturgy			Year	2	Semester	3	
Course Name	Feature film script 2			Code	10464	ECTS	6	
Lecturers	Assoc. Prof. (Art) Katarina Zrinka Matijević							
Teaching Method and Hours	Lectures	20	Excercises	32	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To introduce students to writing for the "royal form", i.e. a feature film. The course is designed as the second part of two parts, with the first part being the course Feature Film Screenplay 1 in the second semester of the first year of study. These two courses form a unit in which students will master writing a screenplay for a feature film. The goal of the second part is to teach students how to write two hands of a screenplay. Unlike the first part, which deals with characterization and structure, the second part deals with rhythm and dialogue. Students will develop the ability to notice screenwriting procedures and recognize dramaturgical patterns on the examples of individual films. The goal is also to teach students how to analyze a film script by mastering the writing of scriptdoctor and scripteditor reports. To analyze films with non-classical dramaturgy (focus on European and Asian film). To analyze and understand successful and unsuccessful adaptations of literary models. To understand the relationships between screenplay and direction, screenplay and editing. Develop the ability to work in a team and with a mentor.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Apply theoretical knowledge to screenplays 2. Demonstrate the ability to analyze screenplays. 3. Understand the dramaturgical components of screenplays 4. Understand different screenwriting techniques and approaches 5. Conceptualize and create a screenplay 6. Conceptualize and create a scriptdoctor and scripteditor's report 7. Identify and explain the specifics of non-classical dramaturgy 8. Understand the success or failure of film adaptations of literary models 9. Demonstrate the ability to analyze and interpret non-classical dramaturgy scripts based on watching a particular film							
3. Content	Screenplay as a specific form of performance work Basics of dramaturgy (classical dramaturgy) Alternative approaches to the structure of a film script Analysis of non-classical dramaturgy scripts and films Comparison of literary models and film adaptations Screenplay in practice: production, direction, editing Screenplay analysis, film analysis Writing a screenplay for a feature film Writing a script doctor's and script editor's report							
4. Admission requirements	SIF 1 passed.							
5. Student obligations	1. Adequate attendance at classes. Activity in classes. 2. Writing homework assignments							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Oral exam	1	Continuous assessment	0.5
7. Required literature	1. Jasmina Kallay, Write a Screenplay, Palunko/HFS, 2015. 2. Hunter, Lew, Screenplay 434, Center for Dramatic Arts: Antibarbarus Publishing, Croatia, 1998.							
8. Additional literature	1. Campbell, Joseph, The Hero with a Thousand Faces, Jesenski-Turk, Croatia, 2009. 2. Christopher Vogler, The Writer's Journey: Mythic Structure for Writers, Michael Wiese Produd., 1998 3. Syd Field, Screenplay: The Foundations of Screenwriting, Delta, 2005.							
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.							
10. Exam access requirements	Requirement for admission to the 1st preliminary exam: a) attendance greater than 50% in the first 7 weeks of classes a) SIF – 1st round Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Requirement for admission to the 2nd preliminary exam: a) passed the 1st preliminary exam b) regular attendance at classes of at least 70% c) SIF 2nd round d) CLOSING Students who did not pass the preliminary exams take the exam.							

	Requirement for admission to the exam: a) Regular attendance at classes of at least 70%. b) SIF 2nd round. Hand c) CLAUSE The oral exam is the evaluation and analytical defense of the SIF. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. Students whose regular attendance is between 40% and 70% can take the exam, i.e. they can receive a second signature after completing additional work assigned by the subject teacher.													
11. Exam implementation and assessment criteria														
12. Assessment criteria - explanation	<table><tr><th>Weight share</th><th>RATING</th></tr><tr><td>0 - 60</td><td>1</td></tr><tr><td>61 - 70</td><td>2</td></tr><tr><td>71 - 80</td><td>3</td></tr><tr><td>81 - 90</td><td>4</td></tr><tr><td>91 - 100</td><td>5</td></tr></table>		Weight share	RATING	0 - 60	1	61 - 70	2	71 - 80	3	81 - 90	4	91 - 100	5
Weight share	RATING													
0 - 60	1													
61 - 70	2													
71 - 80	3													
81 - 90	4													
91 - 100	5													
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.													

General information						VERN' University		
Program	Transmedia dramaturgy			Year	2	Semester	3	
Course Name	TV series script 1			Code	10465	ECTS	6	
Lecturers	Assoc. Prof. (Art) Vinko Brešan, Prof. (Art) Zrinko Ogresta							
Teaching Method and Hours	Lectures	32	Excercises	20	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of the course is to introduce students to the overall scope of work of a screenwriter within a TV series project by introducing them to all segments and elements of that process and acquiring specific professional knowledge for writing scripts. To introduce students to a TV series as a specific feature television content, its formats and genres, and its characteristics and rules, with an insight into its genesis from the beginnings to contemporary trends in global and domestic production. To introduce students to the concept of TV series script dramaturgy, methods and means of expression. To introduce students to the basics of the organization of dramatic material, concepts and the mutual relationship between a dramatic story, situation and characters. To introduce students to the stages of creating a script and its elements, from the idea, choosing a theme and story, research, plot, logline, synopsis, characterization and motivation of characters, treatment, scene sequences, episode scripts. To introduce students to the concept of structuring and formatting all elements of a script and to acquire knowledge about screenwriting methods and tools. Getting to know the concept of scenario economy. Introducing students to the concept of media responsibility and ethics within screenwriting work.							
2. Expected learning outcomes	1. Understand the role and tasks of a screenwriter within a TV series project 2. Distinguish between different formats and genres of TV series and understand their characteristics and principles. 3. List trends in contemporary television production and analyze the specificities of domestic television series production in relation to global production. 4. Identify the tasks that a screenwriter needs to solve depending on the goal and audience, as well as the artistic and commercial level 5. Explain the principles of organizing dramatic material. 6. Analyze the meaning and relationship of the dramatic story, situation, and characters 7. Explain and analyze the stages and elements of the development of a screenwriting project, the manner and sequence of their creation, and their elements, characteristics, and rules. 8. Understand and explain specific methods, expressive means, and tools used to achieve the desired goal of a screenwriting project. 9. Understand and explain the concept of script economics 10. Explain the rules for formatting and layout of scripted project material 11. List and argue the levels of responsibility of the author of feature media content.							
3. Content	Acquainting students with the content and methodology of the course. Historical and social context of serialized feature television content; genesis of television species, genres, formats, derivations, hybrids, changes and trends, mutual sociological influence of TV series and society through examples of domestic and international production. The role of the screenwriter / screenwriting team within the TV series project Theoretical bases of dramaturgy and screenwriting of TV series, organization of dramatic material and terminology Generation of the screenplay - evaluation of the potential and selection of the story and the relationship between the story, situation and characters Formal elements of the screenplay material; concept, logline, summary, synopsis, treatment, selection, characterization, motivation, number and hierarchy of characters, setup, scene sequence, episode script, scene, dialogue, didaskalia. Composition and structuring of the selected material, selection of approach, interpretation, focalization, story generation, initial plot (plot), plot lines and arcs, characteristics of film language / dialogue, other characteristics and rules of the script, and screenwriting methods and tools. Analysis of written of ready-made screenplay project templates Parameters and standards for the formatting and look of the screenplay The concept and content of the economy of the screenplay Analysis of screenwriting topics, content and approaches from the aspect of media responsibility of the author of television content.							
4. Admission requirements	No special conditions							
5. Student obligations	Class attendance and seminar papers.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	4	Continuous assessment	0.5		
7. Required literature	1. Egri, L. /1972). The Art of Dramatic Writing. Touchstone 2. Fellowes, J. (2012). Downton Abbey Script Book Season 1. William Morrow Paperbacks							

8. Additional literature	1. Aristotle. Poetics 2. McKee, R. (1997). Story: Substance, Structure, Style and the Principles of Screenwriting. It Books 3. McKee, R. (2016). Dialogue: The Art of Verbal Action for Page, Stage, and Screen. Twelve 4. Field, S. (2005). The Foundations of Screenwriting. Delta 5. Cleland, J. (2016). Mastering Suspense, Structure, and Plot. Writers Digest Books										
9. Quality monitoring	Monitoring and evaluation of teaching. Course evaluation										
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes of at least 70%. Active work in all segments of study work. Seminar paper. The student can make up for absences by writing and submitting an additional seminar paper. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the result is recorded as 0 points.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Criterion Weighting 1st midterm 20% 2nd midterm 60% Activities 20% <table> <tr> <th>Criteria</th><th>Weighting</th></tr> <tr> <td>1st midterm</td><td>20%</td></tr> <tr> <td>2nd midterm</td><td>60%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td></td><td></td></tr> </table>	Criteria	Weighting	1st midterm	20%	2nd midterm	60%	Activities	20%		
Criteria	Weighting										
1st midterm	20%										
2nd midterm	60%										
Activities	20%										
12. Assessment criteria - explanation	The first colloquium evaluates the sequence of the first 3 episodes of the series and the synopses of the other episodes. Second colloquium – the script of the first two episodes of the series and the scenes of the other episodes are evaluated 2. The activity is evaluated taking into account the student's participation in exercises and discussions, as well as discipline and regularity in the performance of duties, which includes attendance at classes.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Transmedia dramaturgy			Year	2	Semester	3	
Course Name	Introduction to comic book culture			Code	10463	ECTS	4	
Lecturers	Assoc. Prof. (Art) Neven Hitrec							
Teaching Method and Hours	Lectures	30	Excercises	22	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The course aims to be threefold. We will first consider how comics are written and drawn, and then examine the comic form in detail, focusing on such issues as the difference between realistic and iconic representation, redundancy between frames, and the perception of the comic page as a graphic map. We will then briefly outline the century-long development of comics in three major world hotspots – the USA, French-speaking Europe, and Japan, and finally consider the globalization and transmutation of comics from a primarily graphic and newspaper medium of the nineteenth century to a largely digital participant in transmedia popular culture of the twenty-first century. Students will read several major comics from the past and present centuries over the course of the semester, and will, finally, be involved in creating their own comics throughout the semester, because nothing encourages thinking about comics like creating them.							
2. Expected learning outcomes	After successfully completing the course, students will be able to 1. Understand and explain the basic concepts of comics as a creative activity, but also an industry. 2. Be able to distinguish comics by place of origin, author's expression, publishing form and content. 3. Understand the relationship between image and text through possible variations. 4. Recognize the limitations and advantages of comics in relation to other, older, peer and younger media. 5. Become familiar with the key works on which today's prevailing comics traditions are based. 6. Become familiar with the development and unstoppable history in general. 7. Understand the challenges of creating comics by working on your own comics. 8. Distinguish adaptation from transmedia storytelling. 9. Analyze and criticize the transmedia strategies of the entertainment industry from multiple perspectives and be able to reflect on one's own relationship with transmedia culture.							
3. Content	Introduction to comic book culture; semester overview, terminology, finding common ground between student interests and materials. How to read Scott McCloud's comics, theoretical basis for understanding the language of comics. History of comics from protocomics to newspaper comics. History of American comics before and after the emergence of superheroes.. <i>Watchmen</i> by Alan Moore and Dave Gibbons and <i>The Dark Knight</i> by Frank Miller as a dividing line between ephemeral and permanent entertainment. European comics, the answer to the question of why francophone comics have imposed themselves as the leading form of comics in Europe. Francophone comics from Tintin to Moebius. Underground comics and their logical development through "graphic novels"; The development of the graphic novel from <i>Maus</i> by Art Spiegelman to <i>Persepolis</i> by Marjane Satrapi. Manga, the development of comics in Japan, genres and tropes; differences and similarities in the comic approach of Osamu Tezuka and Keiji Nakazawa. Croatian comics, history. Analysis of <i>Vojna</i> by Goran Duplančić, an authentic Croatian graphic novel. Humorous comics from newspapers to the internet: a comparison of <i>Calvin and Hobbes</i> by Bill Watterson with <i>My Giant Nerd Boyfriend</i> by Fishball.							
4. Admission requirements	There are no special requirements for enrollment.							
5. Student obligations	1. Regular class attendance and discussion participation. 2. Preparation for class by reading prescribed comics. 3. Creating your own comic from week to week and keeping a comic observation diary.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	1	Project	1.5		
7. Required literature	1. Scott McCloud: <i>How to Read Comics</i> (2005) Mentor, Zagreb 2. short comics (mostly in Croatian or English) that will be sent to students three days before the lecture 3. Hergé: <i>The Secret of the Unicorn</i> (in <i>Tintin</i> , book 4) (2011) Algoritam, Zagreb 4. Franquin: <i>The Marsupial Nest</i> (2013) Libellus, Zagreb 5. 1c. Moebius: <i>Arzach</i> (2012) Fibra, Zagreb and Alejandro Jodorowsky and Moebius: <i>Cat's Eyes</i> (2014) Fibra, Zagreb 6. Alan Moore and Dave Gibbons: <i>Watchmen</i> (2013) Fibra, Zagreb 7. Frank Miller: <i>The Dark Knight Returns</i> (in <i>The Dark Knight</i> (2015) Fibra, Zagreb) 1. Art Spiegelman: <i>Maus</i> (2009) Fibra, Zagreb 2. Chris Ware: <i>Jimmy Corrigan, the Brightest Kid in the World</i> (2020) Fibra, Zagreb 3. Keiji Nakazawa: <i>Barefoot Gen</i> , books 1 and 2 (2013) Fibra, Zagreb 4. Osamu Tezuka: <i>Buddha</i> , books 1 and 2 (2016) Fibra, Zagreb							

	5. Veljko Krulčić (ed.): <i>Croatian Postwar Comics</i> (1984) Istarska naklada, Pula 6. Goran Duplančić: <i>War</i> (2021) Barbatus, Zagreb 7. Bill Watterson: <i>Calvin and Hobbes</i> 1 (2019) Fibra, Zagreb 8. Fishball: <i>My Giant Nerd Boyfriend</i> (online at https://www.webtoons.com/en/slice-of-life/my-giant-nerd-boyfriend/list?title_no=958)										
8. Additional literature	1. Possible shorter comics sent by email before individual lectures.										
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.										
10. Exam access requirements	The requirement for taking the exam is attendance above 70%, reading the required literature, timely submission of all diaries and all weekly comics. Student activity during classes is part of the final grade. The final exam is oral. A smaller percentage of the grade (<10%) can be compensated for by extra assignments according to the instructions students received at the beginning of the semester.										
11. Exam implementation and assessment criteria	<table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>First colloquium</td><td>25%</td></tr> <tr> <td>Second colloquium</td><td>25%</td></tr> <tr> <td>Tasks</td><td>50%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	First colloquium	25%	Second colloquium	25%	Tasks	50%	Activities	10%
Criteria	Weight share										
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Second colloquium	25%										
Tasks	50%										
Activities	10%										
12. Assessment criteria - explanation	Assignments - a comic book observation diary and a weekly comic book of four frames - are submitted every Monday or Thursday, and the grade includes regularity, variety, and understanding of the media. An oral exam is held after the course material has been completed (McCloud in the first half of the semester and reading titles in the second) and it tests the understanding of the concepts and procedures acquired in lectures and the reading of the required reading titles. For a positive grade, it is necessary to read all the required literature and submit all weekly assignments. Activity is assessed taking into account the student's participation in exercises and discussions, and regularity in fulfilling obligations, which includes attendance at classes.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Transmedia dramaturgy		Year	2	Semester	4
Course Name	Financing and marketing in creative industries		Code	10574	ECTS	4
Lecturers	Asst. Prof. Ivan Maloča					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	The aim of the course is to acquaint students with the specific forms and legalities of financing in creative industries and the financial monitoring of audiovisual and/or media projects in a transmedia environment. Acquaintance of students with scientific and practical achievements and applications of different work models in the specific domain of financing and marketing in creative industries.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Determine the approach and strategy for financing in creative industries. 2. Find sources and methods of financing in creative industries. 3. Apply techniques and independently develop business plans 4. Analyze and understand financial statements 5. Formulate basic forecasts of financial trends and their impact on the transmedia industry 6. Choose models for securing the sources of capital needed for financing in creative industries in a transmedia environment 7. Connect the opportunities provided by funding funds, bank credit lines, crowdfunding and other sources of funds 8. Interpret basic concepts in marketing and apply tools in digital marketing and social media marketing 9. Explain the importance of a brand in postmodern society, analyze and compare the meaning of brands in a contemporary cultural context, and connect brand values and cultural context as building value in transmedia 10. Use AI as a tool for tender documentation for financing and marketing the finished product					
3. Content	The course covers the basic principles of economics with an emphasis on finance and marketing as a science. It will deal with fundamental economic concepts in the context of finance and marketing in creative industries. Financing as a branch of economics will be introduced through a historical framework. Financing will be covered through basic concepts in order to gain knowledge about the importance of financial parameters in order to secure business and find adequate sources of financing for transmedia projects. Marketing will be studied with an emphasis on brand management in a historical context to postmodern society, brand management, knowledge about types and models of marketing tools, the development and influence of society from consumerism to prosumerism, storytelling to storymaking, the role of marketing for the success of an organization in a digital environment, and changes in the habits of target user categories in order to know how to apply the correct marketing models in order to realize the organization's plans. Topics: Basics of financing in a web 2.0 environment, basics of financing and development through history to the digital world, preparation of financial plans, basic analysis of financial statements, a model of modern financing and finding sources of capital, financing from funds, credit lines, equity, crowdfunding. Development of marketing through history, digital marketing, social networks, marketing in a web 2.0 environment, marketing plans, paradigm shift from consumer to prosumer and from storytelling to storymaking in a transmedia environment. Understanding the importance and application of marketing tools in order to achieve planned results in creative industries.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam. Preparation of a seminar paper.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	1
7. Required literature	1. P. Kotler, V. Wong, J. Saunders, G. Armstrong (2006). Basics of marketing, Zagreb, Mate 2. Shields, B. (2017). Social Media Management: Persuasion in Networked Culture. Oxford University Press 3. Alan B. Albarran (2013). Media Management and Economics Research in a Transmedia Environment (Electronic Media Research Series); 1st Edition, Routledge 4. Straubhaar, Joseph, LaRose Robert, Devenport Lucinada (2016). Media Now: Understanding Media, Culture, and Technology, Cengage learning. Boston 5. Rosenbaum-Elliott, R.; Percy, L. & Pervan, S. (2011). Strategic brand management. Third edition. Oxford University Press					
8. Additional literature	1. Zeiser Anne (2015). Transmedia Marketing: From Film and TV to Games and Digital Media (American Film Market Presents) 1st Edition; Focal press; Taylor and Francis, New York-London					

	2. Schuyler M. Moore (2011). The Biz: The Basic Business, Legal and Financial Aspects of the Film Industry; Silman-James Press 3. Brealey, R.A.; Myers, S.C. & Macrus, A.J. (2006). Fundamentals of Corporate Finance. Mate 4. Lozić, J. (2019). Platform Economy Management. University of the North. Publishing Center.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The requirement for taking the exam is to attend classes at least 70%. The exception is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum of 50% attendance. In order to take the written exam, a student can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Making up for absences is not possible for the 1st midterm exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>25%</td></tr> <tr> <td>2nd midterm exam</td><td>25%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>Seminar</td><td>30%</td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	25%	2nd midterm exam	25%	Activities	20%	Seminar	30%
Criteria	Weight share										
1st midterm exam	25%										
2nd midterm exam	25%										
Activities	20%										
Seminar	30%										
12. Assessment criteria - explanation	The exam is taken in writing. The passing grade criterion is 60% of the exam being answered correctly. Activity is assessed after lectures and exercises, taking into account the student's activity.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Transmedia dramaturgy		Year	2	Semester	4
Course Name	Creative writing for video games 1		Code	10578	ECTS	6
Lecturers	Asst. Prof. Ilija Barišić, Prof. (Art) Ozana Ramljak					
Teaching Method and Hours	Lectures	32	Seminars and workshops	4	Exercises	16
	Consultations	4	Total	60	Midterms	4

Course Description

1. Course objectives	Introducing participants to artistic and business protocols in creating narrative content for the video game industry. Gaining insight into the screenwriting position within the said industry and understanding its role in final products. Acquiring knowledge about nomenclature, classification and documentation related to 'videogame storytelling'. Ultimately, becoming aware of one's own creative potential and directing it towards practical applications in the gaming industry.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Understand and explain basic concepts related to the production of narrative content for the video game medium. 2. Apply the acquired knowledge to expertly write and format professional documentation such as scripts, treatments, event lists, and the like. 3. Critically analyze, evaluate, and adapt creative content related to this aspect of the gaming industry. 4. Develop awareness of parallel work with other professional areas of the industry, such as concept artists and music composers. 5. Be aware of their own creative capacities and how to apply them in project development. 6. Gain basic experience in pitching ideas and communicating in the 'developer development biome'.					
3. Content	Introduction/Recapitulation of basic terms (GDD, Pitch Document, Story Treatment, Narrative Concept Art, Screenplay, etc.). Defining aesthetic principles, reach and regularity in the medium. Marketing/drama adaptation of content. Narrative specifics of gamewriting (characters, worlds, structures, accompanying content, genre conventions, transmedia potential, connection with gameplay). Practical writing and sample examples (scenarios, puzzle documents, paragraphs, event lists, narrative concept art and the like). Creating complex and meaningful fictional worlds. Work on your own capacities of imagination. Verbally communicating your ideas in industry standards (pitch). Solving exercises and tasks. Writing and analysis of papers.					
4. Admission requirements	There are no special requirements for enrollment.					
5. Student obligations	1. Adequate attendance at classes and active participation in the teaching process. 2. Giving a presentation and submitting a final paper. 3. Completing homework assignments and presenting them.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Seminar	0.5
					Project	1.5
7. Required literature	1. Wendy Despain-Professional Techniques for Video Game Writing-A K Peters (2008) 2. Jenkins, H. (2007) Narrative Architecture https://paas.org.pl/wp-content/uploads/2012/12/09.-Henry-Jenkins-Game-Design-As-Narrative-Architecture.pdf Genres From FPS to RPG-CRC Press (2009) 3. Carolyn Handler Miller (Auth.)-Digital Storytelling. A creator's guide to interactive entertainment-Focal Press (2008) 4. Steve Ince- An Introduction to Game Writing: A Workbook for Interactive Stories- S-Eye Books (2021)					
8. Additional literature	1. Sid Meier: Memoir! A Life in Computer Games, W.W. Norton & Company (2020)					
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.					
10. Exam access requirements	Requirement for access to the 1st preliminary exam: Attendance of over 50% in the first 7 weeks of classes. Requirement for access to the 2nd preliminary exam: a) attendance of at least 70%,					

	b) presentation held and the corresponding seminar paper submitted. Students who did not take the preliminary exam or did not pass it will take the full exam. Requirement for access to the exam: • attendance of at least 70%, • presentation held and the corresponding seminar paper submitted, • project essay/assignment submitted. For the purpose of access to the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% may make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The topic of the presentation/seminar paper is assigned by the subject lecturer in agreement with the student. Students should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time. Students whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	<table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1. colloquium</td><td>30%</td></tr> <tr> <td>2. colloquium</td><td>20%</td></tr> <tr> <td>Seminar</td><td>15%</td></tr> <tr> <td>Project</td><td>20%</td></tr> <tr> <td>Activities</td><td>15%</td></tr> </tbody> </table>	Criteria	Weight share	1. colloquium	30%	2. colloquium	20%	Seminar	15%	Project	20%	Activities	15%
Criteria	Weight share												
1. colloquium	30%												
2. colloquium	20%												
Seminar	15%												
Project	20%												
Activities	15%												
12. Assessment criteria - explanation	The exam (colloquium or comprehensive exam) consists of tasks in written and/or oral form that test the student's theoretical and practical knowledge, as well as their actual understanding of concepts and procedures from the course topic. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University						
Program	Transmedia dramaturgy			Year	2	Semester	4					
Course Name	Advertising and copywriting			Code	10579	ECTS	4					
Lecturers	Asst. Prof. (Art) Branimir Lazanja											
Teaching Method and Hours	Lectures	30	Seminars and workshops	4	Excercises	22	Midterms	4				
	Total	60										
Course Description												
1. Course objectives	Getting to know the historical, social and communicative foundations of advertising communication. Getting to know the basic concepts of advertising and the process of creating and designing advertisements from the perspective of a copywriter, that is, the perspective of a 'creative' in the advertising industry. Gaining insight into the basic stages and methodology of the so-called of the creative process of designing advertisements in the advertising industry through the simulation of work in a creative team and practical work on designing advertisements.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify the basic historical, social and communication foundations of advertising. 2. Analyze basic advertising concepts from a copywriter's perspective. 3. Comment on the position of the creative/creative team/department in the advertising industry and interactions with other participants in the process of creating marketing communication. 4. Compare characteristic advertising forms and communication channels with their specificities. 5. Analyze advertising works at an elementary communication level. 6. Identify and interpret the basic phases of the creative process of designing advertisements and approaches to designing advertising communication. 7. Design and create basic advertising concepts at the pre-production level.											
3. Content	Historical, social and communicative foundations of advertising. Basic concepts of advertising: the position and perspective of a copywriter. Analysis of advertising works: communication, production and creative-form perspective. Designing advertising communication - how to make a 'good' advertisement?. Advertising forms and communication channels: specifics of copywriting for certain media. Practical work on print ads, positioning slogans, TV and radio synopses at the pre-production level - simulation of work in a creative team. Designing a transmedia concept for an integral advertising campaign.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, completion of practical work, exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Portfolio	1						
7. Required literature	1. Belak, B. (2008). Who the hell comes up with these commercials? Zagreb: Rebel. (selected chapters)											
8. Additional literature	• Sullivan, L. (2008). Hey Whipple Squeeze This. A Guide to Creating Great Advertising. New Jersey: AdweekMedia/Wiley. • Aitchison, J. (2003). Cutting Edge Advertising II. Prentice Hall. • Belak, B. (2013). An idea in a labyrinth. Zagreb: Rebel. • Zeiser, A. (2015). Transmedia marketing.											
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.											
10. Exam access requirements	The requirements for taking the oral exam are regular attendance of at least 70%, completed exercises, and timely submission of practical work (print ads, TV and radio spot synopses, etc.). The requirement for taking the first preliminary exam is regular attendance of at least 50%. For the purpose of taking the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. Students whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1st midterm exam</td><td>30%</td></tr></table>								Criteria	Weight share	1st midterm exam	30%
Criteria	Weight share											
1st midterm exam	30%											

	2nd midterm exam	20%
	Practical work	30%
	Activities	20%

12. Assessment criteria - explanation

The exam (colloquium or comprehensive exam) consists of tasks in written form that check the student's theoretical knowledge and their actual understanding of concepts and procedures from the course topic. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If, in such a case, the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Transmedia dramaturgy		Year	2	Semester	4
Course Name	TV series script 2		Code	10577	ECTS	6
Lecturers	Assoc. Prof. (Art) Vinko Brešan					
Teaching Method and Hours	Lectures	20	Seminars and workshops	12	Exercises	20
	Consultations	4	Total	60	Midterms	4

Course Description

1. Course objectives	The aim of the course is to introduce students to the overall scope of work of a screenwriter within a TV series project by introducing them to all segments and elements of that process and acquiring specific professional knowledge for writing scripts in the specific conditions required by working in a team. Introduction to the basics of organizing dramatic material, concepts and the mutual relationship between dramatic stories, situations and characters that develop in team work. Introduction to the stages of creating a script and its elements, from the idea, choosing a theme and story, research, plot, logline, synopsis, characterization and motivation of characters, treatment, scene sequence, episode scripts individually and in a team. . Introduction to the concept of script economics. Introduction to the concept of media responsibility and ethics within screenwriting work. Introduction to the category of "unifying" episodes during team work on a TV series. The course is a continuation of the TV Series Script 1 course and assumes continued work on the same content.							
2. Expected learning outcomes	1. Understand the role and tasks of a screenwriter within collective work on a TV series project 2. Identify the tasks that a screenwriter needs to solve when coordinating his or her own work with the work of other screenwriters 3. Explain the principles of organizing dramatic material in a collective work system 4. Explain and analyze the stages and elements of the development of a screenwriting project, the manner and sequence of their creation, and their elements, characteristics, and rules. 5. Understand and explain specific methods, expressive means, and tools used to achieve the desired goal of a screenwriting project in specific conditions of work in a collective 6. Explain the rules for standardizing TV series episodes when working in a collective 7. List and argue the levels of responsibility of the author of feature media content.							
3. Content	Acquainting students with the content and methodology of the course. The role of the screenwriting team within the TV series project Generation of the screenplay in the collective - assessment of the potential and selection of the story and the relationship between the story, the situation and the characters Formal elements of the screenplay material; concept, logline, summary, synopsis, treatment, selection, characterization, motivation, number and hierarchy of characters, setup, scene sequence, episode script, scene, dialogue, didaskalia. Composition and structuring of the selected material, selection of approach, interpretation, focalization, story generation, initial plot (plot), plot lines and arcs, characteristics of film language / dialogue, other characteristics and rules of the script, and screenwriting methods and tools. Analysis of written of ready-made screenplay project templates Parameters and standards for formatting and appearance of the screenplay The concept of uniformity of episodes in the specifics of collective work							
4. Admission requirements	No special conditions							
5. Student obligations	Class attendance and seminar papers.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	3	Oral exam	1	Continuous assessment	0.5
7. Required literature	1. Egri, L. /1972). The Art of Dramatic Writing. Touchstone 2. Fellowes, J. (2012). Downton Abbey Script Book Season 1. William Morrow Paperbacks							
8. Additional literature	1. Aristotle. Poetics 2. McKee, R. (1997). Story: Substance, Structure, Style and the Principles of Screenwriting. It Books 3. McKee, R. (2016). Dialogue: The Art of Verbal Action for Page, Stage, and Screen. Twelve 4. Field, S. (2005). The Foundations of Screenwriting. Delta 5. Cleland, J. (2016). Mastering Suspense, Structure, and Plot. Writers Digest Books							
9. Quality monitoring	Monitoring and evaluation of teaching. Course evaluation							
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes of at least 70%. Active work in all segments of study work. Seminar paper. The student can make up for absences by writing and submitting an additional seminar paper.							

	If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the result is recorded as 0 points.	
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the stated criteria are evaluated positively. Criterion Weight share 1st colloquium 20% 2nd colloquium 60% Activities 20%	
	Criteria	Weight share
	1. colloquium	20%
	2. colloquium	60%
	Activities	20%
12. Assessment criteria - explanation	The first colloquium evaluates the sequence of the first 3 episodes of the series and the synopses of the other episodes. Second colloquium – the script of the first two episodes of the series and the scenes of the other episodes are evaluated	
	2. The activity is evaluated taking into account the student's participation in exercises and discussions, as well as discipline and regularity in the performance of duties, which includes attendance at classes.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Transmedia dramaturgy		Year	2	Semester	4
Course Name	Comic book screenwriting		Code	10576	ECTS	5
Lecturers	Assoc. Prof. (Art) Neven Hitrec					
Teaching Method and Hours	Lectures	12	Seminars and workshops	4	Exercices	34
	Fieldwork	2	Consultations	4	Total	60
						Midterms 4

Course Description

1. Course objectives	To acquaint students with different forms of screenwriting (cartoon screenplay, "Marvel method", complete screenplay). Students will then apply this knowledge to writing scripts for comic strips of varying lengths – a one-page comic strip, various forms of short comic strips, a longer comic strip. Students will develop the ability to observe screenwriting procedures and recognize dramaturgical patterns when working on comics, as well as the difference between writing comics and writing related visual media.							
2. Expected learning outcomes	After successfully completing the course, students will be able to 1. Apply theoretical knowledge about comics to the scripts of their own comics. 2. Understand the relationship between image and text through possible variations. 3. Understand the dramaturgical components of storytelling through comics. 4. Understand different screenwriting techniques and approaches. 5. Conceptualize and create screenwriting works, within the given limitations of topics and formats.							
3. Content	The role of the script in comics, the relationship between image and text. Applying the basics of dramaturgy to storytelling with image and text. Deconstructing existing comics into a script. Scriptwriting techniques and tools; approaching characters and dialogue. Different forms of commercial scriptwriting. Writing synopses and scripts for comics within the constraints of themes and formats.							
4. Admission requirements	There are no special requirements for enrollment.							
5. Student obligations	Regular attendance and participation in classes. Timely submission of papers described in point 13.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Project	3.5				
7. Required literature	1. Scott McCloud: <i>How to Read Comics</i> (2005) Mentor, Zagreb							
8. Additional literature	--							
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.							
10. Exam access requirements	The condition for the grade is attendance above 70%, and timely submission and acceptance of papers.							
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Exam (assignments during the semester)</td><td>100 %</td></tr></table>				Criteria	Weighting	Exam (assignments during the semester)	100 %
Criteria	Weighting							
Exam (assignments during the semester)	100 %							
12. Assessment criteria - explanation	This semester's teaching is exclusively practical. Each completed assignment (six written exercises) represents a percentage of the final grade. The assignments and percentages are as follows: a) Script for a short comic I, 9 frames – (0-5%) b) Script for a short comic II, 12 frames – (0-5%) c) Script for an 8-page story I (40-50 frames) – (0-10%) d) Script for an 8-page story II (40-50 frames) – (0-10%) e) Script for a 12-page story III (40-50 frames) – (0-10%) f) Final paper: script for a 20-30-page story (200-250 frames) – (0-50%) g) Class presentation on a given chapter of the book <i>How to Read Comics</i> – (0-5%) h) Class activity (participation in analysis peer work) – (0-5%) Points A-E are discussed in class before and after the performance. Point F is discussed in class before and individually after the work is submitted. By submitting the work on time, the student is considered to have completed 40% of the assignment (work that is late loses 10% of the grade for each week of delay), while the remaining 60% depends on the quality of the work. A student who is dissatisfied with the performance can resubmit each paper (additionally) two more times, after having adopted and applied the received comments.							

	There is no way to replace any point in the above schedule with another type of paper. The grade thresholds are 0-50% for insufficient, 51-70% for sufficient, 71-85% for good, 86-95% for very good and 96-100% for excellent.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Transmedia dramaturgy			Year	2	Semester	4			
Course Name	Creation of fictional identities			Code	10575	ECTS	5			
Lecturers	Prof. (Art) Ozana Ramljak									
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	The aim of the course is to provide students with insight into theoretical and practical models of research into the ways in which personal, cultural, literary and virtual identities are shaped, mediated, understood and presented, with a particular emphasis on the creation of fictional identities in a diversified transmedia environment and the establishment of a space in which identity can be contemplated, researched, analyzed and created on different platforms.									
2. Expected learning outcomes	After successfully completing the course, students will: 1. acquire basic knowledge from various theoretical areas within which identity is considered 2. define and explain the basic concepts of certain theoretical areas within which identity is considered 3. understand and apply appropriate terminology in discussions about literary texts, audiovisual works, creations on virtual platforms 4. independently analyze identity positions from different aspects 5. independently create a fictional identity on different platforms.									
3. Content	The course will cover the following topics: Identity. Theories of identity. Identity and theory of literature. The nature of the subject and identity formation. Culture, identity, language / speech. Identity in context. Identity in the age of the Internet. Private and public identity. Virtual identity. Cyber culture. Identity and social networks. Reality and fiction. Character identity.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, active participation in classes, completion of a project assignment, and a written exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.0	Activities	1	Continuous assessment	0.5	Activities	1
7. Required literature	Primary: 1. Biti, V. (2005.) The Age of Testimony: The Creation of Identity in Contemporary Croatian Prose. Zagreb: MH Culler, J. (2001.). Literary Theory. Zagreb: AGM (chapter: Identity, Identification, Subject) 2. Matić, D. (2012). Identity, Identification and Politics of Representation, Filozofska istraživanja 125, vol. 32 Vol. 1 (39–47) Secondary: 1. Matanović, J. (2008). Who is Still Afraid of a Figure? Zagreb: Profil 2. Pirandello, L. (2004.). Six Persons Seek an Author. Zagreb: ABC Naklada 3. Scarmeta, A. (2004). The Girl and the Trombone. Zagreb: VBZ .									
8. Additional literature	1. Aristotle (1992). Metaphysics, Zagreb: HSN. 2. Bhabha, Homi K. (2004). Smeštanje kulture, Belgrade: Beogradski krug. 3. Biti, V. (2000). Pojmovnik svetnoj literažne i kulturne teorije. Zagreb: MH. 4. Biti, V., ed. (2002). Politics and ethics of storytelling. Zagreb: SNL. 5. Biti, V. (2000). Strano tseja pri/povijesti: Etičko-politička granica identita, Zagreb: SNL. 6. Bourdieu, P. (1992). Sto značni govoriti – ekonomika jezičnih razmjena, Zagreb: Naprijed. 7. Butler, Judith 2000 (1990). Gender Troubles: Feminism and the Subversion of Identity. Translated by Mirjana Paić-Jurinić. Zagreb. 8. Castells, M. (2001). The Power of Identity, Zagreb: Golden Marketing. 9. Cooper, R. (2007). Alter Ego. Avatars and their Creators, London. 10. Featherstone, M. and R. Burrows, eds. (2001). Cyberspace, Cyberspace, Cyberpunk. Cultures of Technological Bodywork, Zagreb: Naklada Jesenski i Turk (selected texts). 11. Freud, S. (1986). I and the Id, in: The Future of an Illusion and Other Writings, Zagreb: Naprijed. 12. Goffman, E. (2000). How We Present Ourselves in Everyday Life, Belgrade: Geopoetika. 13. Turkle, S. (1995). Life on the Screen, Identity in the Age of the Internet, London: Weinfeld & Nicholson.									

9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.								
10. Exam access requirements	The requirements for taking the exam are: - regular attendance at classes of at least 70%. - completed and graded project assignment. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the subject lecturer five days before the exam date or as agreed with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. The condition for taking the first partial exam is 50% attendance. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The final evaluation consists of the following parameters: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1. colloquium</td><td>40%</td></tr> <tr> <td>2. colloquium</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	1. colloquium	40%	2. colloquium	40%	Activities	20%
Criteria	Weight share								
1. colloquium	40%								
2. colloquium	40%								
Activities	20%								
12. Assessment criteria - explanation	The written exam also consists of tasks that test the student's theoretical and practical knowledge, as well as his/her actual understanding of concepts and procedures. The tasks are designed to test both understanding of the material, and not just mastery of the technique and the ability to complete an independent task. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he/she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points. All other clarifications are possible during consultations.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University										
Program	Transmedia dramaturgy			Year	3	Semester	5									
Course Name	Adaptations and narrative extensions of media projects			Code	10637	ECTS	5									
Lecturers	Asst. Prof. (Art) Ana Prolić															
Teaching Method and Hours	Lectures	18	Excercises	34	Midterms	4	Consultations	4								
	Total	60														
Course Description																
1. Course objectives	1. expanding already acquired text analysis skills 2. expanding theoretical knowledge to better understand the dialogue between multiple iterations of adaptations of the original 3. cultivating critical thinking 4. improving writing/creative knowledge and skills.															
2. Expected learning outcomes	Upon successful completion of the course, students will be able to 1. Independently adapt a selected original work into the desired format 2. Demonstrate independent critical thinking, analyze and validate the adapted work as well as extensions of that work 3. Design and shape narrative extensions of existing media projects															
3. Content	The course deals with the theory and practice of adaptation and extensions of existing media projects, which will allow students to expand their practical and theoretical knowledge. How and why is the original changed during adaptation? What part of the original do we focus on? What possibilities do extensions of existing media projects open up? The adaptation process itself will be analyzed using specific examples of different adaptations (and for different media). How and why do narrative extensions of media projects arise? How can some of these extensions be created?															
4. Admission requirements	1. Previously attended courses: Basics of Dramaturgy, Writing for Cinematic Media, Feature Film Script, TV Series Script, Transmedia Storytelling, Transmedia Narratology, Film Theory, Literary Theory, Gaming Culture and Introduction to Comic Culture. 2. Active knowledge of the English language in speech and writing 3. Basic knowledge of image and text processing programs.															
5. Student obligations																
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Tasks	2										
7. Required literature	1. Lehmann, Hans – Thies, Postdrama Theatre, Zagreb, Belgrade, 2004. Texts and materials according to the needs of exercises/practical work															
8. Additional literature	• Nikica Gilić, Introduction to the Theory of Film Story, Zagreb, 2007. • Saša Vojković, Film Medium as a (trans)cultural Spectacle: Hollywood, Europe, Asia															
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.															
10. Exam access requirements	The condition for taking the written exam is regular attendance of at least 70% and completion of assignments. For the purpose of taking the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% can make up for absences by writing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. Students whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.															
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1. colloquium</td><td>25%</td></tr><tr><td>2. colloquium</td><td>25%</td></tr><tr><td>Tasks</td><td>50%</td></tr></table>								Criteria	Weight share	1. colloquium	25%	2. colloquium	25%	Tasks	50%
Criteria	Weight share															
1. colloquium	25%															
2. colloquium	25%															
Tasks	50%															

12. Assessment criteria - explanation	The written exam consists of a certain number of questions that are answered with short answers (from a few words to a few sentences), and one longer, descriptive/essay question. Class activities include regular class attendance and participation in problem discussions with occasional short oral tests of mastery of the topic from the previous lecture. During the semester, students will be given assignments (exercises, essays, analyses) that will be an integral part of the evaluation process
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Transmedia dramaturgy			Year	3	Semester	5	
Course Name	Dramaturgy of animated film			Code	10636	ECTS	6	
Lecturers	Assoc. Prof. (Art) Neven Hitrec							
Teaching Method and Hours	Lectures	20	Excercises	28	Midterms	4	Fieldwork	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	Students will learn to distinguish between types and genres of animated film. They will be introduced to the history of animated film and familiarized with typical works for each genre. They will be able to analyze a single animated film in all the elements of language that make it up. They will learn to construct a script for an animated film, taking into account the complexity of this multidisciplinary medium.							
2. Expected learning outcomes	After the course, students will be able to: 1. Distinguish between types, genres and genres of animated film 2. Become familiar with all elements of the language of animated film 3. Analyze the influence of each element of the language of animated film on the whole animated film 4. Understand the process of creating an animated film script in all stages of work 5. Learn to collaborate with cartoonists, directors and producers of animated films 6. Apply the acquired knowledge by writing their own scripts for animated films							
3. Content	Animated film as a medium, entertainment, art, communication, cultural industry. A brief history of animated film, recognition of genres. Elements of the language of animated film in the service of storytelling - animation techniques, visual quality, specific movement of drawings in animated films, rhythm of editing, music, sounds, dialogues, narration, frame, plans, angles, body and facial gestures. Creating characters in animated films - defining the appearance, character and motivation of characters, and the actions through which the character's characteristics should be expressed. Writing a script - developing the characteristics of a given character, the course of the plot. Variations of a written script in relation to the length of an animated film. Variations of a written script in relation to the visual quality of an animated film, and to the type and rhythm of animation. Adapting a written script into an animated film without dialogue, the importance of music in film. Economy of narration and dialogue in animated films - linking visual, filmic and verbal. Variation of the written script in relation to the way of using film shots and angles. Variation of the written script in relation to the target group of readers.							
4. Admission requirements	No special requirements for enrollment							
5. Student obligations	Attendance at classes, regular completion of assignments, passing a preliminary exam or written exam, and, if necessary, an oral exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Continuous assessment	1	Project	2.5
7. Required literature	1. Midhat Ajanović: Animation and Realism, Croatian Film Association, Zagreb, 2004. 2. Paul Wells, Basic animation 01: Scriptwriting, AVA Publishing, London 2007. 3. Ante Peterlić, Fundamentals of film theory, 'Filмотeka 16', Zagreb 1982.							
8. Additional literature	1. Midhad Ajanović: Film Puppet, Croatian Film Association, Zagreb, 2019. 2. Ranko Munitić: Aesthetics of Animation, Vedis, Zagreb, 2012. 3. Jean Ann Wright: Animation writing and development, Focal Press, 2005. 4. Andrew Chong: Basics Animation 02: Digital animation, AVA publishing, London, 2007. 5. Marx Christy: Writing for Animation, Comics, and Games, Focal Press, New York, 2006.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A minimum of 70% attendance in class. In addition, the condition for obtaining a second signature and access to the exam is a written synopsis, script, concept, storyboard, and examples of visuals for the assigned animated film exercises. A student whose attendance in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The elements of the written exam are the evaluation of the student's final work, as well as writing an analysis of the filmic means of expression of the selected animated film. For the purpose of taking the exam, a student can make up for absences by creating and submitting an additional assignment. The additional assignment is assigned towards the end of the semester, and is submitted and explained during the regular consultation period of the subject lecturer 10 days before the exam deadline or as agreed with the subject							

	lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria listed are met. Positive grades from the listed tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Interview 1</td><td>10%</td></tr> <tr> <td>Interview 2</td><td>10%</td></tr> <tr> <td>Project</td><td>70%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Interview 1	10%	Interview 2	10%	Project	70%	Activities	10%
Criteria	Weight share										
Interview 1	10%										
Interview 2	10%										
Project	70%										
Activities	10%										
12. Assessment criteria - explanation	If the student gets a negative grade on the written exam, he can take it again at a scheduled time to be determined by the lecturer. The exam, if necessary, also checks knowledge of the basics of film theory, as well as general culture. Creative student work in all stages of creating exercises, as well as general activity, is evaluated. At the 1st colloquium, an analysis of the watched short animated film is written. At the 2nd. the submitted project of a short animated film is defended at the colloquium.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Transmedia dramaturgy		Year	3	Semester	5
Course Name	Intermedial multimedia documentary film		Code	10642	ECTS	4
Lecturers	Assoc. Prof. (Art) Neven Hitrec					
Teaching Method and Hours	Lectures	16	Exercises	20	Fieldwork	4
			Total		40	

Course Description

1. Course objectives	1. Take the students through the history of the documentary form, its development and significance for the societies they thematize. 2. Get to know the current trends and circumstances that make up Croatian and world documentary. 3. Introduce them to the basic terms of interactive multimedia documentary and the history of its emergence, and its growing social influence. 4. Warn them about the differences between the narrative structures of linear and non-linear documentaries. 5. Instruct them on the advantages and consequences of liberalizing the creation of documentaries with the advent of multimedia platforms, from creative creation, production, to the reach of the audience and its interactive direct influence on the content of documentaries. 6. To introduce students to all possible platforms, but also to the new technical means of creating an interactive documentary film, as well as the meaning of the difference in the platforms on which they are placed and the means by which they are created. 7. Enable and train the student to independently create an interactive documentary film work, in all its project phases. 8. Give the student the necessary basic knowledge of interactive documentary distribution, adapted to individual platforms on which it is placed.					
2. Expected learning outcomes	After successful completion of the course, students will be able to 1. Independently analyze the historical stages of documentary film or form. Knowing its historical phases and the contexts in which they were created, they will be able to precisely contextualize contemporary documentaries, with an emphasis on their multimedia potential. 2. Recognize the diversity of multimedia platforms, on which they would like to market documentary content. Use the peculiarities of individual platforms in favor of the best possible reach of the audience, which is targeted for particular documentary content. 3. Independently recognize a topic worth marketing to the audience, determine in accordance with the platform they use the best narrative structure of their project, knowing the difference between linear and non-linear interactive documentary. 4. Recognize the diversity of multimedia platforms, on which they would like to market documentary content. Use the particularities of individual platforms in favor of the best possible reach of the audience, which is targeted for particular documentary content. 5. Precisely predict, and then realize the multimedia distribution of your interactive documentary project.					
3. Content	Interactive multimedia documentary - history and stages of development, its genres and subgenres, the social context of its goals. Linear and non-linear documentary film - differences and similarities, foundations for creating documentary content understandable to the audience. Multimedia platform - its definition and the diversity of platforms, and thus the tools it uses to reach its audience. Dramaturgy of an interactive documentary project - understanding its difference, based on the type of platform on which the project will be marketed. Project planning, budgeting and production of an interactive documentary project. Recording processes using new technology, and editing of the recorded material adapted to them. Marketing of the finalized interactive multimedia documentary – creation of teasers, trailers, copywriting punch lines of the project, project design (audio/visual, graphics). Sales/sale of the project.					
4. Admission requirements	Previously completed courses: Basics of Dramaturgy, Theatre Dramaturgy, Literary Theory, Film Theory					
5. Student obligations	1. Adequate attendance at classes (lectures and exercises) 2. Completed and handed in practical works (project proposal for a multimedia documentary, script, synopsis, placement by stages). 4. Completed project task of preparing and recording an interactive documentary film/project. (1st colloquium) 5. Conducted production and realization of a short interactive documentary					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Tasks	1.5

7. Required literature	1. Primary and secondary literature will be arranged according to the themes that will be opened by the selected titles/examples of intermediate documentaries.								
8. Additional literature	/								
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.								
10. Exam access requirements	The condition for taking the written exam is regular attendance of at least 70% and completion of assignments. For the purpose of taking the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. Students whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	<table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1. colloquium</td><td>20%</td></tr> <tr> <td>2. colloquium</td><td>20%</td></tr> <tr> <td>Tasks</td><td>60%</td></tr> </tbody> </table>	Criteria	Weight share	1. colloquium	20%	2. colloquium	20%	Tasks	60%
Criteria	Weight share								
1. colloquium	20%								
2. colloquium	20%								
Tasks	60%								
12. Assessment criteria - explanation	The written exam consists of compiling project documentation for a possible intermedia documentary, which the student proposes as the author, with a proposal and production circumstances in which it would be made, and distributing it on a specific multimedia platform. The second colloquium consists of assessing the student in completing work tasks in a team, with a selected topic and a specific work production position within it. Class activities include regular class attendance and participation in problem discussions with occasional short oral checks of the mastery of the topic from the previous lecture. During the semester, students will receive assignments (exercises, essays, analyses) that will be an integral part of the evaluation process								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Transmedia dramaturgy		Year	3	Semester	5
Course Name	Creative writing for video games 2		Code	10639	ECTS	6
Lecturers	Asst. Prof. Ilija Barišić, Prof. (Art) Ozana Ramljak					
Teaching Method and Hours	Lectures	36	Excercises	16	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	Continuing on the previous year's material, the course will introduce participants to additional and advanced techniques for creating narrative content for the needs of the gaming industry. Students will be subjected to more complex tasks, the challenge of which will strengthen their creative potential and ability to adapt in the working environment. The final outcome in the optimal reception of knowledge will be an individual with a solid level of knowledge and awareness of this interactive medium, but also a quality base to upgrade his intellectual gaming knowledge in the future.					
2. Expected learning outcomes	After successfully completing the course, students will further develop within the parameters listed from last year: - Understand and explain basic concepts related to the production of narrative content for the video game medium. - Apply the acquired knowledge to professionally write and format professional documentation such as scripts, treatments, event lists, and the like. - Critically analyze, evaluate, and adapt creative content related to this aspect of the gaming industry. - Develop awareness of parallel work with other professional areas of the industry, such as concept artists and music composers. - Become aware of their own creative capacities and how to apply them in project development. - Gain basic experience in pitching ideas and communicating in the 'developer development biome'. In addition to the above, students will: - Be introduced to advanced creative writing practices in gaming - Strengthen the adaptability of their artistic potential - Be aware of and learn to upgrade their own writing technique					
3. Content	Introduction/Recapitulation of basic terms (GDD, Pitch Document, Story Treatment, Narrative Concept Art, Screenplay, etc.). Defining aesthetic principles, reach and regularity in the medium. Marketing/drama adaptation of content. Narrative specifics of gamewriting (characters, worlds, structures, accompanying content, genre conventions, transmedia potential, connection with gameplay). Practical writing and sample examples (scenarios, puzzle documents, paragraphs, event lists, narrative concept art and the like). Creating complex and meaningful fictional worlds. Work on your own capacities of imagination. Verbally communicating your ideas in industry standards (pitch). Solving exercises and tasks. Writing and analysis of papers.					
4. Admission requirements	There are no special requirements for enrollment.					
5. Student obligations	1. Adequate attendance at classes and active participation in the teaching process. 2. Giving a presentation and submitting a final paper. 3. Completing homework assignments and presenting them.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	1
					Continuous assessment	0.5
						Project 1
7. Required literature	/					
8. Additional literature	Sid Meier: Memoir! A Life in Computer Games, W.W. Norton & Company (2020)					
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.					
10. Exam access requirements	Requirement for access to the 1st preliminary exam: Attendance of over 50% in the first 7 weeks of classes. Requirement for access to the 2nd preliminary exam: a) attendance of at least 70%, b) presentation held and the corresponding seminar paper submitted. Students who did not take the preliminary exam or did not pass it will take the full exam. Requirement for access to the exam: - attendance of at least 70%, - presentation held and the corresponding seminar paper submitted,					

- project essay/assignment submitted.

For the purpose of access to the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% may make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer.

The topic of the presentation/seminar paper is assigned by the subject lecturer in agreement with the student. Students should take into account the deadline for registering for the exam, i.e. submit the seminar paper on time.

Students whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.

11. Exam implementation and assessment criteria

Criteria	Weight share
1. colloquium	30%
2. colloquium	20%
Seminar	15%
Project	20%
Activities	15%

12. Assessment criteria - explanation

The exam (colloquium or comprehensive exam) consists of tasks in written and/or oral form that test the student's theoretical and practical knowledge, as well as their actual understanding of concepts and procedures from the course's subject matter. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Transmedia dramaturgy			Year	3	Semester	5
Course Name	Intermedial multimedia documentary film			Code	10642	ECTS	4
Lecturers	Asst. Prof. (Art) Ana Prolić						
Teaching Method and Hours							
	Lectures	16	Exercises	20	Fieldwork	4	Total

Course Description

1. Course objectives	1. Take the students through the history of the documentary form, its development and significance for the societies they thematize. 2. Get to know the current trends and circumstances that make up Croatian and world documentary. 3. Introduce them to the basic terms of interactive multimedia documentary and the history of its emergence, and its growing social influence. 4. Warn them about the differences between the narrative structures of linear and non-linear documentaries. 5. Instruct them on the advantages and consequences of liberalizing the creation of documentaries with the advent of multimedia platforms, from creative creation, production, to the reach of the audience and its interactive direct influence on the content of documentaries. 6. To introduce students to all possible platforms, but also to the new technical means of creating an interactive documentary film, as well as the meaning of the difference in the platforms on which they are placed and the means by which they are created. 7. Enable and train the student to independently create an interactive documentary film work, in all its project phases. 8. Give the student the necessary basic knowledge of interactive documentary distribution, adapted to individual platforms on which it is placed.					
2. Expected learning outcomes	After successful completion of the course, students will be able to 1. Independently analyze the historical stages of documentary film or form. Knowing its historical phases and the contexts in which they were created, they will be able to precisely contextualize contemporary documentaries, with an emphasis on their multimedia potential. 2. Recognize the diversity of multimedia platforms, on which they would like to market documentary content. Use the peculiarities of individual platforms in favor of the best possible reach of the audience, which is targeted for particular documentary content. 3. Independently recognize a topic worth marketing to the audience, determine in accordance with the platform they use the best narrative structure of their project, knowing the difference between linear and non-linear interactive documentary. 4. Recognize the diversity of multimedia platforms, on which they would like to market documentary content. Use the particularities of individual platforms in favor of the best possible reach of the audience, which is targeted for particular documentary content. 5. Precisely predict, and then realize the multimedia distribution of your interactive documentary project.					
3. Content	Interactive multimedia documentary - history and stages of development, its genres and subgenres, the social context of its goals. Linear and non-linear documentary film - differences and similarities, foundations for creating documentary content understandable to the audience. Multimedia platform - its definition and the diversity of platforms, and thus the tools it uses to reach its audience. Dramaturgy of an interactive documentary project - understanding its difference, based on the type of platform on which the project will be marketed. Project planning, budgeting and production of an interactive documentary project. Recording processes using new technology, and editing of the recorded material adapted to them. Marketing of the finalized interactive multimedia documentary – creation of teasers, trailers, copywriting punch lines of the project, project design (audio/visual, graphics). Sales/sale of the project.					
4. Admission requirements	Previously completed courses: Basics of Dramaturgy, Theatre Dramaturgy, Literary Theory, Film Theory					
5. Student obligations	1. Adequate attendance at classes (lectures and exercises) 2. Completed and handed in practical works (project proposal for a multimedia documentary, script, synopsis, placement by stages). 4. Completed project task of preparing and recording an interactive documentary film/project. (1st colloquium) 5. Conducted production and realization of a short interactive documentary					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Tasks	1.5

7. Required literature	1. Primary and secondary literature will be arranged according to the themes that will be opened by the selected titles/examples of intermediate documentaries.								
8. Additional literature	/								
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.								
10. Exam access requirements	The condition for taking the written exam is regular attendance of at least 70% and completion of assignments. For the purpose of taking the exam at the end of the semester, students who have an attendance of more than 40% and less than 70% can make up for absences by preparing and submitting an additional seminar paper in agreement with the lecturer. The seminar paper is assigned by the subject lecturer. Students should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time. Students whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
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12. Assessment criteria - explanation	The written exam consists of compiling project documentation for a possible intermedia documentary, which the student proposes as the author, with a proposal and production circumstances in which it would be made, and distributing it on a specific multimedia platform. The second colloquium consists of assessing the student in completing work tasks in a team, with a selected topic and a specific work production position within it. Class activities include regular class attendance and participation in problem discussions with occasional short oral checks of the mastery of the topic from the previous lecture. During the semester, students will receive assignments (exercises, essays, analyses) that will be an integral part of the evaluation process								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Transmedia dramaturgy			Year	3	Semester	5	
Course Name	Transmedia production			Code	10638	ECTS	5	
Lecturers	Asst. Prof. Ivan Maloča							
Teaching Method and Hours	Lectures	22	Excercises	30	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The aim of this course is to acquire knowledge about transmedia production. To teach students about the basic concepts in transmedia production, an interdisciplinary approach to leading and managing transmedia projects, to develop the ability to recognize and distinguish a quality project from a production point of view, and to acquire basic knowledge and skills for future professional work. Through practical exercises, students will learn the principles of transmedia project management, the principles of calculating production costs, and how to set it up and manage it within the framework of financial resources (budget).							
2. Expected learning outcomes	After successfully completing the course, students will be able to use their theoretical and practical knowledge to communicate transmedia projects in the creative industry in their future professional work as an executive production associate. They will be able to communicate transmedia concepts and will also be able to perform simpler production tasks.							
3. Content	Introductory lecture, introduction to the course. Reasons for transmedia from a production perspective. Definition of the Producers Guild, difference from a film or television producer. The role of a producer in transmedia. Legislation in transmedia – intellectual property, franchises, basic provisions of the Act. Audience – the importance of audience analysis in choosing transmedia platforms. Types of platforms. Approaches to presenting a story to an audience on various platforms. The audience's journey. Collaboration between the production and creative team. Story development in relation to platforms. World development in transmedia. Main elements of storytelling in transmedia. Characters. Relationship between story and media. Relationship between audience and media. Main production tools. Bible. Continuity. Project management. Basics of project management – use in transmedia projects. Planning – production timeline on different platforms. Response time on different platforms and use in storytelling. Development phases in a particular medium. Functions. Budgeting. Organization. Quality control. Creative team. Multi-platform production. Transmedia business models. Financing and income. Distribution and stakeholders. Overview and access to the market of demand and customers - access to the audience and funding. Specifics of access to individual providers – public and private television, portals, internet and mobile providers. Basics of financing, principles of monetization.							
4. Admission requirements	There are no special requirements for enrollment.							
5. Student obligations	Attendance at lectures and exercises and active participation. Project: production development of a transmedia project.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Activities	1	Project	2.5	Activities	1
7. Required literature	1. The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms, Nuno Bernardo, beActive books, Lisbon, 2011							
8. Additional literature	1. Getting Started in Transmedia Storytelling 2nd Edition: A Practical Guide for Beginners, Robert Pratten, 2015 2. Transmedia 2.0: How to Create an Entertainment Brand Using a Transmedial Approach to Storytelling, Nuno Bernardo, beActive book, Lisbona, 2014 3. A Creators Guide to Transmedia Storytelling, Andrea Phillips, Mc Graw Hill, New York, 2012 4. Storytelling Across Worlds, Dowd, T., Fry, M., Niederman, M., Steiff, J., Focal Press, New York and London, 2013 5. Indicative resources from the Internet.							
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.							
10. Exam access requirements	Class attendance, completed project.							
11. Exam implementation and assessment criteria	Criteria	Weight share						
	Activities	50'%						
	Written exam - Project	50%						
12. Assessment criteria - explanation	Creative and technical elements, as well as the way of presentation, are evaluated in practical work.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students							

are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University
Program	Transmedia dramaturgy	Year	3	Semester	6
Course Name	Copyright and legislation in creative industries	Code	10645	ECTS	3
Lecturers	Asst. Prof. Zdenko Konjić, Josip Popovac				
Teaching Method and Hours	Lectures	15	Exercises	15	Total 30
Course Description					
1. Course objectives	To acquaint students with the term and content of copyright. To train students to apply the acquired knowledge when concluding copyright contracts. Enable the use of acquired knowledge while protecting copyright. To acquaint students with legislation in the media industry and train students for its application. Enable students to understand illegal behavior in the media and the consequences of such behavior, and train them to critically examine the relationship between existing media regulations and the state of media presentation in the Republic of Croatia and in the EU				
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Describe the concept of copyright. 2. Explain what a work of authorship is and list the types of works of authorship. 3. Interpret the content of copyright in creative industries. 4. Interpret the methods of exercising and protecting copyright in creative industries. 5. Apply basic legal rules when drafting copyright contracts. 6. Apply individual legal regulations and legal institutes in specific cases. 7. Understand illegal actions in the media and the consequences of such actions. 8. Critically examine the relationship between existing media regulations and the state of media presentation in the Republic of Croatia and the EU.				
3. Content	In the context of creative industries, the following will be covered: The concept of copyright. History and sources of copyright. Authors, co-authors. The concept of a work of authorship and types of works of authorship. Content and duration of copyright: copyright property rights, moral rights, other rights of the author. Exercise of copyright, individually and collectively. Copyright protection. Copyright in legal transactions: inheritance of copyright, transfer of copyright. Types of copyright contracts. Related rights. Media Act. Electronic Media Act. Ordinance on the Protection of Minors. Ethics and the media. Regulator in the Republic of Croatia - Electronic Media Agency				
4. Admission requirements	There are no special requirements for enrolling in the course.				
5. Student obligations	Attendance of lectures and exercises, possibility of taking exams via preliminary exams and a written exam in case of unsuccessful passing via preliminary exams.				
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	
7. Required literature	1. Copyright and Related Rights Act 2. Media Act 3. Electronic Media Act 4. HRT Act				
8. Additional literature	1. Henneberg, I. (2001). Copyright. Zagreb: Informator 2. Francois, W. E. (1994). Mass Media Law and Regulation, Prospect Heights III; Waveland Presses,				
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.				
10. Exam access requirements	The requirement for taking the written exam is a minimum of 70% attendance. The exception is the first part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%. For the purpose of taking the written exam, students can make up for absences by writing and submitting an additional seminar paper. The seminar paper is assigned orally or via the portal, and is submitted in writing during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the seminar paper on time, but not before the last week of classes. Making up for absences is not possible for the first midterm exam, which is written halfway through the semester. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.				

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="309 163 651 365"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>1st midterm exam</td><td>40%</td></tr> <tr> <td>2nd midterm exam</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>Table></td><td></td></tr> </tbody> </table>	Criteria	Weight share	1st midterm exam	40%	2nd midterm exam	40%	Activities	20%	Table>	
Criteria	Weight share										
1st midterm exam	40%										
2nd midterm exam	40%										
Activities	20%										
Table>											
12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. The condition for taking the second preliminary exam or the full exam is positive grades from the activities and seminar paper. These two partial written exams together with the oral exam make up the pre-term. In the following exam period, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a full written exam in all subsequent exam periods. The written exam consists of tasks that test the student's theoretical knowledge and practical understanding of the concepts. To pass the written exam, at least 60% of the points must be achieved. A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic. If a student is not satisfied with the final grade, he/she may retake some of the elements that make up the final grade. 2. Activity is assessed taking into account the student's participation in exercises and discussions, as well as discipline and regularity in fulfilling obligations, which includes class attendance.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University								
Program	Transmedia dramaturgy			Year	3	Semester	6							
Course Name	English language in the media			Code	10646	ECTS	3							
Lecturers	Sr. Lect. Branka Šuput													
Teaching Method and Hours	Lectures	8	Excercises	18	Midterms	4	Total	30						
Course Description														
1. Course objectives	Introducing the characteristics of media language style and typical structures, for example the linguistic characteristics of screenwriting, dramaturgy and internet texts. Enabling students to read and comment with understanding on various texts related to media culture, the entertainment industry, narratology, dramaturgy, screenwriting, film, video games, etc. in English. Consolidating relevant language skills adapted to needs. Introducing students to oral and written business communication skills. Improving English language skills and raising awareness of the specificities of media styles. Developing the use of language skills (understanding text, listening, writing and speaking) and fluency and accuracy at the B2 level of language knowledge.													
2. Expected learning outcomes	1. Extract detailed ideas from a spoken or written text and express an opinion on the topic 2. Use professional vocabulary 3. Tell a story using narrative tenses 4. Give a presentation 5. Recognize and use the basic characteristics of formal and informal language registers.													
3. Content	English as a professional language, habits of following media, internet articles, internet as a medium, websites and their characteristics. Professional vocabulary related to media and media culture. Stylistic and structural features of various texts (narratology, dramaturgy, screenwriting, video games, etc.). Storytelling and narration skills, narrative verb tenses. Presentation skills through presenting an idea (pitch). Providing critical reviews and feedback, and discussing current topics in media culture. Business communication and its characteristics (negotiations, meetings, business correspondence).													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attendance at lectures and exercises. Written exam. Oral exam. (presentation)													
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Oral exam	0.5								
7. Required literature	1. Mascull, B. (1995). Collins Cobuild Key Words in the Media: Collins Birmingham University International Language Database. London: Harper Collins. 2. Ceramella, Nick & Lee, Elizabeth (2008). Cambridge English for the Media. Cambridge: Cambridge University Press. 3. Internet pages of daily newspapers and weekly newspapers in English.													
8. Additional literature	Abercrombie, Nicholas & Longhurst, Brian (2007). The Penguin Dictionary of Media Studies. London: Penguin Reference Library.													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey													
10. Exam access requirements	Requirements for access to written exams and midterms: Part 1 of the written exam in the pre-term (1st midterm): regular attendance at classes of at least 50% Part 2 of the written exam in the pre-term (2nd midterm): regular attendance at classes of at least 70% and a “second signature” assigned Written exam and midterm correction: a “second signature” assigned A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present at least 70% of the teaching hours held. For the purpose of access to the written exam or midterm, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the subject lecturer, and is submitted during the lecturer's consultation period or sent electronically. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 days before the exam application deadline. Make-up for absences is not possible for the 1st mid-term exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.													
11. Exam implementation and assessment criteria	. The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>1st midterm exam</td><td>35%</td></tr><tr><td>2nd midterm exam</td><td>35%</td></tr></table>								Criteria	Weight share	1st midterm exam	35%	2nd midterm exam	35%
Criteria	Weight share													
1st midterm exam	35%													
2nd midterm exam	35%													

	Oral exam	20%
	Activities	10%

12. Assessment criteria - explanation

. The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and covers the first half of the material. The second part covers the second half of the material, and is written after the end of classes. These two partial written exams make up the Summer Pre-Term. In the following exam term, i.e. in the Summer Term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms.

The grade from the written exam is positive if the student has achieved at least 60% of the points in the test (see table) The oral part of the exam is held by the subject lecturer. If the student receives a negative grade on the oral exam, he should retake it.

Failure to meet deadlines for handing in papers as well as non-compliance with pre-arranged dates for presentations (oral exams) can affect the grade from the activity or the oral exam.

If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral check. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, the result is 0 points.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University	
Program	Transmedia dramaturgy			Year	3	Semester	6	
Course Name	Designing a transmedia project			Code	10644	ECTS	6	
Lecturers	Asst. Prof. Ivan Maloča							
Teaching Method and Hours	Lectures	20	Excercises	32	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Integration of theoretical and practical knowledge and skills acquired during previous semesters. Practical, executive mastery of the process of designing transmedia projects at the creative and production level, in concrete collaborative interaction within the project team.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Design and conceptualize the basic narrative elements of a transmedia project. 2. Design and structure the elements of a transmedia mix. 3. Structure the basic elements of a transmedia project. 4. Design a marketing strategy. 5. Manage the implementation of a transmedia project at an elementary narrative-production level.							
3. Content	The idea of a transmedia project. Audience, topic, genre. Shaping a fictional 'world'. Characters. Story. Plot. Planning and designing the transmedia mix. Story and medium. Designs of narrative extensions. Characteristics of the project approach/business. Project creation process, project strategy. Project coordination, bible. Project marketing. Marketing strategies, plans and market approach. Case studies.							
4. Admission requirements	Completed and passed all courses from previous semesters except electives.							
5. Student obligations	1. Adequate attendance at classes (lectures and exercises). 2. Preparation and presentation of a seminar paper. 3. Completed project assignment.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Seminar	1.5	Continuous assessment	1	Project	2
7. Required literature	1. Dowd, T., Fry, M., Niederman, M. & Steiff, J., (2013). Storytelling Across Worlds. New York and London: Focal Press.							
8. Additional literature	1. Zeiser, A., (2015). Transmedia Marketing, From Film and TV to Games and Digital Media. Focal Press. 2. Cova, B., Ghauri, P., Salle, R., (2011) Project Marketing. Zagreb: Algoritam.							
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.							
10. Exam access requirements	Attendance at classes, submitted seminar paper, completed project.							
11. Exam implementation and assessment criteria	Criteria	Weight share						
	Activities	20%						
	1st colloquium	30%						
	2nd colloquium	50%						
12. Assessment criteria - explanation	. Creative and technical elements, as well as the way of presentation, are evaluated in the practical work.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.							

Program	Transmedia dramaturgy		Year	3	Semester	6
Course Name	Animated film		Code	10733	ECTS	4
Lecturers	Asst. Prof. (Art) Dino Krpan					
Teaching Method and Hours	Lectures	16	Exercises	28	Midterms	4
	Consultations	4	Total	60	Fieldwork	8

Course Description

1. Course objectives	Introducing students to the specificities of animated film production. Comparative analysis of animated film and other film genres. The presence of animated film in the contemporary media space. Introducing students to animation processes and techniques - from classical and stop-motion to 3D animation. Practical introduction of students to the process of making an animated film, with a focus on production.							
2. Expected learning outcomes	After successfully completing the course and practical exercises, students will be able to: 1. demonstrate knowledge of the structure of work on an animated film in the development, pre-production, production and post-production phases 2. apply animation principles in the chosen animation technique 3. participate in professional animated projects 4. participate in the organization of an animation production team 5. participate in the conception and team production of a short animated film							
3. Content	Specificities of creating an animated film - lectures and examples. Development and pre-production of an animated film (synopsis, script, storyboard, concept design, animatics and selection of animation techniques) - lectures and exercises. Production of an animated film - animation - lectures and exercises. Post-production - compositing, color correction and sound - lectures and exercises. Overview of the production and distribution of animated films - lecture.							
4. Admission requirements	Intermediate level of art or film experience, computer skills.							
5. Student obligations	Attendance of lectures and exercises, and completion of a team final project							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Oral exam	0.5	Continuous assessment	0.5	Project	1.5
7. Required literature	1. Heather D. Freeman, The Moving Image Workshop: Introducing animation, motion graphics and visual effects in 45 practical projects (2017)							
8. Additional literature	1. Richard Williams, „The animators survival kit“, Faber and Faber, 2012. Internet sources							
9. Quality monitoring	Observations and evaluations of classes, course evaluation, student survey.							
10. Exam access requirements	The condition for taking the exam is that the student has attended classes regularly for at least 70%, successfully completed the project preparation, and received a positive grade in the final paper. If the student has not met the requirement of 70% attendance, the absence from class can be compensated by completing additional course-related work, determined and assigned by the lecturer. A student whose attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	The exam is considered passed if all of the listed evaluation elements are positively assessed. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria	Weighting						
	Project	40%						
	Final paper	50%						
	Oral exam	10%						
12. Assessment criteria - explanation	. The preparation of the project consists of designing the project, writing the script, creating a storyboard, and the director's explanation of the approach to the project of a short animated film (1-2 min.). The evaluation criterion is the ability to apply the knowledge from the exercises. The preparation of the project represents the preparation for the final work, and each student is obliged to carry out the preparation autonomously in order to acquire the right to create the final work. The final work is a group production of a short animated film (60–120 s) based on the best prepared project preparations, in groups of 3 to 4 students, each of whom has their own responsibilities. The final paper is considered completed if the knowledge from the exercises was applied in the performance. At the oral exam, the student							

	participates in the presentation of the final work, and explains his function and contribution to the project in the context of the realization of the film.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Transmedia dramaturgy	Year	3	Semester	6
Course Name	Acting in front of the camera	Code	10734	ECTS	4
Lecturers	Assoc. Prof. (Art) Goran Grgić				
Teaching Method and Hours					
	Lectures	12	Excercises	18	Total

Course Description

1. Course objectives	The aim of the course is to convey knowledge about the historical overview of the development of acting approaches, to introduce acting means of expression, to raise awareness of the methods of communication when working with actors in order to achieve the director's vision, to raise awareness of effective and ineffective indications, and of different acting approaches in creating a role and dramatic situation.												
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Understand the acting approach to character development and dramatic situations 2. Adopt tools that will enable clear communication when working with actors 3. Understand what drives the actor's internal mechanism, recognize useful actor's internal impulses, and adopt tools to direct them in order to create a role and dramatic situation 3. Acquire knowledge about acting expressive means, different approaches to role creation, and acting techniques 4. Recognize the differences between effective and ineffective indications, become aware of the importance of the active verb, and recognize the actor's expectations in the work process 5. Recognize challenges and pitfalls that arise during casting, rehearsals, preparation (text analysis), and filming itself 6. Learn how to convey your vision to an actor, and consequently get the best out of the chosen actor.												
3. Content	Acting through history. Actor's education. Actor - director possible outcomes of collaboration. Actor - director, obstacles to successful collaboration (case-studies). Actor - director, understanding the relationship and expectations from the actor's position. Elements of communication. Result-oriented directing and general indications. Effectiveness of quick solutions. Effective indication: verbs, images, facts, events and tasks. Being in the moment. Listening. Actor's choices. Structure of acting. Actor's sources and training. Text analysis. Rehearsal. Casting.												
4. Admission requirements	No special ones.												
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, taking a written exam.												
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Seminar	0.5	Exercises	1					
7. Required literature	• Konstantin Stanislavsky 'The Actor's Work on Himself' • Konstantin Stanislavsky 'The Actor's Work on the Role' • Laurent Tirard 'Film Lessons'												
8. Additional literature	• David Mamet 'True and False' • Harold Guskin 'How to stop acting' • Alison Hodge '20th actor training'												
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.												
10. Exam access requirements	The requirement for taking the written exam is to have at least 60% attendance. For the purpose of taking the written exam, a student can make up for absences (if their attendance is at least 40%) by writing and submitting an entrance paper assigned by the subject teacher.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the following conditions are met: - The student has passed the written exam (in parts or in full) - The student has written a seminar paper - The student has passed 60% of the exercises in the regular curriculum. <table><tr><td>Criteria</td><td>Percentage</td></tr><tr><td>Written exam</td><td>50 %</td></tr><tr><td>Seminar</td><td>20%</td></tr><tr><td>Exercises</td><td>30%</td></tr></table>					Criteria	Percentage	Written exam	50 %	Seminar	20%	Exercises	30%
Criteria	Percentage												
Written exam	50 %												
Seminar	20%												
Exercises	30%												
12. Assessment criteria - explanation	To take the written exam, a minimum attendance of exercises (40%) and a written seminar paper are required. The written exam will consist of theoretical questions and practical tasks. The grade for the written exam is positive if the student has achieved at least 60 points in the test. Bonus points are added to the test points before being converted into the grade. The total points are converted into a grade as shown in the table.												

During the course, the subject teacher grades students based on the following criteria:
Grading exercises in the planned curriculum.
Observation of the student's preparedness for the course (independent determination of previous material)
Level of seminar work.

Point range	Grade
60 - 70	2
71 - 80	3
81 - 94	4
95-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Transmedia dramaturgy		Year	3	Semester	6
Course Name	Directorial and dramaturgical procedures in European short films		Code	10998	ECTS	4
Lecturers	Prof. (Art) Zrinko Ogresta					
Teaching Method and Hours	Lectures	32	Excercises	8	Total	40

Course Description

1. Course objectives	To provide students with a thorough introduction to directorial and dramaturgical procedures and characteristics in European short feature films from their beginnings to the present day.					
2. Expected learning outcomes	Upon successfully completing the course, the student will be able to: 1. Competently elaborate on and refer to European authorial tendencies in short feature films from their beginnings to the present day. 2. Be able to recognize the directorial and dramaturgical characteristics of European short films in all their phases and periods. 3. Relevantly use the acquired knowledge in critical analyses of short film content, as well as use the acquired knowledge in the creation of their own short film works.					
3. Content	A thorough analysis and presentation of various directorial and dramaturgical procedures, tools and principles in European short feature films from the 1950s to the present day. Analysis of more than 50 European short feature films throughout film history. Special focus on Croatian short feature films in all their periods and stylistic phases.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	0.5
7. Required literature						
8. Additional literature	There is no special literature for this course, however, by regularly attending classes, students will see and become familiar with the best European short feature films, which they cannot encounter anywhere else in such a complete and comprehensive manner.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The condition for taking the exam is regular attendance and activity in class. Students should take into account the deadline for registering for the exam.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	70%				
	Activities	30%				
12. Assessment criteria - explanation	The grade on the exam will be the result of the work during the semester, the regularity and activity of the students in class, and the completion of a written exam assignment consisting of a thorough dramaturgical and directorial analysis for the exam of a given short feature film.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information						VERN' University		
Program	Transmedia dramaturgy		Year	3	Semester	6		
Course Name	Feature film scene direction		Code	10735	ECTS	4		
Lecturers	Assoc. Prof. (Art) Vinko Brešan, Assoc. Prof. (Art) Neven Hitrec							
Teaching Method and Hours	Lectures	20	Excercises	36	Midterms	4	Total	60
Course Description								
1. Course objectives	To introduce students to the elements of directing a feature film (scenography, costumes, camera positions, lighting, the problem of choosing and directing actors). To train students to work with actors on a feature film. To enable the use of the acquired knowledge when directing feature scenes.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Analyze a feature film scene 2. Define the emotions that should be highlighted in a feature film scene 3. Analyze the characters in a feature film scene 4. Analyze and select costumes for a given feature film scene 5. Analyze and select set design for a feature film scene 6. Select and guide actors when filming a feature film scene 7. Film a feature film scene 8. Edit a feature film scene.							
3. Content	Selecting a scene from a feature film based on the individual student's interest. Each student selects a scene from a feature film. Analysis of each scene. Creation of a script for each scene. Selection of actors for each scene. Selection of a film crew for each scene. During all exercises, students change roles while working on the scene. Analysis and selection of costumes, as well as set design for the scene. Rehearsals for each scene. Filming the scene. Editing the scene. Analysis of the filmed scene.							
4. Admission requirements	No special conditions.							
5. Student obligations	Attendance of lectures and exercises. Edited scene of a feature film realized by students.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Continuous assessment	0.5	Project	3		
7. Required literature	1. Ante Peterlić, Fundamentals of Film Theory, Croatian University Press, 2001. 2. Zvonimir Rumboldt, Acting in front of the camera: a manual for students of acting and film and TV directing, Kad tad Association, 2014.							
8. Additional literature	1. U. Gregor and E. Patalas, History of Film Art, Film Institute, Belgrade, 1977							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the exam is to attend classes regularly at least 70%. In order to take the exam, the student can make up for absences by writing and submitting an additional seminar paper. The requirement for taking the exam is a completed (edited) scene from a feature film chosen by the student.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Attendance and activity: 10% Complete exam: 90%							
12. Assessment criteria - explanation	On the exam, the finished scene of a feature film is evaluated. The basic element of the grade on the exam is the emotional level that the student achieved with his scene. Other evaluation elements are the result of working with the actors, on stage, lighting and framing, and editing the scene.							
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.							

General information				VERN' University	
Program	Transmedia dramaturgy	Year	3	Semester	6
Course Name	Professional practice	Code	10649	ECTS	5
Lecturers					
Teaching Method and Hours	Total			160	
Course Description					
1. Course objectives	The main goal of professional practice is to test and apply certain acquired knowledge and skills, such as script writing and production of various transmedia projects, script writing for feature, documentary, animated and purpose-built films, script writing for feature and documentary series, TV shows and various media content, script writing for computer and video games, writing theater dramaturgy, dramaturgy for creative public events and multimedia content for the internet and social networks, <i>copywriting</i> in advertising agencies, ... The objectives of the practice are also focused on the concretization of the final paper at the study.				
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.				
3. Content	After completing the mandatory professional practice, the student is obliged to submit a student report on the completed professional practice. The report consists of the following elements: 1. cover 2. content 3. work diaries 4. mentor's report 5. possible recommendations 6. conclusion The report should contain all the mentioned elements in the indicated order. During the professional practice, the student keeps a weekly work diary. The diary is written by week and describes all the work that the student performed that week during the practice. The diaries are signed by the mentor and the student in the place provided for signature. The mentor's report is attached to the report. The mentor evaluates the student's work and completes the mentor's report on the completed professional practice in which the student's work is briefly described.				
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice				
5. Student obligations	Attending internships, performing assignments and work at internships, writing work logs and reports on internships, appropriate behavior in the organization				
6. Monitoring student progress and associated ECTS credits					
7. Required literature					
8. Additional literature					
9. Quality monitoring	Report on the held professional practice. Mentor's report.				
10. Exam access requirements	Submitted report on completed professional practice.				
11. Exam implementation and assessment criteria	The deadline for submitting the report is seven days after the internship has been completed. There is no numerical grade, only a passing grade of 'COMPLETED'.				
12. Assessment criteria - explanation					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.				

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Tourism			Year	1	Semester	1	
Course Name	English in Tourism 1			Code	2682	ECTS	5	
Lecturers	Sr. Lect. Branka Šuput							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	Provide basic knowledge, vocabulary and structures necessary for understanding basic concepts encountered by tourism workers and managers using English. Train students in basic communication with foreign guests and business partners; for independent finding, selection, evaluation, summarization and presentation of information. Instruct students on basic topics and terminology that they will encounter during their studies in other courses for the purpose of independent reading of literature in English.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: Explain the organization and basic reasons for traveling Write a business letter Present the basic features of a hotel and its facilities Show the specifics of traveling through travel agents and different types of travel Apply concepts related to transportation organization in appropriate situations Use the concepts of direct and indirect questions, expressions of agreement and disagreement, short answers, and grammatical constructions such as 'tag questions' in appropriate contexts Use part of the general language competences at level B1 and part at level B2 of the Common European Framework of Reference for Languages (CEF)							
3. Content	Careers in tourism: applying for a job, writing CV and cover letter, setting career goals. Reasons for travelling. Destinations (understanding information, research and presentation): position, climate, reasons for visiting (natural, cultural, historical), getting there, entertainment, food. Organization in tourism. Organization of travel: tour operators, travel agents. Business vs. leisure traveller. Family trips, educational reports. Incentive tours. Finance and money: basic financial terms, foreign currency exchange, comparison of tipping habits. Transportation: travel by road, bus tours, fly-drive holidays. Giving opinions - expressing likes and dislikes. Direct and indirect questions - formal and informal register. Short answers, tag questions. Present, past and future, simple, continuous and perfect tenses (review of all tenses).							
4. Admission requirements	Use general language competences at level B1 of the Common European Framework of Reference for Languages (CEF)							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments - projects, taking midterm exams and possibly a written exam in case of unsuccessful passing of the midterm and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Oral exam	0.5
	Project	0.5	Activities	0.5				
7. Required literature	1. Strutt, P. (2013). English for International Tourism <i>New Edition</i> : Intermediate. Pearson Longman.							
8. Additional literature	1. Harding, K., Henderson, P. (2002) High Season: English for the Hotel and Tourist Industry. Oxford: Oxford University Press. 2. Harding, K. (2002) Going International: English for Tourism, Oxford: Oxford University Press. 3. Murphy, R. (2004) English Grammar in Use. Cambridge: Cambridge University Press. 4. Holloway, J.C., Humphreys, C., Davidson, R. (2009) The business of tourism - Eighth edition. Harlow: Pearson Education Limited.							
9. Quality monitoring	Observations and evaluations of teaching; student survey.							
10. Exam access requirements	Requirements for access to written exams and midterms: - Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% - Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70% and a “second signature” assigned - Written exam and midterm correction: a “second signature” assigned A student acquires the right to take the exam, i.e. a “second signature”, if he/she was present for at least 70% of the teaching hours held. For the purpose of access to the written exam or midterm, a student can make up for absences by preparing and submitting an entrance paper.							

	The entrance paper is assigned by the lecturer and is submitted during the lecturer's consultation period. Students should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time, no later than 5 working days before the exam application deadline. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%	Activities	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Oral exam	20%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material. The second part covers the second half of the material and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test (see table) The oral part of the exam is given by the lecturer. If a student receives a negative grade on the oral exam, he/she may retake it at a scheduled time, which cannot be before the next written exam date. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with his/her own knowledge, he/she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded. The activity is evaluated by the student's active participation in class, writing independent notes and assignments, and homework. Failure to meet deadlines for submitting papers as well as failure to meet pre-agreed presentation dates (oral exams) may affect the grade for the activity or oral exam. <table border="1"> <thead> <tr> <th>%</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 - 84</td><td>3</td></tr> <tr> <td>85 - 93</td><td>4</td></tr> <tr> <td>94-100</td><td>5</td></tr> </tbody> </table>	%	Grade	60 - 69	2	70 - 84	3	85 - 93	4	94-100	5
%	Grade										
60 - 69	2										
70 - 84	3										
85 - 93	4										
94-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Tourism			Year	1	Semester	1	
Course Name	Economic mathematics			Code	2657	ECTS	5	
Lecturers	Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	Acquiring basic mathematical knowledge, methods and procedures necessary for: - analysis, assessment and evaluation of economic quantities, processes and conditions in entrepreneurial business practice - independently solving elementary practical problems - unhindered attendance at other courses whose content is more or less mathematized.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Use basic mathematical functions as models for conducting business analyses. - Determine derivatives of basic functions. - Interpret the results of applying differential calculus in economics. - Apply the rules of percentage calculus to problems that arise in business or everyday life. - List the types and methods of calculating interest and their basic examples of application in practice. - Distinguish the effects of individual methods of calculating interest. - Apply the principle of capital equivalence in practical problems. - Conduct a long-term loan calculation with a repayment table for basic repayment models.							
3. Content	Real functions of one variable. Functions in economics. Derivation of a function of one variable. Extrema of real functions of one variable. Elasticity of functions of one variable. Functions of several variables. Homogeneous functions. Percentage and per mille calculus. Division calculus, mixture calculus. Price calculations. Simple interest calculus and applications. Compound interest calculus. Final and initial value of principal. Equal periodic payments and disbursements. Long-term loans. Some methods of assessing the profitability of investment projects							
4. Admission requirements								
5. Student obligations	Attendance of lectures and exercises, writing regular short tests, taking a preliminary exam or written exam, taking an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	1. Meter, J., (2019). Economic mathematics, script, VERN							
8. Additional literature	- Neralić, L., Šego, B., (2009) Mathematics, Zagreb: Element - Relić, B. (2002). Economic Mathematics, Zagreb: RiF							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the written exam is to attend classes regularly at least 70%. For the purpose of taking the written exam, the student can make up for absences by solving and submitting exercises in a timely manner, according to the lecturer's instructions. Make-up for absences is not possible for midterms, or pre-term exams, so a student with a lack of regularity cannot take them. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course. The requirement for taking the oral exam is to pass the written exam, or both parts of it.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							
	Criteria		Weight share					
	Written exam - 1st preliminary exam		20%					
	Written exam - 2nd preliminary exam		20%					
	Oral exam		60%					

12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first two chapters of the material. The second part covers the third and fourth chapters and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam term, i.e. in the Winter Term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The written exam also consists of tasks that test the student's theoretical knowledge and understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, and not only the mastery of the techniques. The grade from the written exam is positive if the student scored at least 50 points on the written exam, and if the other conditions that may be set are met (e.g. solved mandatory tasks, a certain percentage of points from each part, etc.). 50 - 64 2 2 <table border="1"> <tr> <td>Points</td><td>Grade</td></tr> </table>	Points	Grade
Points	Grade		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.		

Program	Tourism		Year	1	Semester	1
Course Name	Informatics for office operations 1		Code	2683	ECTS	5
Lecturers	Lect. Roman Rubčić					
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4
	Total	60			Consultations	4

Course Description

1. Course objectives	Instruct students in the basic and advanced elements of computer use in the MS Windows environment, as well as the basic concepts and techniques of electronic text processing using the MS Word tool as an example. Familiarize students with the basic rules and procedures for making presentations using the MS PowerPoint tool.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. demonstrate the basic elements of advanced computer techniques in the MS Windows environment 2. recognize the basic building blocks of unedited text and its structure 3. give an example of a correctly structured unedited text 4. explain the methods and basic procedures of text editing 5. apply the mastered techniques through independent text editing according to a given template 6. combine the mastered techniques for their own text design 7. apply the procedures of manipulating edited text, final editing, text layout and preparation for printing 8. create a presentation according to the rules of good presentation					
3. Content	Basics of using a computer: Getting to know how to work on a computer. User interface of the MS Windows 7 operating system. Working with folders and documents. Fundamentals of word processing - Introduction to MS Word: General information about writing and word processing. User interface of the MS Word program. Font and paragraph. Frames and shading. Lists. Advanced topics in MS Word: Creating and formatting tables. Drawing in MS Word. Inserting images into a document. Ready-made shapes and organizational charts. Creating charts. Creating presentations: Basics of MS Powerpoint. User interface of the program Data entry and formatting. Slide animation and transitions. Rules for creating and maintaining presentations. Styles: Predefined styles in MS Word. Setting and changing style properties. Creating user-defined styles. Text processing using styles. Hierarchical lists and styles. Working with large documents and final text formatting: Page settings. Finding and replacing text. Header and footer. Sections. Page and line breaks. Preparing a document for printing.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of homework, active participation in classes, regular preparation for classes (checked through flash tests), taking a preliminary exam and possibly a written and oral exam in case of unsuccessful passing of the preliminary exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5
	Activities	0.5	Homework	0.5	Seminar	0.5
					Continuous assessment	0.5
7. Required literature	• Buzov, I., Kubelka, O. Informatics for office operations 1 (script). Vern					
8. Additional literature	• http://office.microsoft.com/hr-hr/word/ • http://www.itdesk.info • http://ecd1.hgk.hr/Html/Download.htm					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	Requirements for taking the exam: 1. participation in classes 2. positive grade from knowledge tests during classes. Explanation of requirements: The student is required to participate in at least 70% of the total number of teaching hours provided for by the study program and achieve an overall positive grade from knowledge tests during classes. Continuous knowledge tests during classes include announced and unannounced short tests, seminars, projects, homework and all other activities initiated during classes by the teacher. The student is required to continuously monitor his/her success (achieved number of points and percentage of attendance). By fulfilling these requirements, the student is assigned an (electronic) signature confirming this. A student who has not exercised the right to a signature (less than 70% attendance in classes and/or a negative grade during classes) may exceptionally compensate for the lack of engagement by preparing and defending an entrance paper. Compensation for absences is not possible for preliminary exams, i.e. pre-term exams, so a student with a lack of regularity cannot take them. A student who has attended less than 40% of the total number of classes during the academic year cannot make up for the absences, but is required to re-enroll and take the course in the following academic year.					

	Entry paper: If a student has not exercised the right to sign because he/she has attended between 40% and 70% of classes and/or has a negative grade during classes, the teacher prescribes an entry paper with which the student compensates for the lack of work. The entry paper is assigned after the end of classes, exclusively at the student's request. The student is required to take into account the time required to prepare the entry paper and to contact the teacher with a request in a timely manner (at least one week before the exam deadline or the deadline for acquiring the right to take the exam). The entry paper consists of one or more tasks, which compensate for the lack of classes and/or - according to the teacher's assessment - the necessary engagement for other unfulfilled obligations. The student is required to submit each of the assigned tasks in writing (the deadline and propositions are prescribed by the teacher) and to take part in the teacher's consultations. Failure to meet the deadline will result in the assignment being canceled. Any form of plagiarism will result in the assignment being canceled and the case being reported to the ethics committee. The deadline for submitting and defending all assignments that make up the entrance paper is the last Monday in September. Students who do not acquire the right to sign by that date will be directed to retake the course in the new academic year.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam - 1st preliminary exam</td><td>30%</td></tr><tr><td>Written exam - 2nd preliminary exam</td><td>40%</td></tr><tr><td>Activities</td><td>30%</td></tr></table> <table><tr><td>0%-59%</td><td>60%-69%</td><td>70%-79%</td><td>80%-89%</td><td>90%-100%</td><td>1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)</td></tr></table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	40%	Activities	30%	0%-59%	60%-69%	70%-79%	80%-89%	90%-100%	1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)
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12. Assessment criteria - explanation	During continuous knowledge tests during classes, students collect points that are added up. At the end of the semester, a grade from this criterion is determined based on the total number of points achieved and the scale. The written exam can be taken in two parts. The first part ('first preliminary exam') is taken after 7 weeks of classes, and the condition for admission is attendance at at least 50% of classes in the first quarter. The second part ('second preliminary exam') is taken after the end of classes, and the condition for admission is a signature (see 1.10, above). These two partial written exams make up the so-called "Pre-term". During the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the remaining part partially in the first exam period. After the first exam period, in all other exam periods, the exam is taken in full (as a 'written exam'). A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and the University's study regulations. To pass the exam, at least 60% of the points must be achieved. If the student is not satisfied with the exam grade, the student can take the exam again, but in that case the grade already obtained is no longer valid. If the teacher has a well-founded suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they can schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond to the exam, a score of 0 points is recorded.														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.														

General information						VERN' University		
Program	Tourism			Year	1	Semester	1	
Course Name	Microeconomics			Code	2679	ECTS	5	
Lecturers	Lect. Anita Lukenda Mlinac							
Teaching Method and Hours	Lectures	30	Seminars and workshops	4	Excercises	18	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	To provide an understanding of basic economic categories, as well as the current economic environment. To introduce students to the specific knowledge needed by a modern entrepreneur and manager in performing everyday tasks. To build a foundation for studying related disciplines in the continuation of their studies and applying the acquired knowledge to other professional fields and disciplines.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the basic concepts of microeconomics 2. Interpret current trends and characteristics of economics and the historical aspect of economic thought 3. Identify resources in the economy and their allocation, as well as participants in the economy under conditions of perfect and imperfect competition 4. Explain the concepts and determinants of supply and demand, and the concepts of labor- and capital-intensive production 5. Distinguish between the concepts of income and expenses, and profit theory and profit distribution for the purpose of achieving company goals 6. List the types of costs and methods of cost management 7. Calculate the break-even point in competitive companies 8. Interpret business performance indicators and different methods of pricing in a company							
3. Content	Introductory considerations. Fundamentals of economics: history of economic thought, participants in the economy, market. Supply and demand: determinants and theories of supply and demand, elasticity of demand. Entrepreneurship and business management: forms of business organization, social responsibility, profit, theories of business goals. Costs: types of costs and methods of cost management. Production and factor markets. Revenue and break-even point. Business competitiveness. Financial elements of business operations. Price formation and the influence of the state on business operations.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, taking midterms and/or the overall exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Tasks	1		
7. Required literature	1. Delač, D (2010). Microeconomics for Entrepreneurs and Managers. Zagreb: Grupa Vern d.o.o. 2. Teaching materials							
8. Additional literature	1. Samuelson, P.A., Nordhaus, W.D. (2011): Economics, 19th edition, Zagreb: MATE d.o.o. 2. Internet - business sites 3. Professional journals and daily press							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The requirement for taking the exam is regular attendance at classes of at least 70%, a positive grade in the seminar paper, presentations and activities. The exception is the 1st part of the exam, which is taken halfway through the semester, and which can be taken with a minimum regularity of 50%. For the purpose of taking the exam, a student can exceptionally make up for absences by preparing and submitting an additional, entrance paper for which the topic is assigned by the lecturer. The student is obliged to write the paper in accordance with the Instructions for Writing Seminar Papers and submit it to the lecturer's e-mail address 10 days before the exam date for which he/she plans to register for the exam. A paper that is not written in accordance with the instructions and for which PlagScan shows more than 10% of the text is plagiarized will not be accepted. Make-up for absences through an entrance paper is not possible for the 1st part of the pre-term, which is written halfway through the semester. A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the exam, or the knowledge assessment procedure, but is obliged to re-enroll and take the course in the following academic year.							

11. Exam implementation and assessment criteria	The exam is taken in writing. If the teacher has reasonable suspicions that the student used various types of assistance during the exam, or that the answers are not the result of their own knowledge, the teacher may schedule an additional oral test. If the teacher has reasonable suspicions that the exam result was not achieved without the help of others, or with their own knowledge, they may also schedule an additional test. If the student then shows a significant lack of knowledge in relation to what was written, or does not respond, a score of 0 points is recorded. The exam is considered passed and a final grade is recorded if all of the listed criteria are assessed positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="308 331 828 488"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>40%</td></tr> <tr> <td>Assignments</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	40%	Assignments	20%
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Assignments	20%								
12. Assessment criteria - explanation	1. The written exam can be taken in two parts. The first part is taken in the middle of the semester (8th or 9th week of classes), and the second in January/February, after the end of classes. These two partial written exams make up the Winter Pre-Term. In the exam term that follows, i.e. in the Winter Term, students who have not passed any partial exam take the entire exam, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If a part of the exam is not passed in full, a complete exam is taken in all subsequent exam terms. The exam tests the student's theoretical knowledge and his/her actual understanding of concepts and procedures. To pass the exam, it is necessary to achieve at least 60% of points. A student has the opportunity to take the exam a limited number of times during the academic year - as provided for by the Vern'a rules and the calendar of teaching activities. If the student is not satisfied with the grade, the exam can be retaken, but the grade already received will no longer be valid. 2. The presentation assignment is prepared according to the instructions and on the specified day the student is obliged to give a presentation in front of the group. The presentation date is determined for each student at the beginning of the semester. The presentation must be accompanied by a power point presentation. The dates and topic are agreed with the lecturer. The grade for this assignment is derived from the individual assessment of the work done and the public presentation. If the student is late with the assignment, or the assignment is not written in accordance with the given instructions, or if the percentage of plagiarized text is greater than 10%, the grade is reduced. In the event that the student has not presented the work by the end of the class, he is obliged to do so during consultations and thereby gain the right to take the exam.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information							VERN' University	
Program	Tourism			Year	1	Semester	1	
Course Name	Basics of business psychology and communication			Code	2680	ECTS	5	
Lecturers	Sr. Lect. Silvana Fratrić Kunac							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To enable students to acquire basic knowledge in the field of psychology, necessary for understanding the business context and their own role in it. To ensure the acquisition and practice of communication skills, with an emphasis on presentation skills and assertive communication. To instruct and train students in the independent use of professional literature.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Describe psychology as a scientific discipline • Interpret the results of psychological research • Distinguish basic psychological processes • Identify factors of perception and social perception • Explain the dimensions of self-concept and the development of self-esteem • Explain the differences and functions of verbal and non-verbal communication • Independently create a presentation and present in front of the camera • Describe the basic principles of assertive communication							
3. Content	Introduction to psychology: theoretical directions, methods, branches, interpreting the results of psychological research. Learning and memory: principles, forgetting, mnemonics, rational learning. Similarities and differences between people: abilities, personality, interests and motivation, attitudes. Perception: determinants, deviations. Social perception: determinants, typical errors, how to improve accuracy in assessing people. Self-image and self-esteem: dimensions, development, personality defense mechanisms. Positive psychology: state of 'flow', locus of control, self-fulfilling prophecy, learned helplessness. Communication: verbal, non-verbal. Successful presentation: general principles, recording and analysis of student presentations. Assertiveness: characteristics, assertive techniques, conflict resolution strategies. Stress: causes, symptoms, coping..							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, presentation in front of the camera, completion of an independent research assignment, passing a preliminary/written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Seminar	1
	Activities	0.5						
7. Required literature	• Miljković Krečar I., Kolega M. (2013) Psychology in the business environment. Zagreb: VERN' d.o.o.							
8. Additional literature	1. Miljković, D., Rijavec, M. (2001.) Conversations with the Mirror. Zagreb: IEP-D2.							
	• Miljković, D., Rijavec, M. (2001.) Managerial Skills. Zagreb: IEP-D2,MEP. • Miljković, D. Rijavec, M., Brdar I (2008.) Positive Psychology. Zagreb: IEP							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							

10. Exam access requirements	The requirement for taking the 1st preliminary exam is a minimum of 50% regular attendance, which includes the material covered up to that point (making up for absences for the 1st preliminary exam is not possible). If the student successfully passes the 1st preliminary exam, in the 1st and 2nd terms they only take the 2nd preliminary exam, which includes only the 2nd part of the material. The requirements for taking the 2nd preliminary exam in the pre-term are: ° 70% of the total teaching ° a written seminar and a presentation of the same ° a presentation in front of a camera ° a second signature Students with lower regular attendance can take the following exam terms, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to a second signature, or exam registration. Students who achieve between 40% and 69% can make up for absences by writing and submitting an entrance paper whose topic is assigned by the lecturer and which is submitted NO LATER than one week before the exam date, and the deadline for applying for the exam must be taken into account, i.e. the additional assignment must be submitted on time. Students whose attendance is lower than 40% are advised to retake the course in the next academic year.														
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="308 593 828 880"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> <tr> <td>Presentation</td><td>10%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Table></td><td></td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Seminar	20%	Presentation	10%	Activities	10%	Table>	
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12. Assessment criteria - explanation	The exam is taken in writing and can be taken in two parts. The first part is written in the middle of the semester, after the first 7 weeks of classes. The requirement for admission is a minimum of 50% regular attendance and it covers the material covered up to that point. If a student successfully passes the first preliminary exam, in the 1st and 2nd terms, they only take the second preliminary exam, which covers the second part of the material. In the 3rd and 4th terms, the first preliminary exam is no longer recognized, but students take the exam from both parts of the material. The exam consists of 10-12 essay-type questions that require understanding of the theory and application to some specific situations. The criterion for a passing grade is 60% of the exam being answered correctly. If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, a score of 0 points is recorded. The activity is evaluated by the student's preparation for participation in class and the creation of application tasks and active contribution to the tasks carried out in class. Students are required to prepare the seminar paper according to the instructions and present it at the agreed class time, also in accordance with the prescribed instructions.														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.														

General information					VERN' University	
Program	Tourism		Year	1	Semester	1
Course Name	Tourism basics		Code	2684	ECTS	5
Lecturers	Sr. Lect. Željko Trezner					
Teaching Method and Hours	Lectures	22	Seminars and workshops	8	Exercises	22
	Consultations	4	Total	60	Midterms	4
Course Description						
1. Course objectives	To enable understanding of the basic concepts, prerequisites, development factors, relationships and consequences caused by tourism as a complex phenomenon. To introduce students to the most important tourist motives and motivational process, as well as to various forms and types of tourism. To point out the importance of participation in the adoption and implementation of tourism policy measures, and especially in the process of planning and sustainable development of tourism with the aim of increasing the positive and reducing the negative effects of tourism.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Explain basic concepts in tourism • Interpret the prerequisites, importance and characteristics of tourism • Describe the process of the emergence and development of tourism • Identify development factors, forms and types of tourism • Connect tourist motives and activities • Interpret the actions and effects of tourism • Present tourism policy measures and the organization of tourism in the Republic of Croatia • Describe the planning process in accordance with the principles of sustainable tourism development • Independently present tasks on assigned topics					
3. Content	Basic concepts in tourism: tourists and tourist travel, tourism and tourist destination, tourist resources and activities. Prerequisites, importance and characteristics of tourism: prerequisites for the development of tourism, importance and complexity of tourism, basic characteristics of tourism. Origin and development of tourism: history of tourism and first trips, grand tour and beginnings of organized tourism, origin and development of modern tourism. Factors of tourism development: factors of tourist demand, factors of tourist supply, intermediary factors. Forms and types of tourism: tourist motives, forms of tourism, types of tourism. Effects and effects of tourism: influence of tourism on economic development, influence of tourism on the natural environment, influence of tourism on society and culture. Organization and policy of tourism: tourism system, organizations in tourism, tourism policy and legislation. Planning and development of tourism: planning in tourism, planning of sustainable development of tourism.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and possibly a written and oral exam in the event of failure to pass the preliminary exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	1
					Presentation	0.5
7. Required literature	1. Čorak, S., Mikačić, V., and Trezner, Ž. (2009). Basics of Tourism. Zagreb: Školska knjiga. 2. Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. et al. (2011). Tourism: Economic Basics and Organizational System. Zagreb: Školska knjiga.					
8. Additional literature	1. Holloway, J.C., Humphreys, C., (2012). The business of tourism - Ninth edition. Harlow: Pearson Education Limited. 2. Fletcher, J. et al. (2013). Tourism: Principles and Practices - Fifth edition. Harlow: Pearson Education Limited.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	Lecture and exercise attendance is mandatory with a regularity of over 70% of the teaching hours. Students who achieve a regularity of over 40% and less than 70% of the teaching hours are required to write additional essays (each 400 to 500 words) from the part of the teaching units they did not attend so that through writing the essays they reach a minimum regularity of 70%. As a topic for the essay, it is necessary to choose one of the key questions listed at the beginning of the teaching unit presentation. Students who do not attend more than 40% of the teaching hours must re-enroll in this course and cannot take the quizzes or the exam. During the semester, students will receive 2 assignments for independent work with literature for the purpose of deepening their knowledge, developing analytical skills, critical thinking and proposing future activities. Students present the results of independent work with literature in the form of presentations. A student who does not give a presentation is required to submit an essay between 400 and 500 words long, on a given topic from the list of topics for presentations. The first preliminary exam can be taken by students whose actual regularity is above 50%, and the right to sign (a condition for registering for the second preliminary exam/exam) is granted to students who have fulfilled all the					

	previously mentioned obligations. The deadline for submitting essays and seminar papers is no later than 10 days before the exam date.								
11. Exam implementation and assessment criteria	The written exam can be taken in two parts. The first part (first midterm) is written after 7 weeks of classes, and the second part (second midterm) is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial exam, take the full exam. Students who have passed one of the partial exams, can take the partial part that remained not passed in the first exam period. After the first exam period, in all other exam periods, the exam is taken in the full exam. The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criteria</th><th>Weight proportion</th></tr> <tr> <td>Written exam - 1st colloquium</td><td>40%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criteria	Weight proportion	Written exam - 1st colloquium	40%	Written exam - 2nd colloquium	40%	Activities	20%
Criteria	Weight proportion								
Written exam - 1st colloquium	40%								
Written exam - 2nd colloquium	40%								
Activities	20%								
12. Assessment criteria - explanation	Each midterm exam consists of 4 questions from the exam question catalogue, and each question is graded on a scale of 0 to 10 points. The written exam consists of 8 questions from the exam question catalogue, and each question is graded on a scale of 0 to 10 points. Students who score 85% or more will receive an excellent grade, students who score between 75 and 84% will receive a very good grade, students who score between 60 and 74% will receive a good grade, and students who score between 50 and 59% will receive a sufficient grade. If the number of points for any of the questions is lower than 3 (which indicates a lack of understanding of the concept, incorrect and/or incomplete definition, or no answer), the student cannot successfully take the midterm exam or pass the exam. In the event of reasonable suspicion that the answers to the written exam were created using unauthorized means and procedures, the student will be invited to an additional oral test. If the student does not demonstrate the expected learning outcomes at the same level as the written exam on this test, the grade from the oral exam will be taken into account. If the student does not respond to the test, the points achieved from the written exam will not be recognized. Exceptionally, for students who have regularly and actively demonstrated through discussions in direct classes and through commenting on presentations that they have mastered the course content, the course instructor may recognize taking one of the two preliminary exams through class activity and award the appropriate number of points, provided that they have class attendance above 85%. The oral exam is taken only exceptionally if the course instructor deems the student's request to take an oral exam instead of a written exam to be justified, if there is a possibility of increasing the grade on the oral exam or if there is a justified doubt about the credibility of the written exam or preliminary exam. The grade from class activities is entered as the average grade from the following elements: the first and second presentation/essay.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Tourism			Year	1	Semester	2	
Course Name	Economic and tourist geography			Code	2703	ECTS	5	
Lecturers	Prof. Zoran Klarić							
Teaching Method and Hours	Lectures	32	Excercises	20	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	The objectives of this course are: Provide basic knowledge of economic and tourist geography as a basis for understanding the phenomenon of tourism Enable an understanding of the spatial dimension of tourism and its role in the economy of individual countries and regions Point out the diversity of the concept of tourism in various countries and cultures Acquaint students with the main tourist destinations and attractions of the world							
2. Expected learning outcomes	After successfully completing this course, students will be able to: 1. Understand the role of natural and anthropogenic factors in the development of Croatian and world tourism 2. Distinguish between individual types of tourism and the reasons for their distribution in certain parts of Croatia and the world 3. Understand the natural and economic characteristics of Croatia and identify its tourist regions, destinations and attractions 4. Understand the basic economic characteristics of certain parts of Europe and the world 5. Identify the main world tourist destinations and attractions on a geographical map 6. Understand the differences in the role and importance of tourism in different economies and cultures 7. Understand the causes of global tourist movements							
3. Content	Basic concepts in economic and tourist geography. Natural and social factors of tourism development. Main types of tourism. Population in the world. Sectors of economic activities and development. Tourist regions in the world. Croatia - basic characteristics. Croatia - economy. Main natural and anthropogenic attractions of Croatia. Tourist regionalization of Croatia. Istria. Kvarner and Lika. Dalmatia. Continental Croatia. Southern and Southeastern Europe. Western Europe. Northern Europe. Central Europe. Eastern Europe. Northern Africa. Western and Central Africa. Eastern and South Africa. Middle East. South Asia. Far East. Southeast Asia. Australia and Oceania. Anglo-America. Central America. Caribbean. South America. Antarctica.							
4. Admission requirements	There are no requirements for enrolling in the course.							
5. Student obligations	Attendance and active participation in lectures and exercises, taking a preliminary exam or written exam, and optionally taking an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Continuous assessment	1		
7. Required literature	• Bilen M., Bučar K, “Basics of Tourist Geography”, Faculty of Economics, Zagreb • World Atlas • Road and Tourist Map of Croatia							
8. Additional literature	1. Curić Z., Glamuzina N., Opačić, “Geography of Tourism”, V.T., Ljevak, Zagreb							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Making up for absences for the first preliminary exam is not possible. The second partial exam (K2) is allowed to be taken by a student who has met the following criteria: regularity in classes of at least 70% * achieved a second signature in the subject. Students with a lower regularity may take the following exam periods, if they have made up for all prescribed obligations and thus gained the right to register for the exam. The right to register for the exam can also be exercised by writing a seminar paper assigned by the lecturer, which the student must submit no later than one week before the exam period. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							
11. Exam implementation and assessment criteria	Attendance and activity in class is evaluated with additional points that are added to the points from the partial exam and have a weight of approx. 20% of the total grade. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. The exam is considered passed and a grade is recorded if all the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:							

	<table> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>60%</td></tr> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	60%						
Criterion	Weight share												
Written exam - 1st preliminary exam	40%												
Written exam - 2nd preliminary exam	60%												
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". The first partial exam covers the material up to and including the teaching unit Southern and Southeast Europe. The second partial exam (interview) covers the material from the teaching unit Western Europe to the last unit Antarctica. Success in the written partial exams (two taken during the semester) exempts the student from the entire written part of the exam. In the following exam term, i.e. the Summer Term, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam on all subsequent exam dates. The written exam consists of tasks that test the student's theoretical knowledge, understanding of basic concepts, and especially map navigation. Therefore, the tasks are mostly designed in the form of blind maps on which locations are marked that need to be entered correctly. The share of exam elements related to the map is over 60% of the total grade, which means that without mastering a geographic map, it is not possible to successfully pass the exam. The oral exam is only held for students who are less than three points short of a higher grade if they want to answer orally for a higher grade, provided that the grade of the written part is satisfactory. The exam is considered passed and a grade is entered if the student has successfully passed both partial exams. Since the complete exam consists of two partial exams, it is necessary to write each partial exam positively individually. This means that a student will not receive a positive grade if he or she does not have at least 17 points in the first partial exam and 25 points in the second, even if the total number of points is greater than 41. The same rules apply to part-time students as to full-time students, with the exception that part-time students can only take one full exam. Total points are converted into a grade as shown in the table below: <table> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>63 - 68</td><td>5</td></tr> <tr> <td>56 - 62</td><td>4</td></tr> <tr> <td>49 - 55</td><td>3</td></tr> <tr> <td>42 - 48</td><td>2</td></tr> <tr> <td>0 - 41</td><td>1</td></tr> </table>	Points	Grade	63 - 68	5	56 - 62	4	49 - 55	3	42 - 48	2	0 - 41	1
Points	Grade												
63 - 68	5												
56 - 62	4												
49 - 55	3												
42 - 48	2												
0 - 41	1												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University				
Program	Tourism			Year	1	Semester	2			
Course Name	English in Tourism 2			Code	2704	ECTS	5			
Lecturers	Sr. Lect. Branka Šuput									
Teaching Method and Hours	Lectures	22	Seminars and workshops	4	Excercises	22	Midterms	4		
	Consultations	4	Tasks	4	Total	60				
Course Description										
1. Course objectives	Provide basic knowledge, vocabulary and structures necessary for understanding professional terms and situations encountered by managers in the hotel, restaurant and tourism industry using English. Enable students to communicate with foreign guests and business partners when ordering food and beverages and in making simple reservations, complaints, and taking and delivering messages for the needs of tourists. Develop learning strategies and introduce students to modern language learning aids and ways of following more complex professional literature.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: Describe the contents, sights, events, customs, and food typical of a tourist destination Implement the process of simpler reservations, complaints, and receiving and delivering messages for the needs of tourists by phone and in writing Present the basic characteristics of a tourist destination Apply basic terms from the profession Show the specifics of travel organization related to corporate travel Use general language competences at a minimum level of B2 of the Common European Framework of Reference for Languages (CEF)									
3. Content	Cultural tourism, Food and Traditional Croatian cuisine, sightseeing tours, taking part in meetings, presenting a proposal. Running a hotel. Staffing and internal organization of a hotel, organizational charts, departments in a large company. Customer service. Dealing with guests: reservations, complaints, taking and giving messages. Personal qualities. Responding to customer reviews. Business travel: organizing travel for corporate clients, activities. Tenses, indirect questions, reported speech, passive voice. Obligations and requests - expressing modality. Conditional sentences: First conditional – giving advice, real possibilities. Professional vocabulary. Telephone language. Spoken and written register.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments and projects, taking midterm exams and possibly a written exam in the event of failure to pass the midterm and oral exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	0.5	Seminar	0.5
	Continuous assessment	0.5	Project	0.5	Activities	0.5				
7. Required literature	1. Strutt, P. (2013) English for International Tourism: Intermediate (New Edition). Pearson Longman.									
8. Additional literature	1. Harding, K., Henderson, P. (2002) High Season: English for the Hotel and Tourist Industry. Oxford: Oxford University Press. 2. Harding, K. (2002) Going International: English for Tourism, Oxford: Oxford University Press. 3. Murphy, R. (2004) English Grammar in Use. Cambridge: Cambridge University Press. 4. Holloway, J.C., Humphreys, C., Davidson, R. (2009) The business of tourism - Eighth edition. Harlow: Pearson Education Limited.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	- The first partial exam (K1), which is written halfway through the semester, is only allowed to be taken by students with a minimum regular attendance of 50%, in accordance with the study rules. It is not possible to make up for absences for the 1st preliminary exam. - A student who has met the following criteria may take the second partial exam (K2) in advance: - A minimum of 70% regular attendance* - A second signature in the course. A student with less regular attendance may take the following exam periods, if he/she has made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an <u>entry paper</u>. The entry paper is assigned by the lecturer, and is submitted and explained during the regular consultation period with the lecturer no later than one week before the exam period, and the student should take into account the deadline for									

	registering for the exam, i.e. submit the entry paper on time. (up to 10 days before the exam date). • A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. • The lecturer or course leader has the right to check the written part of the exam if there is a suspicion that the knowledge demonstrated in the written part does not correspond to the activities and skills demonstrated in class.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if <u>all of the listed criteria</u> are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Oral exam	20%	Activities	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Oral exam	20%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". In the winter and summer exam period, students who have not passed any partial written exam, take the written exam from the entire material. Those who passed one of the two partial written exams, then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test knowledge of the content according to the learning outcomes, as well as actual understanding and ability to communicate with guests and clients in English. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test. The oral part of the exam is held by the lecturer or course leader. If a student receives a negative grade on the oral exam, he or she may retake it at the scheduled time, no later than the next exam term. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written part, or does not respond, a score of 0 points is recorded. The oral part of the exam is administered by the lecturer or course leader. If the student receives a negative grade on the oral exam, he/she may retake it at the scheduled time, no later than the next exam date. The activity is evaluated by the student's active participation in class, <u>writing independent notes</u> and assignments, and homework. Failure to meet deadlines for submitting papers as well as failure to meet pre-arranged presentation dates (oral exams) may affect the grade for the activity or oral exam.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Tourism			Year	1	Semester	2			
Course Name	Informatics for office operations 2			Code	2702	ECTS	5			
Lecturers	Prof. Stud. Jadranka Musulin									
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to the use of IT tools as a means for more efficient and faster problem solving in the field of business, and to the basic concepts and techniques of electronic data processing using the example of MS Excel. To enable students to understand and apply computer spreadsheets when solving basic and financial calculations and presenting business results.									
2. Expected learning outcomes	After mastering the planned units, students will be able to: - Identify the areas of application of computer spreadsheets - Show basic and elements of advanced techniques for using MS Excel tools - Connect knowledge from the field of finance and business mathematics with the use of IT resources - Apply a spreadsheet to arithmetic and financial calculations - Explain the concepts of extracting (referencing) data and how to apply them - Use a spreadsheet to analyze and solve numerical problems in practice - Use a spreadsheet to present financial and business results - Demonstrate the creation of a repayment plan in MS Excel									
3. Content	Basics of using Excel: about spreadsheets and their general and business applications, general Excel capabilities, the workspace, data types and the importance of their use, the use of arithmetic operations, relative and absolute addressing. Applied use of Excel: calculations of rebates, margins, taxes, extracting data from reference functions, graphical display of numerical data, creating presentations of business results. Application of spreadsheets in financial calculations: calculation of relative and conformal interest rates, present and future value, calculation of interest rates, repayment periods and calculation of annuities. Repayment plan. Advanced use of Excel: Pivot tables, checking the correctness of entries, conditional data formatting. Complex use of various procedures for the purpose of improving efficiency in business.									
4. Admission requirements	There are no special requirements for enrollment.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers and homework, active participation in classes, regular preparation for classes, taking midterm exams and possibly a written and oral exam in the event of unsuccessful passing the midterm exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	1	Continuous assessment	1	Activities	1
7. Required literature	Kubelka, O., Jovčić, S., Korent, K.,: 'Excel in office business'									
8. Additional literature	Johnson, S. (2010) Excel 2010 in the palm of your hand. Zagreb: Miš.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) may be taken by a student who has met the following criteria: 1. Regularity in classes of at least 70%, 2. POSITIVE grade in classes (see 1.11 and 1.12). Students who have a regularity of at least 40% may also take the following exam terms if they have made up for all obligations prescribed by the syllabus and have acquired the right to register for the exam (second signature). Compensation for obligations is achieved through an entrance paper. ADDRESS PAPER: If a student does not have sufficient regularity in classes and/or does not have a positive grade in classes, the lecturer determines the entrance paper. The entrance paper is determined after the end of classes at the student's request. The student is responsible for timely submission and defense of the entrance paper, which must be at least one week before the exam date during the regular consultation period with the lecturer.									

	The deadline for exercising the right to access the exam (second signature) is one year from the date of enrollment in the course. If the student does not acquire the right to access the exam within that period, he/she is required to re-enroll in the course. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.				
11. Exam implementation and assessment criteria	Each component is evaluated numerically - in points, according to the following scale:				
	0%-49%	50%-63%	64%-75%	76%-87%	88%-100%
	1 (insufficient) 2 (sufficient) 3 (good) 4 (very good) 5 (excellent)				
	Criteria		Weighting		
	Written exam - 1st preliminary exam		35%		
	Written exam - 2nd preliminary exam		35%		
	Activities		30%		
12. Assessment criteria - explanation	Written Exam Criterion:				
	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the partial part that was not passed in the first exam period. After the first exam period, in all others, the exam is taken in its entirety.				
	For a positive grade, it is necessary to achieve 50% of the points on the exam.				
	A student has the opportunity to take the written exam a limited number of times during the academic year - as stipulated in the calendar of teaching activities and regulations of the Polytechnic.				
	If the student is not satisfied with the grade, the student can take the exam again, with the grade already obtained no longer being valid.				
	The material for the written exams includes mandatory literature and materials from lectures.				
	Criteria Grade from classes:				
	Classes include announced and unannounced short tests, assignments, seminars, projects, homework and all other activities encouraged during classes by the teacher. Each activity is scored. Based on the points achieved during classes, the student achieves a grade from this criterion, which contributes to the final grade with a share of 30% (see table). A positive grade from this criterion is a condition for obtaining a signature. The student is obliged to continuously monitor his/her success (number of points achieved).				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system.				
	The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.				
	During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.				

Program	Tourism			Year	1	Semester	2	
Course Name	Macroeconomics			Code	1966	ECTS	5	
Lecturers	Lect. Anita Lukenda Mlinac							
Teaching Method and Hours	Lectures	36	Seminars and workshops	6	Excercises	16	Midterms	2
	Total	60						

Course Description

1. Course objectives	To provide an understanding of the basic economic categories related to macroeconomic entities within the economy, as well as the laws and principles that operate in the complex system of the national economy. To introduce students to the possibilities of practical use of acquired competences in the field of macroeconomics in performing everyday business activities and as a basis for studying other related disciplines.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the basic macroeconomic concepts studied by economics 2. List the basic concepts and categories of gross domestic product 3. Describe how aggregate variables operate within simpler economic models 4. Interpret what economic growth is and what is the difference between economic growth and economic development, and what elements are crucial for driving growth within a national economy 5. Interpret the internal and external causes of business cycles and their impact on economic trends 6. Identify negative phenomena in macroeconomics, causes of unemployment, and the positive and negative effects of inflation on the economic system 7. Assess the role of economic expectations and their impact in macroeconomics 8. Prepare and present a seminar paper on a given topic					
3. Content	The concept and content of Macroeconomics; Introductory concepts; Keynesian economics; Gross domestic product; Aggregate supply and demand; Economic growth; Business cycles; Inflation; Unemployment; Economic policy, goals and expectations; Industrial policy; Fiscal policy; Money and Monetary policy; Contemporary economic theories; Open economy;					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, possibility of taking exams via midterms and a written exam in case of unsuccessful midterms					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Seminar	1
7. Required literature	1. Darko Delač, MACROECONOMICS for entrepreneurs and managers, Textbook, 2014. Zagreb, Vern'					
8. Additional literature	1. Samuelson, P.A., Nordhaus, W.D. (2008) Economics. Zagreb: MATE d.o.o. 2. Blanchard, O. (2009) Macroeconomics. Zagreb: MATE d.o.o.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 70% attendance*, positive class activity. Positively graded seminar paper and presentation. (* The first preliminary exam, which is written midway through the semester in the 7th or 8th week, can be taken with a minimum attendance of 50%.) For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an additional seminar paper (if their attendance is between 40-69%). The preparation of an additional seminar paper is carried out according to the Working Instructions on Writing Seminar Papers, and the paper must be accepted no less than 15 days before the exam deadline, or partial exam. Make-up for absences is not possible for the 1st preliminary exam, which is written halfway through the semester. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course.					
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criteria	Weight share				
	Written exam - 1st midterm exam	35%				
	Written exam - 2nd midterm exam	35%				
	Activities	10%				

	Seminar paper and presentation	20%
12. Assessment criteria - explanation	Activity in classes and exercises: During classes, the subject teacher, through work in small groups, continuously monitors and evaluates students in class based on their individual contribution to the success of the class through: active and constructive participation in problem discussions on the given topic, the quality of the questions asked, encouraging other students to engage in quality and professional discussions, concentrated monitoring of classes, and readiness for classes, which is evident during the check of understanding of basic concepts and knowledge that is carried out at the beginning of each lecture, and related to previously covered and completed teaching units.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information						VERN' University		
Program	Tourism			Year	1	Semester	2	
Course Name	Business statistics			Code	2814	ECTS	5	
Lecturers	Branimir Meštrić, Sr. Lect. Joško Meter							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	26	Midterms	4
	Total	60						
Course Description								
1. Course objectives	Acquainting students with the basic terms and ideas of business statistics necessary for understanding and conducting elementary statistical analyzes in business practice. Facilitating unhindered monitoring of classes from other courses whose content is imbued with elements of statistical analysis. Acquiring basic information about the possibilities of applying more complex methods and procedures of statistical analysis that are mainly carried out by specialized institutions and individuals.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain basic statistical concepts and their role. 2. Present data of any type clearly, in tables and graphs. 3. Calculate and interpret basic mean values and measures of dispersion of a numerical series. 4. Conduct correlation analysis and correctly interpret the results. 5. Conduct simple regression analysis on given data and interpret model parameters. 6. Use and accurately interpret typical indicators of dynamics in time series analysis. 7. Apply a linear trend model to forecast future values of a time series.							
3. Content	The concept and role of statistics. Basic statistical concepts: statistical set, population, sample, statistical characteristic, statistical conclusion. Stages of statistical research. Data sources and collection methods. Statistical series, types of statistical series. Editing and graphical presentation of statistical series. Basic characteristics of numerical series: mean values, measures of dispersion, relative position of results in a group (standardized variable, Chebyshev's rules). Correlation and regression analysis: types of relationships between variables, scatter diagram, linear correlation coefficient, rank correlation coefficient, simple linear regression model, assessment of model representativeness. Time series analysis: concept and types of time series, graphical presentation and comparison of time series, indicators of absolute and relative changes, individual and group indices, mean values of time series, basic trend models.							
4. Admission requirements	There are no entry requirements.							
5. Student obligations	Attendance of lectures and exercises, taking regular short tests, taking a preliminary exam or written exam, taking an oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	Akalović Antić J., Harmina A., Meter, J., (2017). Business statistics, workbook and script: VERN							
8. Additional literature	- Rozga, A. and Grčić, B. (2009). Business statistics. Split: Faculty of Economics - Dumičić, K., Bahovec, V. et.al (2011) Business statistics, Zagreb: Element - Gogala, Z. (2000). Basics of statistics. Zagreb: Sinergija							
9. Quality monitoring	Observations and evaluations of teaching. Student survey.							
10. Exam access requirements	Requirements for access to written exams and midterms:							
	- Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% - Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70% and a “second signature” assigned - Written exam and midterm correction: a “second signature” assigned							
A student acquires the right to take the written exam, i.e. a “second signature”, if he/she was present for at least 70% of the teaching hours held. A student who does not have sufficient attendance can subsequently acquire a second signature by solving online quizzes assigned by the lecturer in the group or the course leader. A student whose attendance in classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course. A student who does not acquire the right to take the exam before the start of the course in the next academic year is instructed, according to the study regulations, to re-enroll and attend. The condition for taking the oral exam is passing the written exam, or both of its parts.								

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="308 141 828 297"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>20%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Oral exam</td><td>60%</td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	20%	Written exam - 2nd preliminary exam	20%	Oral exam	60%		
Criteria	Weight share										
Written exam - 1st preliminary exam	20%										
Written exam - 2nd preliminary exam	20%										
Oral exam	60%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first two chapters of the material. The second part covers the third and fourth chapters and is written after the end of classes. These two partial written exams make up the Summer Pre-Term. In the following exam term, i.e. in the Summer Term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the failed part. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The written exam also consists of tasks that test the student's theoretical knowledge and understanding of concepts and procedures. The tasks are designed to test understanding of the material, not just the acquisition of techniques. The grade for the written exam is positive if the student has achieved at least 50 points, and if other conditions that may be set are met (e.g., mandatory tasks solved, a certain number of points from each part, etc.). If the teacher has a well-founded suspicion that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond to this test, the result is recorded as 0 points. The oral part of the exam is taken after the written part has been passed. It is held by the lecturer or the head of the course. If the student receives a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. <table border="1" data-bbox="308 840 464 1037"> <tr> <th>Points</th><th>Grade</th></tr> <tr> <td>50 - 64</td><td>2</td></tr> <tr> <td>65 - 79</td><td>3</td></tr> <tr> <td>80 - 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </table>	Points	Grade	50 - 64	2	65 - 79	3	80 - 89	4	90-100	5
Points	Grade										
50 - 64	2										
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90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Tourism			Year	1	Semester	2	
Course Name	Business Croatian language			Code	2701	ECTS	5	
Lecturers	Prof. (Art) Ozana Ramljak							
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Excercises	22	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	The course aims to familiarize students with the characteristics of administrative-business style and its application in business communication, as well as mastering the spelling and grammatical norms of the standard Croatian language and the methods and procedures necessary for: - distinguishing administrative-business style from other functional styles of the standard Croatian language - using normative manuals of the standard Croatian language - spelling, grammar, dictionary and language manuals-advisors - independently writing applications, CVs, job offers, business letters, recommendations, various correspondence in tourism, etc. - unhindered attendance at classes in other courses whose material is more or less related to spelling or grammatical issues of the standard Croatian language.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - recognize the characteristics of administrative-business style - connect knowledge of administrative-business style with writing applications, CVs, business letters, tourist offers, etc. - apply knowledge of spelling and grammar when writing various business messages - use various language guides-advisors and normative manuals of the Croatian standard language - demonstrate knowledge of the language in oral or written presentations with an emphasis on use in tourism - recognize the most common spelling, grammatical and grammatical errors.							
3. Content	The course content is based on the study of spelling and grammar issues, which includes: uppercase and lowercase letters, compound and compound word writing, writing foreign words, č i ć, dž i đ, ije/je/e/i, abbreviations, slurs and spelling signs; normative manuals and language advisors, the most common spelling errors, etc. In the part dealing with business Croatian language, the following are studied: characteristics of administrative-business style, parts of a business letter, forms of a business letter (regular block, modern combined and full American block), writing a request and CV, presentation (presentation of a product or service), creating a business offer, interview and advertisements. The correct use of language in various situations generated by engaging in tourism is also encouraged.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance at classes, completion of seminar papers/exercises, taking written and oral exams.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	1
	Activities	0.5						
7. Required literature	Krampus, V., Zrinjan. S. (2013). Business Croatian language. Zagreb: Vern Lecture materials							
8. Additional literature	- Jozić, Ž. et al. (2013). Croatian orthography. Zagreb: Institute of Croatian Language and Linguistics - Težak, S., Babić, S.(2000). Grammar of the Croatian Language. Zagreb: Školska knjiga - Anić, V.(2000). Dictionary of the Croatian Language. Zagreb: Novi liber - Pease, A.(2002). Body language. Zagreb: AGM - Boban, V.(2003). The beginning of spoken communication. Zagreb: DAN							
9. Quality monitoring	1. Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the written exam: - A minimum of 70% attendance at classes. - Submitted exercises - At the end of the semester, the condition for taking the second partial exam or the full exam is passing the oral part of the exam. The exception to point a) is the 1st part of the written exam, which is written halfway through the semester, and which can be taken with a minimum attendance of 50%.							

	For the purpose of taking the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned towards the end of the semester, and is submitted and explained during the regular consultation period with the lecturer 5 days before the exam date or as agreed with the teacher. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Making up for absences is not possible for the 1st mid-term exam, which is written mid-semester. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The oral exam is taken during class and consists of a short presentation (5 to 7 minutes) of free content, according to established parameters and as agreed with the teacher.																
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>20%</td><td></td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td></td><td></td></tr> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Oral exam	20%	Activities	20%	20%		Activities	20%		
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Activities	20%																
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the area of business Croatian language. The second part covers language issues and is written after the end of classes. These two partial written exams make up the so-called "pre-term". In the first exam term, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The tasks are designed to test understanding of the material, not just the acquisition of technique. The activity is assessed according to the student's actual contribution to the class and with regard to regularity and regular independent completion of tasks / exercises (job application, resume, business offer, arrangement or business letter and 10 questions in preparation for the interview).																
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																

General information						VERN' University				
Program	Tourism			Year	2	Semester	3			
Course Name	Management			Code	2700	ECTS	5			
Lecturers	Assoc. Prof. Jadranka Ivanković, Sr. Lect. Dubravko Kraus									
Teaching Method and Hours	Lectures	24	Seminars and workshops	8	Excercises	24	Midterms	4		
	Total	60								
Course Description										
1. Course objectives	To introduce students to basic concepts, the historical development of management and the influence on the development of basic managerial functions; To discuss relevant issues of modern management, which will enable students to identify and overcome existing and potential problems that management faces when making decisions in a changing business environment; To enable understanding and connection between planning, organizing, human resource management, leading and controlling.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain basic management concepts, the historical development of management, and its impact on the company and business environment 2. Analyze external and internal factors that managers face in a changing business environment 3. Discuss the importance of organizational culture, social responsibility, and managerial ethics 4. Describe the nature, purpose, and process of planning, organizing, staffing, leading, and controlling 5. Use the phases of the integral decision-making process to make quality managerial decisions									
3. Content	INTRODUCTION TO MANAGEMENT: 1. Management: science, theory and practice. 2. Management functions, activities and roles of managers, managerial skills. 3. History and theories of management. BUSINESS ENVIRONMENT: 4. External and internal environment, business-environment relationship; management in a global environment. 5. Organizational culture and environment. ETHICS AND SOCIAL RESPONSIBILITY OF MANAGERS: 6. Managerial ethics. 7. Social responsibility. PLANNING: 8. Managers as decision makers. 9. Fundamentals of planning; levels, planning time horizon. ORGANIZING: 10. Organizational structure and design, basic forms of organizational structures. 11. Change management. HR: 12. Human resource management; planning, recruitment, selection and development of human resources. LEADERSHIP: 13. Basic characteristics of leadership, leadership styles, key competencies of managers and leaders. CONTROLLING: 14. Basics of controlling, control methods and techniques.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures and exercises, completion of assignments, writing short tests (continuous assessment), preparation and presentation of a project, taking a written exam (via preliminary or comprehensive exam).									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Seminar	0.5	Research	0.5	Project	0.5
7. Required literature	- Ivanković, J. (2024). Teaching materials available on Edunet. - Buble, M. (2013). Fundamentals of Management. Zagreb: Sinergija Publishing House d.o.o.									
8. Additional literature	1. Rupčić, N. (2018). Modern Management - Theory and Practice. Rijeka: Faculty of Economics, University of Rijeka. (Also available as an E-Edition at: https://www.researchgate.net/publication/326160436_Suvremeni_menadzment_-_teorija_i_praksa_E-lzdanje/link/5b3bc515aca27207850a61da/download) 2. Certo, C. S., & Certo, T. S. (2008). Modern Management (10th edition). Zagreb: MATE d.o.o. 3. Sikavica, P. and Bahtijarević-Šiber, F. (2004). Management: Management Theory and Large-Scale Empirical Research in Croatia. Zagreb: Masmedia d.o.o. Available at http://books.google.hr/books?id=vv48bSUiQaOC&printsec=frontcover#v=onepage&q&f=false									
9. Quality monitoring	Observations and evaluations of teaching. Periodically getting feedback from students. Course performance evaluation. Student survey.									
10. Exam access requirements	To take the first mid-semester mid-term exam, it is necessary to achieve at least 50% regular attendance. The requirements for taking the second mid-term exam, i.e. the complete written exam, are positive grades in the project and presentation, and seminar paper, and regular attendance of at least 70% (or timely completion of additional obligations to compensate for insufficient attendance). A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
Criteria		Weight share								
Written exam - 1st preliminary exam		35%								

	Written exam - 2nd preliminary exam	35%
	Project	15%
	Seminar	15%
	15%	
	Table>	

12. Assessment criteria - explanation	The written exam can be taken in two parts - a preliminary exam according to the scheduled calendar of teaching activities. The first part can be taken by students who have achieved 50% attendance and fulfilled the obligations set by the lecturer at the beginning of the semester. The second part can be taken by students who have achieved 70% attendance and fulfilled all the obligations set by the lecturer at the beginning of the semester (seminar assignments; project and presentation). The second part of the exam is written after the end of classes. A partially passed exam is recognized during the first exam period, and after that period, only the entire exam is written. In the preliminary exam/written exam, at least 60% of points must be achieved for a grade of sufficient (2), at least 70% of points for a grade of good (3), at least 80% of points for a grade of very good (4), and at least 90% of points for a grade of excellent (5). A student who is not satisfied with the grade achieved may also repeat the written exam, or a part of it, within the prescribed period. The written exam consists of tasks that test the student's theoretical knowledge and his/her actual understanding on a practical example. During the academic year, a student has the opportunity to take the written exam a limited number of times, as stipulated in the teaching activity calendar. Students will receive a topic for their project from the lecturer in the first part of the semester. The goal of the project is to analyze and solve managerial challenges, connecting it with the teaching material and presenting the final solution as part of the class, according to the terms agreed in advance with the lecturer. The quality of the work, following the given guidelines, and respecting the given deadlines, as well as the impact that the student managed to make while dealing with this topic, are assessed. A seminar paper is an individual assignment that the student, according to the lecturer's instructions, creates and submits within the given deadline. The aim of the seminar paper is to connect practical situations and examples with the course material. Quality, adherence to the given guidelines and adherence to the given deadline for submission are assessed. Since the oral exam is not an integral part of the exam and grade, it is held in the case when a student who has achieved an overall average grade of 2.4 or 3.4 or 4.4 wants a higher grade, and if the teacher so assesses for any reason. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is recorded as 0 points.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Tourism		Year	2	Semester	3
Course Name	Marketing basics		Code	3536	ECTS	5
Lecturers	Assoc. Prof. Diana Plantić Tadić					
Teaching Method and Hours	Lectures	26	Seminars and workshops	4	Exercises	26
	Total	60			Midterms	4

Course Description

1. Course objectives	To enable understanding of the basic concepts, relationships and consequences of marketing as a business concept and process in the business of an organization. To introduce students to the most important marketing tools and marketing strategies. To point out the importance of understanding and applying all elements of the marketing mix. To encourage students to apply the acquired theoretical marketing knowledge in practice through a business case for developing a marketing plan.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain basic marketing concepts (especially elements of the marketing mix) • Interpret the role of marketing and strategic marketing in society and in today's competitive market • Describe consumer behavior in the final and business consumption market - process, types, influential factors • Create an analysis of the forces of the marketing environment • Describe the process of marketing market research and compile a survey questionnaire for the research • Determine the elements of the STP approach for individual products on the market • Explain the elements of the marketing mix (each separately) and the tools of these forms (also in service marketing) • Create a basic marketing plan model independently (according to the given guidelines)					
3. Content	Basic concepts in marketing, its role and importance. The emergence and development of strategic marketing. Forces of the marketing environment. The role of marketing and strategic marketing in society and today's competitive market; Understanding the end-consumer market and the business-consumer market. The role and importance of marketing research. Understanding and applying STP. Development of production variables: brand creation strategy, new product development, specifics of service marketing, product life cycle strategy, development of price variables, distribution variables, development of promotional variables by elements. 5M concept in IMK campaigns.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation of a project assignment - marketing plan, written exam					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	0.5
					Marketing plan	1
7. Required literature	1. Kotler, Keller, Martinović (2014). Marketing Management, 14th edition, Zagreb: Mate 2. lecture notes					
8. Additional literature	1. Kotler, Keller (2015). Framework for Marketing Management, Global Edition, 6/E. Pearson					
9. Quality monitoring	Observations and evaluations of teaching; student survey.					
10. Exam access requirements	According to the University's normative acts, class attendance is mandatory. Regular class attendance significantly facilitates mastering the Fundamentals of Marketing course program. Irregular class attendance may be an obstacle to taking the exam in the course, or a reason for re-enrolling in the course in the next academic year. A student whose regular class attendance is less than 40% cannot take the exam in that academic year and is referred to re-taking the exam in the next academic year. The condition for taking the written exam is regular class attendance of at least 70%. The exception is the 1st part of the written exam (1st preliminary exam), which is written halfway through the semester, and which can be taken with at least 50% regular attendance. In order to take the written exam at the end of the class, a student can make up for absences (if their regular attendance is at least 40%) by preparing and submitting a seminar paper on a topic defined by the subject teacher, according to the instructions for the seminar paper. The seminar paper to make up for missed content is submitted in electronic form to the lecturer's email with notification to the lecturer via the portal. Project assignment - marketing plan is submitted to the lecturer in the last week of classes or subsequently submitted in electronic form to the lecturer's email with notification to the lecturer via e-mail (mail, portal). The lecturer is obliged to read the marketing plan <i>within 7 days</i> and evaluate it if it has met the minimum requirements. It is not a requirement for taking the midterm and/or exam.					

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if the following conditions are met: - The student has passed the written exam (in parts or in full) - The student has submitted a Marketing Plan that has been positively evaluated - The student has positively evaluated exercises from the classes Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="311 275 866 477"> <thead> <tr> <th>Criteria</th><th>Percentage share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Marketing Plan</td><td>20%</td></tr> <tr> <td>Exercises</td><td>20%</td></tr> </tbody> </table>	Criteria	Percentage share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Marketing Plan	20%	Exercises	20%
Criteria	Percentage share										
Written exam - 1st preliminary exam	30%										
Written exam - 2nd preliminary exam	30%										
Marketing Plan	20%										
Exercises	20%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and covers chapters one to nine of the material. The second part covers chapters ten to twenty, and is written after the end of classes. These two partial written exams (colloquia) make up the so-called pre-term. In the first exam period, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent terms. The written exam also consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and application of what has been learned. The tasks are designed to test both understanding of the material, and not just the acquisition of techniques. <i>Bonus points - one-time:</i> 1. midterm exam - Timely submitted and accepted questionnaire: 3 points 2nd midterm exam - Timely submitted and positively assessed Marketing plan: 3 points The grade from the written exam is positive if the student has achieved at least 60% of the points. Bonus points are added to the exam points before being converted into the grade. The total points are converted into the grade as shown in the table. During the course, the subject teacher evaluates the student based on observations of his/her activity in class and possibly by oral knowledge testing, at the request of the teacher or student. Activity in class refers to constructive, critical thinking and active participation in problem discussions, but also appropriate behavior and participation (listening, following) during class. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with his/her own knowledge, he/she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written part, or does not respond, a score of 0 points is recorded. The oral part of the exam is taken exceptionally, if necessary, but after the written part has been passed. It is administered by the subject teacher who also assesses the need for an oral exam. If a student receives a negative grade in the oral exam, and their knowledge matches the results achieved in the written part, the student will be required to repeat the exam at new dates determined by VERN' University. <table border="1" data-bbox="311 1265 547 1464"> <thead> <tr> <th>Score range (%)</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>60 - 69</td><td>2</td></tr> <tr> <td>70 – 79</td><td>3</td></tr> <tr> <td>80 – 89</td><td>4</td></tr> <tr> <td>90-100</td><td>5</td></tr> </tbody> </table>	Score range (%)	Grade	60 - 69	2	70 – 79	3	80 – 89	4	90-100	5
Score range (%)	Grade										
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70 – 79	3										
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90-100	5										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University				
Program	Tourism			Year	2		Semester	3		
Course Name	Entrepreneurship in tourism			Code	10756		ECTS	5		
Lecturers	Prof. Stud. Iva Senegović									
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4		
	Fieldwork	4	Total	60						
Course Description										
1. Course objectives	The aim of the course is to develop a personal interest in entrepreneurship in tourism based on the knowledge and skills of correctly assessing entrepreneurial opportunities and understanding the entire entrepreneurial process. During the course, students learn about the importance of the entrepreneurial environment for the development of entrepreneurship and draw conclusions about the opportunities and threats that have influenced or may yet influence entrepreneurship in tourism. Students learn about the roles of various stakeholders who contribute to the development of a positive entrepreneurial environment and are trained to influence it themselves, within the scope of the work they will be doing. Upon completion of the course, students will be able to create and present a business model outline, thereby gaining the ability to analyze basic entrepreneurial processes and apply the acquired knowledge when creating their own business ventures. Students will be able to choose a specific form of entrepreneurship within which they could develop their entrepreneurial initiative in tourism and apply the support associated with it.									
2. Expected learning outcomes	1. Interpret the importance of entrepreneurship in modern market conditions and the role of various stakeholders in the development of a positive entrepreneurial environment 2. Explain the basic concepts of entrepreneurship and the entrepreneurial process and connect them with practice using examples 3. Evaluate a business idea based on known criteria for assessing a business opportunity 4. Critically assess the existence of a business opportunity by combining various management tools 5. Create a business model outline for a tourism entrepreneurial project 6. Propose the application of an adequate entrepreneurship support system for the development of a tourism entrepreneurial project 7. Design an entrepreneurial <i>pitch</i> for various interest groups.									
3. Content	The importance of entrepreneurship in modern economic development; Basic concepts, theories and schools of entrepreneurship; Driving forces of entrepreneurship: entrepreneur, opportunity and resources; Verification and assessment of business ideas; Strategic tools for assessing entrepreneurial opportunities; Entrepreneurial process: vision, mission, goals, strategy; Creating a business model outline; Special forms of small and medium-sized entrepreneurship (Family entrepreneurship, Rural entrepreneurship, Women's entrepreneurship, Social entrepreneurship, Internal entrepreneurship, Franchising); Supporting infrastructure of small and medium-sized entrepreneurship; Entrepreneurial <i>pitch</i>.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks, participation in a seminar or workshop, and taking a written and/or oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Project	1.5	Activities	0.5
7. Required literature	• Brusić, A.; Cvitanović, V.; Gregov, Z.; Kutnjak, V.; Tomić, D.; Žanić, V. (2009). <i>Entrepreneurship I: Textbook</i> / T. Štuka (ed.). Zagreb: Grupa VERN d.o.o. • Osterwalder, A. and Pigneur, Y. (2014). <i>Creating business models</i>. Zagreb: Školska knjiga. • Brusić, A.; Hock, M.; Kutnjak, V.; Lang Perica, M.; Žanić, V. (2005). <i>Entrepreneurship II</i>, internal script / editorship V. Žanić and V. Cvitanović (2009), Zagreb: VERN' University of Applied Sciences.									
8. Additional literature	• Hirsch, R.D., Peters, M.P. & Shepard, D.A.: <i>Entrepreneurship</i>, McGraw-Hill/Irvin, 7th ed., 2008. • Timmons, J. A. (1999).<i>New VentureCreation: Entrepreneurship for the 21st Century</i>, 5th Ed., Irwin / McGraw-Hill, • Glas, M. and co-authors (1999). <i>Entrepreneurship for the 21st Century: A Handbook for Teachers/Trainers, Consultants and Promoters of Entrepreneurship</i>. Zagreb: Ministry of Economy of the Republic of Croatia. • Trezner, Ž. (2019). Responsible entrepreneurship in modern tourism. RiTour project. Zagreb: RERA S.D. • Selected scientific and professional articles, publications of supporting institutions									
9. Quality monitoring	Student survey. Observation and evaluation of teaching. Teacher's self-analysis.									
10. Exam access requirements	A student acquires the right to take the exam, i.e. a "second signature", if he/she was present at least 70% of the classes held and if he/she submitted and presented the Sketch of a Business Model of an Entrepreneurial Project in the Field of Tourism and wrote his/her own critical review of the sketch. Exceeding the deadline for submitting and presenting the sketch of a business model - reduced grade.									

	A student who does not have sufficient regularity can subsequently acquire a second signature if he/she presents a seminar paper from the material he/she missed during the regular consultation period (the supplementary assignment is assigned in the week of the end of classes). Make-up is not possible outside of the regular consultation periods. Make-up for absences is not possible for the 1st mid-term exam, which is written halfway through the semester. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Project</td><td>30%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Project	30%	Activities	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	30%										
Written exam - 2nd preliminary exam	30%										
Project	30%										
Activities	10%										
12. Assessment criteria - explanation	THE WRITTEN EXAM is taken at the end of the semester and covers all thematic units covered in lectures and exercises during the semester. In the written exam, the student demonstrates knowledge and understanding of the material and the ability to apply the acquired knowledge to practical examples. The written exam can be taken in two parts. The first preliminary exam is written after 7 weeks of classes and covers the content framework of chapters 1-6 of the material. The second preliminary exam covers the content framework of chapters 7-9 and is written after the end of classes. These two partial written exams make up the Winter Pre-Term. In the following exam period, students who have not passed any partial written exam take a written exam covering the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam periods. The grade from the written exam is positive if the student achieved at least 60% points. If the teacher has reasonable doubts that the result on the written exam was not achieved solely by the student's personal knowledge and without the help of others, he can schedule an additional oral knowledge test for the student. If, in such a case, the student shows a significant lack of knowledge compared to the written one, or does not access the additional oral knowledge test, a result of zero (0) points is recorded from the written exam. BUSINESS MODEL SKETCH: Completed Business Model Canvas (BMC) form on the example of an entrepreneurial project in the field of tourism (written paper and presentation). The task is done in pairs, and each member separately writes their own critical review of the prepared BMC (contribution, teamwork, recommendations for practice and students of future generations). ACTIVITY IN LESSONS - includes: student preparation for classes, contribution to the success of the teaching process through active and constructive participation in exercises and problem discussions.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University		
Program	Tourism		Year	2	Semester	3		
Course Name	Accounting		Code	3537	ECTS	5		
Lecturers	Asst. Prof. Melita Cita							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	Enable the understanding of the concept, significance and role of accounting as an information function, as well as the bookkeeping process as the basis of financial accounting. To acquaint students with the basic concepts, methods, procedures and techniques of accounting in the recording of business events and the creation and analysis of financial statements. Train students to interpret accounting information and use it in making business decisions.							
2. Expected learning outcomes	After successfully mastering the material, students will be able to: - Describe the concept, significance and role of accounting as an information function - Explain the bookkeeping process as the basis of financial accounting - Apply basic concepts and categories of accounting - Use basic concepts and techniques in the recording of business events, - Use different methods in compiling financial statements - Interpret information derived from financial statements - Explain the regulatory and conceptual frameworks of accounting - Apply different procedures in the analysis of financial statements							
3. Content	The concept, importance and role of accounting as an information function. Bookkeeping and the accounting process as the basis of financial accounting. The concept and purpose of basic financial statements: balance sheet, income statement, cash flow statement, statement of changes in equity, notes to financial statements. Recording typical business events: purchase, sale, delivery, payment and collection, accounting recording of costs, specifics of the accounting scope of cost transfers, matching income and expenses and determining the operating results of the period. Preparing the income statement using the total cost method and the cost of goods sold method. Preparing the balance sheet. Preparing the cash flow statement using the direct and indirect methods. Regulatory and conceptual frameworks of accounting: Accounting Act, accounting principles and standards. Analysis of financial statements. Accounting aspects of taxes, contributions and other payments.							
4. Admission requirements	There are no special requirements for enrolling in the course							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, independent project work, passing preliminary exams 1 and 2 and/or written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1	Project	0.5
7. Required literature	1. Dražić- Lytilsky et al. (2010). <i>Accounting</i> . Zagreb: HZRIF. 2. Accounting Workbook							
8. Additional literature	1. Žager. K. et al. (2008). <i>Financial Statement Analysis</i> . Zagreb: Masmedia d.o.o.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally make up for the lack of teaching hours with an additional assignment determined by the lecturer in the group after the end of all classes. The completed additional assignment is submitted during regular consultations at least 10 days before the announced deadline for the written exam to be taken. Compensation for attendance by completing an additional assignment is recognized provided that the assignment is well-written and presented. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it, and submitting the project assignment.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from the knowledge tests participate in the calculation of the final grade with the following shares: Interview 1 – 35% and Interview 2 – 35%, or written exam – 70%, oral exam – 20%, project 10%. The written exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the winter pre-term. In the following exam term, i.e. in the winter term, students who							

	have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it will be taken as a complete written exam on all subsequent exam dates. <i>The oral part of the exam is taken after the written part has been passed and the project assignment has been submitted.</i> The oral part of the exam is conducted and graded by the lecturer in the group. If a student receives a negative grade on the oral exam, he or she may retake it at a scheduled time, which cannot be before the next written exam date. The oral exam may only be repeated once. <i>If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with his or her own knowledge, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written exam, or does not respond, a score of 0 points is recorded.</i>
12. Assessment criteria - explanation	The grades for the preliminary/written exam reflect the points achieved as follows: - from 0 – 60 points = insufficient (1), - from 61 – 70 = sufficient (2), - from 71 – 80 = good (3), - from 81 – 90 = very good (4), - from 91 – 100 = excellent (5). Project assignment: the evaluation criteria are the elaboration of the topic, the reality of personal reflections and the solutions offered. The written exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the winter pre-term. In the next exam period, that is, in the winter term, students who have not passed any partial written exam, take a written exam from the entire material, and those who have passed one of the two partial written exams, have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not completely passed, it will be taken as a complete written exam on all subsequent exam dates. The oral part of the exam is accessed after passing the written part and submitting the project assignment. The oral part of the exam is conducted and evaluated by the lecturer in the group. If the student receives a negative evaluation on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. The oral exam can only be repeated once.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Tourism			Year	2	Semester	3			
Course Name	Tourist destination management			Code	3538	ECTS	5			
Lecturers	Assoc. Prof. Snježana Boranić Živoder									
Teaching Method and Hours	Lectures	30	Seminars and workshops	4	Excercises	16	Midterms	4		
	Fieldwork	2	Consultations	4	Total	60				
Course Description										
1. Course objectives	Enable the understanding of basic terms, influencing factors and concepts in the management of a tourist destination. To instruct students on the significance and role of the most important interest groups in the management of a tourist destination. To acquaint students with organizations and instruments of tourist destination management and methods of measuring the quality of tourist destination management.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Explain the concept of development, attractiveness factors, and the life cycle of a tourist destination • Interpret the role of a tourist destination in creating a tourist product • Describe the factors influencing a tourist destination and the concept of tourist destination management • Identify the role, significance, and goals of various interest groups in tourist destination management • Differentiate between the processes of strategic and operational planning in a tourist destination • Use tourist destination management instruments • Interpret the results of different methods of measuring the quality of tourist destination management • Describe various examples of tourist destination management organizations									
3. Content	Tourist destination – basic development unit in tourism (development concept, attractiveness factors, life cycle). Tourist product and tourist destination (the role of the destination in creating a tourist product). Sustainability of tourism development - the platform of tourism destination development (sustainability parameters and their interdependence; experiences in tourism). Factors influencing the tourist destination (economic, sociodemographic, technological, etc.). Management of a tourist destination (evolution of the term, relationship between marketing and management of a tourist destination; specifics of management of a tourist destination). Interest groups in the management of the tourist destination: public sector, private sector, tourists. Local population and tourism destination management. Public-private partnerships in tourism. Strategic planning of tourist development in destinations. Marketing planning in tourist destinations. Instruments of tourist destination management: planning for the needs of the tourist destination, development of the tourist product, communication with the market and distribution, branding. Traffic availability and traffic management in tourist destinations. Management of the quality of the tourist destination. Methods of measuring the quality of tourist destination management: market research, benchmarking analysis, competitive analysis. Organizations for the management of the tourist destination.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, project development, taking a preliminary exam and possibly a written exam in case of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Continuous assessment	0.5	Research	0.5	Project	1
7. Required literature	1. Boranić-Živoder, S., ed. (2021). Tourism destination management - script. Zagreb: VERN..									
8. Additional literature	1. UNWTO (2007) A Practical Guide to Tourism Destination Management. Madrid: UNWTO 2. Čorak, S., ed. (2011). Challenges of tourism management. Zagreb: Institute of Tourism. 3. Morrison, A. M. (2013). Marketing and managing tourism destinations. New York: Routledge. 4. Horak, S. (2014). Tourism and transport. Grupa VERN d.o.o.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	A student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally make up for the lack of teaching hours. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.									
11. Exam implementation and assessment criteria	Criteria	Weight share								
	Written exam	60%								

	Activities	10%
	Project	30%

12. Assessment criteria - explanation

The written exam consists of tasks that test knowledge of the content according to the learning outcomes. The tasks are designed to test not only the acquisition of the material but also its understanding. The grade from the written exam is positive if the student achieves at least 60% of the points from the test.

Students are required to complete the project assignment according to the instructions from the class and give a presentation on the agreed-upon topic.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Tourism			Year	2	Semester	3	
Course Name	German language in tourism 1			Code	3540	ECTS	5	
Lecturers	Sr. Lect. Sanda Marjanović							
Teaching Method and Hours	Lectures	22	Seminars and workshops	8	Excercises	22	Midterms	4
	Consultations	4	Total	60				

Course Description

1. Course objectives	Teach key communication skills in tourism. Emphasis is on terminology related to jobs in tourism and contact/online communication activities with tourists from the German-speaking area.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Define the most important basic concepts and trends in tourism today; 2. Describe the activities and responsibilities of selected professions in the tourism industry; 3. Describe the characteristics of accommodation units; 4. Explain changes in tourism related to the crisis caused by the Covid-19 virus - the future of tourism; 5. Apply basic concepts related to a tourist's stay in a destination in an appropriate situation; 6. Use part of the general language competences at level A1 and part at level A2 of the Common European Framework of Reference for Languages (CEF).									
3. Content	Trends im Tourismus: Begriffsdefinition; Berufe und Lebenslauf - sich mit verschiedenen Berufen im Tourismus verratut machen; Reisen in der Zeit der Corona - Grundbegriffe; Hoteleinheiten; Verb: Präsens, Perfect, Imperative. Modalverben im Präsens; Substantive: Nominative, Dative, Accusative; Fragewörter; Personal- und Possessivpronomen; Weil- und dass-Sätze.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments - projects, taking midterm exams and possibly a written exam in case of unsuccessful passing of the midterm and oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	0.5	Seminar	0.5
	Continuous assessment	0.5	Project	0.5	Activities	0.5				
7. Required literature	Lecture materials • Schuemann Anja, Schurig Cordula (2015) Menschen im Beruf Tourismus A1									
8. Additional literature	1. Levy-Hillerich, D. (2005) Kommunikation im Tourismus. Berlin: Cornelsen Verlag. 2. Marchetić; T. (2001) Review of the grammar of the German language. Zagreb: School Book. 3. Techmer, M. (2007) Wortschatz Grundstufe A1 bis B1. Ismaning: Hueber Verlag.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The requirements for taking the written exam are: Regular attendance at classes of at least 70%* Positively assessed activity in classes and presentations. (* The first mid-term exam, which is written in the middle of the semester, can be taken with a minimum regularity of 50%.) For the purpose of taking the written exam, in exceptional cases, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period with the lecturer, no later than one week before the exam date, and the student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.									

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all the listed criteria are evaluated positively. If the teacher has established doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded.

Positive grades from the mentioned knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Written exam - 1st colloquium	25%
Written exam - 2nd colloquium	25%
Oral exam	20%
Activity	30%

12. Assessment criteria - explanation

In the case of a contact exam, the exam is taken as a complete written exam. If, due to the epidemiological situation, VU will not be able to organize contact written exams, students will be informed later about the change in the way of taking the exam.

The written exam consists of tasks that check knowledge of the content according to learning outcomes.

The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. These two partial written exams make up the so-called "foretime". In the winter and summer exam period, students who have not passed any partial written exam, take the written exam from the entire material. Students who have passed one of the two partial written exams, then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam (if the exam is taken in person, if it is taken online, the exam model will be further developed).

The grade for the written exam is positive if the student has achieved at least 50 percent of the points in the written exam.

The oral part of the exam is taken after the written part has been passed. It is held by the lecturer or course leader.

If a student receives a negative grade in the oral exam, he or she can take it again at the scheduled time, no later than the next exam term.

The activity is evaluated by the student's active participation in class, writing independent notes and assignments, and homework. The presentation will be agreed upon during class, is related to the teaching units, and is mandatory for each student as a criterion for the final grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Tourism			Year	2	Semester	3	
Course Name	Italian language in tourism 1			Code	3541	ECTS	5	
Lecturers	Sr. Lect. Martina Majić							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Consultations	4	Total	60				

Course Description

1. Course objectives	Provide basic knowledge, vocabulary and structures for understanding the most important basic concepts and terminology of tourism, and for adequately managing contact with guests and clients from the Italian-speaking area. Enable students to apply language knowledge and skills in understanding, speaking and writing that are necessary for basic communication in the Italian language for tourism employees.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Define the most important basic concepts and trends in tourism 2. Describe the activities and most important professions related to tourism 3. Name the most important motives and elements of tourist travel 4. State the basic characteristics of different means of transport 5. Explain the specifics of designing programs and offers of travel agencies 6. Apply basic concepts related to tourists' stay in a destination in an appropriate situation 7. Use the most important concepts related to the organization and preparation of tourist trips in an appropriate way 8. Use part of the general language competences at level A1 and part at level A2 of the Common European Framework of Reference for Languages (CEF)									
3. Content	Viaggiare: motivi e ragioni per viaggiare, oraganizzazione del viaggio, preparativi e progetti per vacanze, concetto di turismo, concetto di turismo,forme e tipi di turismo. Organizzazione del turismo: turoperatori e agenzie di viaggio, servizi di assistenza e accoglienza turistica, requestere e fornire informazioni, professioni turistiche, mezzi di trasporto. Programma di viaggio: promotional material, itinerary. Ripetizione delle structure grammaticali: presente, passato prossimo, futuro, preposizioni semplici e articolate. Verbi impersonali, imperfetto, condizionale semplice.									
4. Admission requirements	General language competences at level A1 of the Common European Framework of Reference for Languages (CEF)									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments - projects, taking midterm exams and possibly a written exam in case of unsuccessful passing of the midterm and oral exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	1	Continuous assessment	0.5
	Presentation	0.5	Activities	0.5						
7. Required literature	1. Teaching materials from the lecture									
8. Additional literature	1. Mezzadri, M. (2004) Basics of the Italian Language. Perugia: Guerra edizioni. 2. Jernej, J. (2001) Conversational Italian Grammar. Zagreb: Školska knjiga.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The condition for taking the written exam is regular attendance at classes of at least 70% of the total number of hours provided for in the curriculum. (* The 1st mid-term exam, which is written in the middle of the semester, can be taken with a minimum regularity of 50%.) For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper and thus exercise the right to register for the exam. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period with the lecturer no later than one week before the exam date, and the student must take into account the deadline for registering for the exam, and submit the entrance paper on time, i.e. no later than 7 days before the exam date. Make-up for absences is not possible for the 1st mid-term exam, which is written in the middle of the semester. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam. exam without re-enrolling and attending the course. The condition for access to the oral exam is passing the written exam, or both of its parts (K1+K2)									

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam - 1st colloquium	30%
Written exam - 2nd colloquium	30%
Oral exam	20%
Activities	10%
Presentation	10%

12. Assessment criteria - explanation

Regular students can take the written exam in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". In the winter and summer exam period, students who did not pass both partial exams (colloquiums) take a written exam covering the entire material. Students who have passed one of the two partial written exams, then have a one-time opportunity to repeat the part that was not passed. On all subsequent dates, the exam is taken as a complete written exam.

The written exam consists of tasks that check knowledge of the content according to the learning outcomes, but also real understanding and coping in contact with guests and clients from the Italian-speaking area.

The grade from the written exam is positive if the student scored at least 57% in the test.

If the teacher has reasonable doubts that the result in the written exam was not achieved without the help of others, i.e. with his own knowledge, he can schedule an additional oral check. If in such a case the student shows a significant lack of knowledge compared to the written part, or does not respond, the result is 0 points. It is held by the lecturer or the course leader.

If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, at most once until the next written exam deadline. The date is determined by the lecturer.

The activity is assessed through the student's active participation in class, writing independent notes and completing assignments and exercises, as well as homework.

The presentation will be agreed upon during class, is related to the teaching units, and is mandatory for each student as a criterion for the final grade. Failure to meet the deadlines for the presentation dates agreed in advance may affect the grade for the activity or oral exam.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Tourism			Year	2	Semester	4			
Course Name	Sustainable tourism			Code	3548	ECTS	5			
Lecturers	Sr. Lect. Željko Trezner									
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4		
	Consultations	4	Total	60						
Course Description										
1. Course objectives	Provide basic knowledge and understanding of basic terms, concepts and codes related to responsible business in tourism. To instruct students on the most important elements of the context of sustainable tourism and on the impact and consequences of the use of natural and social resources in tourism. To enable students to use conflict management strategies and tactics, marketing of sustainable tourism products, but also to distinguish good from bad examples in practice.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain basic terms, concepts and codes in sustainable tourism • Describe various elements of the sustainable tourism context • Interpret the impact and consequences of the use of natural and social resources in tourism • Manage the resolution of simpler conflicts when using natural and social resources in tourism • Propose a simpler marketing plan for a sustainable tourism product • Show examples of good and bad practices of sustainable tourism management in the hospitality industry • Show examples of good and bad practices of sustainable tourism management in tourism brokerage and organization of congresses and events • Show examples of good and bad practices of sustainable tourism management in the management of tourist attractions, transportation and tourist destinations									
3. Content	Basics of sustainable tourism: business ethics and morality, Global Code of Ethics for Tourism, socially responsible business, concept of sustainable development, transmodern tourism. The context of sustainable tourism: basic dimensions of sustainability, technological environment, key stakeholders, spatial conditioning, demand characteristics. Responsible business in tourism and social resources: impact of tourism development, use of resources, conflict management. Responsible business in tourism and natural resources: impact of tourism development, use of resources, conflict management. Marketing of sustainable tourism products: innovative and creative development, shaping values, communicating experiences, exchanging influences. Management of sustainable tourism in practice: hotel industry, other types of accommodation, restaurateurs, tourist agency, organization of congresses and events, tourist attractions, transportation, tourist destination management.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and possibly a written and oral exam in the event of failure to pass the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Activities	1	Seminar	1.5	Activities	1
7. Required literature	1. Weaver, D. (2006) Sustainable Tourism. Theory and Practice. Oxford: Butterworth-Hainemann. 2. Trezner, Ž. (2019). Responsible entrepreneurship in contemporary tourism, a handbook for developing new tourism products and launching entrepreneurial ventures. Solin: City of Solin.									
8. Additional literature	1. Swarbrooke, J. (1999) Sustainable Tourism Management, New York: CABI Publishing. 2. Bilen, M. (2008) Tourism and the Environment. Zagreb: Mikrorad.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	Attendance of lectures and exercises is mandatory with a regularity of over 70% of the teaching hours. Students who achieve a regularity of over 40% and less than 70% of the teaching hours are required to write essays between 400 and 500 words long from the part of the teaching units they did not attend so that through writing the essays they reach a minimum regularity of 70%. Students who attend less than 40% of the teaching hours must re-enroll in this course and cannot take the midterms or the exam. During the semester, students will receive 2 assignments for independent work with literature for the purpose of deepening their knowledge, developing analytical skills, critical thinking and proposing future activities. Students present the results of their independent work with literature in the form of presentations. A student who does not make the first presentation is required to submit an essay between 400 and 500 words long, and a student who does not make the second presentation is required to submit a seminar paper between 1800 and 2000 words long.									

	The first preliminary exam can be taken by students whose actual regularity is above 50%, and students who have fulfilled all the previously mentioned obligations have the right to sign. The deadline for submitting essays and seminar papers is no later than 10 days before the exam date								
11. Exam implementation and assessment criteria	The written exam can be taken in two parts. The first part (first midterm) is written after 7 weeks of classes, and the second part (second midterm) is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial exam, take the full exam. Students who have passed one of the partial exams, can take the partial part that remained not passed in the first exam period. After the first exam period, in all other exam periods, the exam is taken in the full exam. The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight proportion</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>40%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>20%</td></tr> <tr> <td>Activities (presentations, essays, seminar paper)</td><td>40%</td></tr> </tbody> </table> Excellent will be awarded to students who score 85% or more, very good to those who score between 75 and 84%, good to those between 60 and 74%, and sufficient between 50 and 59% points, and for each of the elements of the calculation.	Criteria	Weight proportion	Written exam - 1st colloquium	40%	Written exam - 2nd colloquium	20%	Activities (presentations, essays, seminar paper)	40%
Criteria	Weight proportion								
Written exam - 1st colloquium	40%								
Written exam - 2nd colloquium	20%								
Activities (presentations, essays, seminar paper)	40%								
12. Assessment criteria - explanation	The first preliminary exam consists of 4 questions from the exam question catalog, and each question is graded in the range from 0 to 10 points. The second preliminary exam consists of writing an essay that is graded in the range from 0 to 20 points. The exam consists of 4 questions from the exam question catalog, and each question is graded in the range from 0 to 10 points, and an essay that is graded in the range from 0 to 20 points. If the number of points achieved for any of the questions is lower than 3 (which indicates a lack of understanding of the concept, incorrect and/or incomplete definition, or lack of an answer) or lower than 10 for the essay, the student cannot successfully take the preliminary exam or pass the exam. Exceptionally, for students who have regularly and actively demonstrated through discussions in direct classes and through commenting on presentations that they have mastered the course content, the course instructor may acknowledge passing the first preliminary exam through class activity and award the appropriate number of points. The oral exam is taken only exceptionally if the course instructor deems the student's request to take an oral exam instead of a written exam to be justified, that there is a possibility of increasing the grade on the oral exam, or that there is justified doubt about the credibility of the written exam or preliminary exam. Activity in class is assessed by an average grade calculated from the following elements: grade from the first presentation/essay, and other presentations/seminar work.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Tourism			Year	2	Semester	4	
Course Name	Organizational psychology			Code	3545	ECTS	5	
Lecturers	Assoc. Prof. Irena Miljković Krečar							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To introduce students to the main areas of research in organizational behavior, which studies the influence that individuals, groups, and structure have on the behavior of people in an organization with the aim of improving its effectiveness. To highlight the importance of understanding both oneself and others in the workplace and the impact of people's behavior in organizations on the success of organizations.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify interindividual differences that determine work performance 2. categorize the components of emotional intelligence and emotional competence 3. compare theories of (work) motivation 4. analyze the principles and characteristics of teamwork 5. evaluate creative methods for the purpose of stimulating organizational creative potential 6. discover effective time management methods at the individual and organizational levels 7. critically assess basic leadership styles 8. present the results of a simpler research task in the field of organizational psychology							
3. Content	Individual differences important for success in work: biographical characteristics, abilities, personality traits. Emotional intelligence: components of emotional intelligence, emotional competence. Motivation: content and process theories of motivation, self-motivation techniques. Team work: differences between a team and a work group, types of teams, team formation, team roles, characteristics of successful and unsuccessful teams, group decision-making. Creativity: contemporary understanding of creativity, differences in the functions of the left and right brain hemispheres, group problem solving techniques, obstacles to creativity, stimulation of creativity. Time management: basic principles of time management; prioritization, goal setting, time planning, delegation. Leadership: theories of personality traits, behavioral style theories, situational leadership in practice, one-minute leadership, meeting management. Communication in the organization: structure of the communication network, types of communication, obstacles to successful communication, characteristics of successful communication.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of research papers, taking a preliminary exam and possibly a written exam in case of failure to pass the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Continuous assessment	1	Research	1
7. Required literature	1. Miljković D., Rijavec M.(2006). Organizational Psychology - Selected Chapters. Zagreb: IEP/D2							
8. Additional literature	1. Miljković D., Rijavec M. (2002). Communicating in an organization, Zagreb: IEP – D2 2. Rijavec, M. (1995). The Successful Manager: Everyday Management Methods. Zagreb: MEP Consult 3. Robbins, S., Judge, T. (2009). Organizational behavior. Zagreb: MATE 4. Schermerhorn, J.R., Jr., Hunt, J.G., Osborn, R.N. (1997). Organizational Behavior. New York: John Wiley & Sons, Inc.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	Requirements for taking the preliminary exams and exams: »The requirement for taking the 1st preliminary exam is a minimum of 50% regular attendance, which includes the material covered up to that point (making up for absences for the 1st preliminary exam is not possible). If a student successfully passes the 1st preliminary exam, in the 1st and 2nd terms they only take the 2nd preliminary exam, which includes the 2nd part of the material. »The requirements for taking the 2nd preliminary exam in the pre-term are: ° 70% of the total teaching ° a research seminar in written form and a presentation of the same ° a second signature »Students with lower regular attendance may take the following exam terms, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. Students who achieve between 40% and 69% are required to make up for missed assignments with additional assignments assigned by the lecturer and submitted no later than one week before the exam date, and they should take into account the deadline for applying for the exam, i.e. submit the additional assignment on time. »Students whose attendance is lower than 40% are advised to retake the course in the next academic year.							

11. Exam implementation and assessment criteria	The written exam is taken after the first 7 weeks of classes (then it is the 1st preliminary exam) or after the end of the lectures during regular exam periods. The exam can be taken partially, i.e. through preliminary exams 1 and 2, or in full. In the 3rd and 4th terms, the first preliminary exam is no longer recognized, but students take the exam from both parts of the material. Students have the opportunity to take the written exam a limited number of times during the academic year, at the times specified in the teaching activities calendar. Students who are not satisfied with the grade achieved can also repeat the written exam, with the fact that the previously achieved success is deleted. For a positive grade in the written exam, it is necessary to collect 60% points. "If the teacher has reasonable doubts that the result in the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, he notes the result is 0 points."										
12. Assessment criteria - explanation	The activity is evaluated by the student's preparation for participation in the class and the creation of application tasks, as well as the active contribution of involvement in the tasks carried out in class. Students are required to submit and create the research seminar according to the instructions and present it at the agreed class time, also in accordance with the prescribed instructions. The exam is considered passed and a grade is entered if all the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="308 645 828 846"> <thead> <tr> <th>Criterion</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> </tbody> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Activities	20%	Seminar	20%
Criterion	Weight share										
Written exam - 1st preliminary exam	30%										
Written exam - 2nd preliminary exam	30%										
Activities	20%										
Seminar	20%										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Tourism			Year	2	Semester	4	
Course Name	Basics of corporate finance			Code	3546	ECTS	5	
Lecturers	Asst. Prof. Melita Cita							
Teaching Method and Hours	Lectures	26	Exercises	26	Midterms	4	Consultations	4
	Total	60						

Course Description

1. Course objectives	Indicate the basic knowledge and skills in the application of basic concepts, principles, criteria, rules, methods, procedures and techniques relevant to making financial decisions on investing, financing and managing a company's assets. Point out the possibilities of identifying changes in the environment and the company, and making appropriate adjustments in the implementation of financial policy. Enable the achievement of defined learning outcomes in order to acquire competencies for professional performance of tasks within the financial function of a company.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain the basic concepts, methods, techniques, principles, rules and objectives of business finance. • Show the structure and functions of the financial system as a company's financial environment. • Apply the concept of the time value of money to financial assets and liabilities of a company. • Perform the portfolio risk assessment process. • Calculate and interpret basic financial analysis indicators. • Assess the profitability of investments in simpler investment projects using profitability techniques. • Explain the basic sources of financing for a company. • Apply basic current asset management techniques.					
3. Content	Introduction to the course: conceptual definition of corporate finance, financing and financial operations, goals and tasks of financing, basic principles of financing. The financial system as the financial environment of a company: financial instruments, financial markets, financial institutions. Time value of money: future value of money, present value of money, annuity. Risk and return. Financial analysis: financial statements, financial indicators, methods of analysis of investment projects (methods of profitability of investments in investment projects). Financial planning: planning of necessary money, capital budgeting. Financing of companies from their own sources: internal financing from their own sources, shares and share prices. Financing of companies from other sources: short-term financing, medium-term and long-term financing, loans and calculation of debt repayment of bank loans, bonds and bond prices. Working capital management. Financial aspects of company operations in an international environment.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, active participation in classes, independent work on assignments, passing preliminary exams 1 and 2 and/or written exam and oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Oral exam	1.5
7. Required literature	1. Vidučić, Lj., Pepur, S. and Šimić Šarić, M. (2018). <i>Financial Management</i> . Zagreb: RRIF-plus. 2. Workbook (2022)., <i>Basics of Corporate Finance</i> .					
8. Additional literature	1. Orsag, s. (2015). <i>Business Finance</i> . Zagreb: Avantis: HUFA. 2. Orsag, S. (2018). <i>Securities</i> . Sarajevo: Revicon.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) may be taken in advance by a student who has met the following criteria: regularity in classes of at least 70% and achieved a second signature in the course. Students with a lower regularity may also take subsequent exam periods, if they have made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. A student who has attended classes for less than 70% may exceptionally make up for the lack of class hours with an additional assignment assigned by the lecturer in the group after the end of all classes during the regular consultation period. <u>The completed additional assignment must be submitted during the regular consultation period at least ten days before the announced deadline for the written exam to be taken.</u> Compensating for absences by completing an additional assignment is recognized provided that the assignment is well-written and presented. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is passing the written exam, or both parts of it.					
11. Exam implementation	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from knowledge tests participate in the calculation of the final grade with the following shares:					

and assessment
criteria

interview 1	35%
interview 2	35%,
Written exam	70%,
Oral exam	30%

12. Assessment
criteria -
explanation

The grades for the midterm/written exam reflect the points achieved as follows:

Total points	Grade
0 – 60	insufficient (1)
61 – 70	sufficient (2)
71 – 80	Good (3)
81 – 90	Very good (4)
91 – 100	Excellent (5)

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Tourism		Year	2	Semester	4
Course Name	Law in tourism		Code	3547	ECTS	5
Lecturers	Sr. Lect. Dolores Radovčić					
Teaching Method and Hours	Lectures	22	Seminars and workshops	4	Exercises	22
	Consultations	4	Tasks	4	Total	60
					Midterms	4

Course Description

1. Course objectives	Provide basic knowledge about the legal relationship, sources of law, basic forms of business, the relationship between the state and tourism, and organizational structures in tourism. Instruct students in the provisions of the most important regulations that regulate business in hospitality, the provision of services in tourism and the work of tourist boards. To acquaint students with the regulation of mandatory relations in tourism and with the content of the most important contracts in catering and tourist mediation.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Name the most important sources of law and - Identify the main sources of law in tourism and explain their hierarchy and order of application - Explain the basic forms of business - Explain the relationship between the state and tourism and the organizational structure of tourism - Interpret the provisions of regulations that regulate the hospitality business - Interpret the provisions of regulations that regulate the work of tourist boards and their financing - Interpret the provisions of regulations that regulate the provision of services in tourism - Explain the prerequisites for concluding a valid contract and the legal consequences of their absence - Identify and define the most important contracts in the hospitality and tourism industry - List the obligations of the contracting parties in the most important contracts concluded in the hospitality and tourism industry					
3. Content	Introduction to law: basic concepts of the state and law, legal relationship. Sources of law in tourism, concept, division, regulations, hierarchy and order of application. Basic forms of business: craft, merchant, cooperative, partnership, companies of persons and capital. The relationship between the state and tourism. Organizational structure of tourism. Hospitality activity: concept, forms of business in the hospitality industry. Groups and types of hospitality facilities. Registration of hospitality facilities. Obligations of caterers in performing hospitality activities. Tourist boards: concept, forms, bodies, tasks. Tourist tax and membership fee to tourist boards. Services in tourism: concept, business entities, general obligations of service providers in tourism. Tourist agencies. Other services in tourism: tourist guide, tour leader, tourist animator, tourist representative, other services. Legal framework for the provision of tourist services in special forms of tourist offer. Obligatory relations in tourism: general on obligatory relations, contracts in tourism. Contracts between service providers and direct users. Contracts between tourist agencies and direct users. Contracts between travel agencies and service providers					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent work on assignments, taking a preliminary exam (written exam in case of unsuccessful passing of the preliminary exam and oral exam)					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5
	Activities	0.5			Oral exam	1
					Seminar	0.5
7. Required literature	- Vukelić, M., Commercial Law, VERN 2016. - Act on Hospitality Activities, Act on the Provision of Services in Tourism, Act on Tourist Boards and the Promotion of Croatian Tourism, Act on Residence Tax.					
8. Additional literature	- Baretić, M., Pešutić, A., Štiglec, J., Terek, D. and Treznar, Ž. (2009). Regulations in the business of tourist agencies. Zagreb: HZRIF and UHPA - Gorenc, V., Šmid, V. (1999). Business law in tourism and hospitality. Zagreb: Školska knjiga. - Gorenc, V. et al. (1996). Special customs in hospitality with commentary. Zagreb: RRIF					
9. Quality monitoring	Observations and evaluations of teaching; student survey.					
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Making up for absences for the 1st preliminary exam is not possible. The second partial exam (K2) in advance may be taken by a student who has met the following criteria: - regularity in classes of at least 70% * - achieved a second signature in the course.					

	A student with a lower regularity may take subsequent exam periods if he/she: has made up for and submitted the entrance paper to the lecturer. The topic of the entrance paper is assigned by the lecturer, and the student submits and explains it immediately after submission during the consultation period set by the lecturer, and no later than one week before the exam period. The student should take into account the deadline for applying for the exam, i.e. submit and explain the entrance paper in a timely manner. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is to pass the written exam, or both of its parts.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Seminar</td><td>10%</td></tr> </table>	Criterion	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Oral exam	20%	Activities	10%	Seminar	10%
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Written exam - 1st preliminary exam	30%												
Written exam - 2nd preliminary exam	30%												
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Seminar	10%												
12. Assessment criteria - explanation	The written exam can be taken in two parts (colloquium). These two partial written exams make up the so-called "Predestination". On the 1st exam period, students who have not passed any partial written exam, take a written exam from the entire material. Those who passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent deadlines. The written exam consists of tasks that test knowledge of the content according to the learning outcomes. Formation of the grade from the written exam: up to 59% - insufficient (1) from 60 to 69% - sufficient (2) from 70 to 79% - good (3) from 80 to 89% - very good (4) from 90% and above - excellent (5) The oral part of the exam is taken after the written part of the exam has been passed. It is held by the lecturer or course leader. If the student receives a negative grade in the oral exam, he or she can take it again at the scheduled time, no later than the next exam deadline. The activity is evaluated by independently creating tasks and homework. For a positive grade from the assignments, at least six completed assignments must be submitted to the lecturer. The presentation is graded and is mandatory for each student as a criterion for the final grade. A negative grade from the presentation is corrected during a consultation period set by the lecturer.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information							VERN' University			
Program	Tourism			Year	2	Semester	4			
Course Name	Strategic management			Code	3544	ECTS	5			
Lecturers	Assoc. Prof. Jadranka Ivanković, Lect. Kristian Šustar									
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4		
	Consultations	4	Total	60						
Course Description										
1. Course objectives	To introduce students to the conceptual framework and analytical tools of strategic management that identify key drivers of organizational performance and explain how to formulate, implement, and control strategies in a changing business environment. To provide an understanding of the fundamental concepts of strategic management: environmental scanning, strategy formulation, strategy implementation, and strategic control.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain key terms and basic concepts of strategic management. 2. Interpret the role of corporate governance and the importance of managerial ethics in an organization. 3. Synthesize key factors of the external environment (PESTEL, industry, competition, opportunities and threats) and the internal environment (management, resources, structure, culture, strengths and weaknesses) of the company and their impact on the development and implementation of strategies. 4. Evaluate the mission and vision of the company that guide the company's values and short-term and long-term goals. 5. Apply situational (SWOT) analysis to generate, evaluate and select optimal strategies. 6. Create and integrate action plans into a practical framework for formulating and implementing strategies. 7. Monitor (control and take corrective actions) the implementation of action plans for implementing strategies. 8. Describe the challenges of international strategic management and the influence of information technologies on strategic management.									
3. Content	INTRODUCTION to strategic management: the nature of strategic management, corporate governance and managerial ethics. STRATEGIC POSITIONING: external environment survey, industry analysis, internal environment survey, value chain analysis. SWOT analysis and TOWS matrix. STRATEGIC DIRECTIONS AND STRATEGIC CHOICE: formulation of corporate, business and functional strategies. STRATEGIES IN ACTION AND STRATEGIC CONTROL: implementation of strategies, strategic control. Other strategic topics: international strategic management, information technology and strategic management, growth and strategic partnership models.									
4. Admission requirements										
5. Student obligations	Attendance of lectures and exercises, active participation in classes, taking quizzes or written exams, development and presentation of business projects, and analysis of case studies									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2	Continuous assessment	0.5	Project	0.5	Tasks	0.5
7. Required literature	1. Ivanković, J. (2025). PPT presentation and lecture notes, Zagreb: VERN' University 2. Katavić, I., & Perkov, D. (2015). Strategic management. Working script, VERN' University									
8. Additional literature	1. Horvat, Đ., Perkov, D., Trojak, N. (2017). Strategic Management and Competitiveness in the New Economy. Zagreb: EFFECTUS 2. Mencer, I. (2012). Strategic Management - Managing Enterprise Development. Zagreb: TEB 3. Buble, M. et al. (2005). Strategic Management. Zagreb: Sinergija 4. Gonan Božac, M. and Tipurić, D. (2014). Business Cases in Strategic Management. Zagreb: Sinergija 5. Sun Tzu (2009). The Art of War. Zagreb: Planetopia 6. Johnson, G., Whittington, R. and Scholes, K. (2012). Fundamentals of Strategy: Second Edition. Harlow: Pearson									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The requirements for taking the written exam and midterms are: Part 1 of the written exam in the pre-term (1st midterm): regular attendance of at least 50% Part 2 of the written exam in the pre-term (2nd midterm): regular attendance of at least 70%, a positive grade in the project assignment, a positive grade in the assignments/continuous assessments and a second signature assigned. A student who does not have sufficient attendance can make up for the absences by writing and submitting an entrance paper. The entrance paper is assigned by the course lecturer, and is submitted during the lecturer's consultation period or electronically (in agreement with the course lecturer). Students who have made up class hours cannot take the exam early. Make up for absences is not possible for the 1st mid-term exam, which is written mid-semester. A student whose regular attendance at classes is less than 40%, according to the study regulations, cannot make up for absences and cannot take the exam without re-enrolling and attending the course.									

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam - 1st colloquium	30%
Written exam - 2nd colloquium	30%
Project	30%
Tasks	10%

12. Assessment criteria - explanation

WRITTEN EXAM can be taken in two parts. The first and second parts of the written exam are written in advance according to the scheduled academic calendar. These two partial written exams constitute the summer advance term. In the following exam term, i.e. in the summer term, students who have not passed any partial written exam take a written exam covering the entire syllabus, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, a complete written exam is taken in all subsequent exam terms. Written assessment the exam is positive if the student scored at least 60% of the total in the test number of points.

If the teacher has reasonable doubts that the result of the written exam is not achieved without the help of others, may schedule an additional oral examination. If in such a case, the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded.

PROJECT: is individual or team work (maximum of two students). On at the beginning of the class, the topic of the project is agreed with the lecturer. Students present project during class time agreed with the lecturer. According to the letter instructions for creating a project - students should prepare a presentation and summary of about 500 words and present the solution of the project orally in class. The project is based on the principle of: (a) research and analysis of relevant information, (b) presentation of results and discussions. By making the project students demonstrate theoretical and practical knowledge as well as ability independent use of primary and secondary data sources. Objectives creation of the project assignment are: (a) expansion and deepening of knowledge from subjects of the curriculum and (b) gaining experience in making projects as form of professional work and oral presentation.

TASKS: serve to recapitulate the most important knowledge from individual thematic areas, i.e. for the development of a critical way of thinking and problem discussion on a given topic. They are made and handed over during class according to the written instructions and the deadline agreed with the lecturer.

IMPORTANT: Irregular attendance and avoidance of active participation in classes, late submission of projects and assignments, and avoidance of regular short checks will reduce certain components of the grade (projects and assignments).

%	Rate
60 - 69	2
70 - 79	3
80 - 89	4
90-100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Tourism		Year	2	Semester	4
Course Name	German language in tourism 2		Code	3543	ECTS	5
Lecturers	Sr. Lect. Sanda Marjanović					
Teaching Method and Hours	Lectures	22	Seminars and workshops	4	Exercises	22
	Consultations	4	Tasks	4	Total	60
					Midterms	4

Course Description

1. Course objectives	Provide basic knowledge, vocabulary and structures necessary for understanding the most important professional terms and the most common situations encountered by tourism workers in the hotel and restaurant industry, and in tourist destinations using the German language. Enable students to communicate in basic terms with foreign guests and business partners when ordering food and beverages, reserving accommodation services and presenting the contents of a tourist destination. Develop learning strategies and introduce students to ways of following more simply designed professional literature in the German language.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: - List the contents and services that are commonly provided in restaurants and hotels and in tourist offices. - Use the most important basic terms related to booking accommodation and providing other services in hotels. - Use the most important terms related to providing services in a restaurant. - Apply the learned vocabulary and grammar in simulating real situations with potential tourists from the German-speaking area. - Explain and present the basic features of the selected tourist attraction. - Use general language competences at a minimum level of A1 / A2 of the Common European Framework of Reference for Languages (CEF).					
3. Content	Schriftlich eine Reservation schicken; die Reservation answer; sich auf der Web-Seite eines Hotels orientieren; am Telephone Auskunft geben; einen Tisch im Restaurant reservieren; auf Beschwerden und Wünsche reagieren; Informationen Zum Service im Hotel geben; mit Gästen ins Gespräch kommen; Im Restaurant; Tourist attractions in the city.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of assignments - projects, passing of exams and presentation of project assignments.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5
	Continuous assessment	0.5	Project	0.5	Activities	0.5
					Oral exam	0.5
					Seminar	0.5
7. Required literature	- Materials according to topics. - Menschen im Beruf – Tourismus A1 / A2					
8. Additional literature	- Levy-Hillerich, D. (2005) Kommunikation im Tourismus. Berlin: Cornelsen Verlag. - Marchetić, T. (2001) Review of the grammar of the German language. Zagreb: School Book. - Techmer, M. (2007) Wortschatz Grundstufe A1 bis B1. Ismaning: Hueber Verlag.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey..					
10. Exam access requirements	☐ The first partial exam (K1), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. ☐ The second partial exam (K2) in the pre-term may be taken by a student who has met the following criteria: regularity in classes of at least 70% * and achieved a second signature in the course. Students with a lower regularity may take the following exam terms, if they have made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer and is submitted and explained during the regular lecturer's consultation period no later than one week before the exam date. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.					

11. Exam implementation and assessment criteria

The exam is related to knowledge testing and consists of several parts. The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weighted share
Written exam - 1st colloquium	25%
Written exam - 2nd colloquium	25%
Oral exam	20%
Activities	10%
Presentation	20%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the winter and summer exam periods, students who have not passed any partial written exam take a written exam covering the entire course. Those who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test knowledge of the content according to the learning outcomes, as well as actual understanding and coping in contact with guests and clients from the German-speaking area. The lecturer or course leader has the right to check the written part of the exam during the written exam review period if there is a suspicion that the knowledge demonstrated in the written exam does not correspond to the activities and skills demonstrated during the course. If the teacher has established doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in in such a case, the student shows a significant lack of knowledge compared to what was written, or does not respond, a score of 0 points is recorded.

Grade from the written exam is positive if the student scored at least 54% of the maximum in the test sum of points in the colloquium / exam.

The oral part of the exam is taken after the written exam has been passed (both parts have been positively assessed). It is held by a lecturer or course leader.

If a student is negatively evaluated in the oral exam, he or she can retake it at the scheduled time, no later than the next exam period.

The activity is evaluated by the student's active participation in the class, writing assigned activities and solving tasks.

The presentation will be agreed upon during the class, is related to the teaching units and is mandatory for each student as a presentation in class. The student is obliged to give the presentation at the agreed time of class in order to obtain a second signature.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Tourism			Year	2	Semester	4	
Course Name	Italian language in tourism (second foreign language) 2			Code	3542	ECTS	5	
Lecturers	Sr. Lect. Martina Majić							
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Excercises	24	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	Provide basic knowledge and skills of a foreign language and use the basic vocabulary and structures necessary for understanding the most important professional terms and the most common situations encountered by tourism workers in the hotel and restaurant industry, and in tourist destinations. Enable students to communicate in basic terms with foreign guests and business partners when presenting and/or booking accommodation services and their facilities, and when ordering food and beverages. Develop learning strategies and introduce students to ways of following more simply conceived professional literature in the Italian language.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Describe the most important types and categories of accommodation facilities in Italian - List the facilities and services that are usually provided in hotels and other accommodation facilities - Use the most important terms related to accommodation and the provision of other services in accommodation units - Show attractions and events, as well as the possibilities of animation and use of facilities using the example of Croatian tourist destinations - Identify the specifics of business and relations with restaurant guests - Apply the most important basic terms related to table reservations, ordering food and drinks in the context of national and international cuisine - Explain and present the basic characteristics of a tourist destination using the example of Croatian specialties - Use general language competences at a minimum level of A2 of the Common European Framework of Reference for Languages (CEF)							
3. Content	Strutture ricettive: esercizi alberghieri e extra-alberghieri, classifica delle strutture ricettive. Contenuti, servizi e equipments alberghiere, organizzazione dell'albergo, suddivisione degli spazi ambientali dell'albergo. Finance and modality of payment. Possibilita' di svago e divertimento nella structure e nella destination: animazione, manifestazioni e eventi. Ristorazione - mangiar fuori: prenotazione, disdetta, ordinamento, reclami; Classifica dei cibi e delle pietanze, descrizioni delle specialita' gastronomiche croate regionali. Imperativo, trapassato prossimo, forma passiva (con essere-tempi pricipali), pronomi relative (che-cui), concordanza all'indicativo, discorso diretto-indiretto.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments - projects, taking midterm exams and possibly a written exam in case of unsuccessful passing of the midterm and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Oral exam	0.5
	Presentation	0.5	Activities	0.5				
7. Required literature	1. Lecture materials							
8. Additional literature	1. Miškulin-Čubrčić, D. (2003) L'italiano per il turismo e l'industria albeghiera. Zagreb: School Book 2. Ballarin, E., Begotti, P. (1999) Destinazione Italia. Roma: Bonacci editore. 3. Mezzadri, M. (2004) Basics of the Italian language. Perugia: Guerra edizioni.							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey..							
10. Exam access requirements	☑ The first partial exam (K1) which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st colloquium is not possible. ☑ The second partial exam (K2) may be taken by a student who has met the following criteria: attendance at classes of at least 70% * and a second signature on the course (held PPT). all prescribed by the syllabus default obligations and thereby acquired the right to apply for the exam. In order to take the written exam, the student can make up for absences by preparing and submitting the entrance exam. The entrance paper is assigned by the lecturer and is submitted and explained during the regular consultation period no later than one week before the exam date. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.							

	A full-time student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.												
11. Exam implementation and assessment criteria	The exam is a combined knowledge test and consists of several parts. The exam is considered passed and a grade is entered if <u>all of the listed criteria</u> are evaluated positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight proportion</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>25%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>25%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Presentation</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight proportion	Written exam - 1st colloquium	25%	Written exam - 2nd colloquium	25%	Oral exam	20%	Activities	10%	Presentation	20%
Criteria	Weight proportion												
Written exam - 1st colloquium	25%												
Written exam - 2nd colloquium	25%												
Oral exam	20%												
Activities	10%												
Presentation	20%												
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the winter and summer exam periods, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test knowledge of the content according to the learning outcomes, but also actual understanding and coping in contact with guests and clients from the Italian-speaking area. The lecturer or course leader has the right to check the written part of the exam during the written exam review period, if there is a suspicion that the knowledge demonstrated in the written exam does not correspond to the activities and skills demonstrated during the course. If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, the result is recorded as 0 points. The grade from the written exam is positive if the student has achieved at least 57 points in the test. The oral part of the exam is taken after the written exam has been passed (both parts of it have been positively assessed). It is held by the lecturer or the course leader. If the student receives a negative assessment in the oral exam, he or she may take it again at the scheduled time, no later than the next exam deadline. The activity is evaluated by the student's active participation in class, writing independent notes, solving exercises and creating tasks and homework. The presentation will be agreed upon during class, is related to the teaching units and is mandatory for each student as a presentation in class. The student is required to give a presentation at the agreed class time in order to obtain a signature.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information										VERN' University	
Program	Tourism				Year	3		Semester	5		
Course Name	English in Tourism 3				Code	3916		ECTS	5		
Lecturers	Sr. Lect. Svea Kršul										
Teaching Method and Hours	Lectures	24	Seminars and workshops	4	Exercises	24	Midterms	4			
	Consultations	4	Total	60							
Course Description											
1. Course objectives	To provide the basic knowledge, vocabulary and structures necessary for the promotion and presentation of products, services, ideas, landmarks, tourist attractions, projects and business opportunities in tourism using English. To enable students to communicate with foreign guests and business partners during simple business meetings and negotiations, as well as for the needs of organizing business and incentive trips, meetings, conferences and events. To introduce students to trends in tourism and to methods of lifelong language learning (and professional language).										
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Present products, services, ideas, landmarks, tourist attractions, projects and business opportunities in tourism • Describe types and forms of tourism, different market segments and appropriate methods of advertising and promotion • Interpret the importance of collecting feedback from guests and running loyalty programs • Explain basic statistical indicators in tourism • Conduct all phases of a simple business meeting and negotiations • Use basic terms related to the organization of meetings, business and incentive trips, conferences and events • Present trends in tourism, basic terms of sustainable tourism and examples of responsible tourist behavior • Use part of the general language competences at level B2 and part at level C1 of the Common European Framework of Reference for Languages (CEFR)										
3. Content	Presenting: tourist attractions, sights, hotels, projects, business opportunities in tourism. Promotion and marketing in tourism: types of holidays, marketing segments, advertising and promotion. Customer feedback, assessing feedback, customer loyalty programs. Describing graphs, talking about statistics. Business meetings. International etiquette. Negotiations: preparation, preliminary negotiation, negotiation techniques, signing contracts, minutes of the meeting. Needs of a business traveler, organization of conferences, MICE. Trends in international tourism. Sustainability in tourism. Responsible traveler, eco/green tourist. Sales presentations: selling products and ideas. All tenses, active and passive (review), future continuous and future perfect, reported speech, conditionals (1st, 2nd and 3rd).										
4. Admission requirements	Use general language competences at level B2 of the Common European Framework of Reference for Languages (CEF). (Passed English in Hospitality and Tourism I and English in Hospitality and Tourism II)										
5. Student obligations	Attendance of lectures and exercises. Independent and group work in class. Preparation of presentations and seminar papers, independent preparation of assignments - projects and submission of them in an electronic folder. Taking a preliminary exam and possibly a written exam in case of unsuccessful passing of the preliminary exam and oral exam.										
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	0.5	Activities	0.5	Oral exam	0.5	Seminar	0.5	
	Portfolio	0.5	Continuous assessment	0.5	Project	0.5	Activities	0.5			
7. Required literature	1. Strutt, P. (2013). English for International Tourism: Upper intermediate coursebook. New edition. Pearson Education Ltd.										
8. Additional literature	1. Morris, C. (2015) Flash on English for Tourism. ESP Series. Recanti. ELI 2. Stutt, P. (2013) English for International Tourism: Intermediate coursebook. New edition. Pearson Education 3. Holloway, J.C., Humphreys, C., Davidson, R. (2009) The business of tourism - Eighth edition. Harlow: Pearson Education Limited. 4. Murphy, R. (2007) English Grammar in Use. Cambridge: Cambridge University Press. 5. Harding, K., Henderson, P. (2002) High Season: English for the Hotel and Tourist Industry. Oxford: Oxford University Press. 6. Harding, K. (2002) Going international: English for Tourism, Oxford, Oxford University Press. 7. Jacob, M., Strutt, P. (2002). English for International Tourism: High-Intermediate. Pearson Longman. 8. ITB Travel Trends report 2023 and 2024 and other current reports and materials given by the teachers and various										
9. Quality monitoring	Observations and evaluations of teaching; student survey.										
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 70% attendance in class * Positively graded class activity.										

	An electronic portfolio with completed independent assignments in a Google Drive folder, shared with the course instructor and the group teacher. (* The 1st partial exam, which is written halfway through the semester, can be taken with a minimum attendance of 50%) For the purpose of taking the written exam, a student can make up for absences by preparing and submitting entrance assignments or an entrance paper. The entrance paper is assigned at the student's request, and is submitted and explained during the regular consultation period with the lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. Making up for absences is not possible for the 1st mid-term exam, which is written mid-semester. A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is passing the written exam, or both parts of it.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>30%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>30%</td></tr> <tr> <td>Oral exam</td><td>30%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	30%	Written exam - 2nd preliminary exam	30%	Oral exam	30%	Activities	10%
Criteria	Weight share										
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Written exam - 2nd preliminary exam	30%										
Oral exam	30%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes and covers the first half of the material, and the second part is written after the end of classes. These two partial written exams make up the "Winter pre-term". In the winter and summer exam periods, students who have not passed any partial written exam take a written exam from the entire material. Those who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test knowledge of the content according to the learning outcomes, but also real understanding and coping in contact with potential guests, clients, business partners and/or investors. The grade for the written exam is positive if the student has achieved at least 60% of the points in the test. The oral part of the exam is taken after passing the written part of the exam. It is held by a lecturer or course leader. If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded. If the student receives a negative grade in the oral exam, they can retake it at the scheduled time, and no later than the next exam deadline. If the student does not take the oral exam at the scheduled time, they must re-register for the exam. The activity is evaluated by the student's active participation in class, writing independent notes and assignments, and independent work. The presentation will be agreed upon during class, is related to the teaching units, and is mandatory for each student as a criterion for the final oral grade.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information										VERN' University	
Program	Tourism				Year	3		Semester	5		
Course Name	Information technologies in the hospitality industry				Code	3915		ECTS	5		
Lecturers	Prof. Stud. Jadranka Musulin										
Teaching Method and Hours	Lectures	26	Excercises	24	Midterms	4		Fieldwork	2		
	Consultations	4	Total	60							
Course Description											
1. Course objectives	To provide an understanding of the basic concepts of information and communication technologies (ICT) and the specifics of the relationship between ICT and tourism. To introduce students to the functions of computer programs for various hotel departments and functions and their connection in an integral information system. To enable students to select a computer system and how to implement it.										
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Explain the basic concepts of information and communication technologies (ICT) 2. Describe the specifics of the relationship between ICT and tourism 3. Interpret the applications of ICT on the supply and demand sides 4. Interpret the importance of information systems for management in the hospitality industry 5. Identify the basic functions of computer programs for different hotel departments 6. Identify the basic functions of computer programs for different hotel functions 7. Present the connection of different applications in an integral hotel information system 8. Propose the selection of a computer system and the method of its implementation										
3. Content	Information and communication technologies (ICT) – basic concepts and relationships. The impact of ICT development on business. E-tourism: the relationship between ICT and tourism. ICT applications in tourism on the demand side. ICT applications in tourism on the supply side. ICT for hotels – hotel information system. Hotel management and information systems. Computerization of reception operations. Minirec – an example of a computer program for reception operations in small hotels. Opera PMS – an example of a computer program for managing large hotel facilities and hotel chains. Reservation systems. Computerization of sales. Opera Sales & Catering – an example of a computer program for sales in large hotel facilities and hotel chains. Information technologies for hotel rooms and guests. Computerization of service provision in the food and beverage department – POS systems. Computerization of food and beverage department management. Computerization of accounting. Computerization of procurement and warehouse processes. Computerization of human resource management. Connecting different applications in an integral hotel information system. Selection of a computer system and implementation										
4. Admission requirements	There are no special requirements for enrolling in the course.										
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments - projects, taking a preliminary exam and possibly a written and oral exam in the event of unsuccessful passing the preliminary exam.										
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5		Seminar	0.5		
	Research	0.5	Activities	0.5							
7. Required literature	1. Musulin, J. Hotel information systems [script]. Zagreb: VERN' University of Applied Sciences. 2. Notes and materials from lectures published on the portal.										
8. Additional literature	1. Collins, G.R., Cobanoglu, C. (2008). Hospitality Information Technology Learning How to Use It. Educational Institute of the American Hotel & Motel Association. 2. Buhalis, D. (2003) eTourism: information technology for strategic tourism management. London: Pearson (Financial Times/Prentice Hall)										
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.										
10. Exam access requirements	The requirements for taking the exam are listed under points A. and B. A. PARTICIPATION IN CLASSES B. SEMINAR WORK A. According to the study regulations, a student is obliged to participate in at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of classes in total is obliged to make up for the missed material independently. Compensation for absences is not possible for midterm exams, or pre-term exams, so a student who is not attending regularly cannot take them. (The first partial exam (K1), which is written halfway through the semester, in accordance with the study rules, may be taken by a student with a minimum regularity of 50%). A student who has participated in less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic										

	year. B. The student is required to write and present a seminar paper. The paper is prepared according to the instructions that students receive in class and according to the instructions for writing seminar papers published on the portal.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criteria</th><th>Weight proportion</th></tr> <tr> <td>Written exam - 1st colloquium</td><td>50%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>40%</td></tr> <tr> <td>Seminar</td><td>10%</td></tr> </table> If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written, or does not respond, a result of 0 points is recorded. Possibility of obtaining a certificate: A special part of the written exam is testing knowledge of working in the MICROS Opera Enterprise Solution system, based on which students can obtain a certificate from Micros and VERN. To obtain a certificate, it is necessary to achieve a minimum of 80% success in the test. Testing for certification is held only once per academic year, at a specially designated time of the day, of which students are notified via Eduneta at least one week before the date.	Criteria	Weight proportion	Written exam - 1st colloquium	50%	Written exam - 2nd colloquium	40%	Seminar	10%				
Criteria	Weight proportion												
Written exam - 1st colloquium	50%												
Written exam - 2nd colloquium	40%												
Seminar	10%												
12. Assessment criteria - explanation	Checking knowledge and skills from the lecture material is checked with the final written exam and through various forms of assessment (short tests, essays, assignments in class, etc.) during class, which together gives a final grade. Points from of the final exam, the points achieved are added before being converted into the grade through classes. The total points are converted into the grade in the manner shown in table. Points collected through classes are valid until the end of the current academic year. After that, points are earned exclusively on the complete written exam. <table border="1"> <tr> <th>Points</th><th>Rating</th></tr> <tr> <td>0%-49%</td><td>1 (poor)</td></tr> <tr> <td>50%-64%</td><td>2 (fair)</td></tr> <tr> <td>65%-79%</td><td>3 (good)</td></tr> <tr> <td>80%-89%</td><td>4 (very good)</td></tr> <tr> <td>90%-100%</td><td>5 (excellent)</td></tr> </table> The usual way to take the final written exam is on the exam dates (in two parts or in full) according to the study rules. A special way to take the written exam is through the creation of a complex project in which the knowledge acquired from the lecture material is applied. Students receive detailed instructions on this during consultations. The project is submitted in written form and orally defended within the examination deadlines.	Points	Rating	0%-49%	1 (poor)	50%-64%	2 (fair)	65%-79%	3 (good)	80%-89%	4 (very good)	90%-100%	5 (excellent)
Points	Rating												
0%-49%	1 (poor)												
50%-64%	2 (fair)												
65%-79%	3 (good)												
80%-89%	4 (very good)												
90%-100%	5 (excellent)												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University		
Program	Tourism			Year	3	Semester	5	
Course Name	Managerial Accounting (in tourism and hospitality)			Code	3914	ECTS	5	
Lecturers	Asst. Prof. Melita Cita							
Teaching Method and Hours	Lectures	26	Excercises	26	Midterms	4	Consultations	4
	Total	60						
Course Description								
1. Course objectives	To enable understanding of the concept and role of management accounting and the specificities of information systems in a hospitality company. To introduce students to the methods, instruments and techniques of strategic accounting and responsibility accounting as subsystems of management accounting. To enable students to use the tools necessary for the preparation and presentation of value- and qualitatively expressed management accounting information and for making operational and strategic business decisions. To enable understanding of the concept and role of management accounting and the specificities of information systems in tourism, especially in a hospitality company.							
2. Expected learning outcomes	After successful completion of the course, students will be able to: - Describe the concept and role of managerial accounting in the information system in tourism, and especially in hospitality companies. - Apply basic concepts and methods of cost accounting. - Use different methods in compiling management reports. - Interpret information derived from management reports. - Apply the budgeting process in hotels and travel agencies. - Compile a financial budget. - Calculate deviations of direct materials, direct labor and general production costs from standard costs. - Compare basic indicators for measuring sustainable development.							
3. Content	The concept and role of management accounting in the information system in tourism, especially in hospitality companies. Cost categories and concepts. Depreciation calculation methods. Reporting by responsibility centers. Usali system. Allocation of overhead costs to cost centers. Allocation of service center costs. Menu and Value engineering. Process costing. Information for short-term business decisions. Budgeting process. Master budget. Cash budget. Flexible budget. Quality accounting. Environmental accounting. Sustainable development accounting. Standard costs in planning and control.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, active participation in classes, independent work on assignments, passing preliminary exams 1 and 2 and/or written exam and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	2.5	Oral exam	1		
7. Required literature	- Dražić- Lytilsky et al. (2010). Accounting. Zagreb: HZRIF. - Žager, K., Mamić Sačer, I., Mališ Sever, S., Brozović, M. and Žager, L. (2023). Financial Statement Analysis: Basic Principles and Procedures. 6th Revised and Amended Edition. Zagreb: Croatian Association of Accountants and Financial Workers. - Cita, M. (2024). Accounting Workbook.							
8. Additional literature	- Profit Tax Act (OG 177/04. – 114/23) and Profit Tax Ordinance (OG 95/05 – 156/23). - Income Tax Act (OG 115/16. – 114/23) and Income Tax Ordinance (OG 115/16 – 143/23). - VAT Act (OG 73/13. – 35/24) and VAT Ordinance (OG 73/13 – 114/23).							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A student is required to attend at least 70% of the total number of teaching hours provided for in the study program. A student who has attended less than 70% of the classes may exceptionally make up for the lack of teaching hours with an additional assignment determined by the lecturer in the group after the end of all classes. The completed additional assignment is submitted during regular consultations at least 10 days before the announced deadline for the written exam to be taken. Compensation for attendance by completing an additional assignment is recognized provided that the assignment is well-written and presented. A student who has attended less than 40% of the total number of teaching hours during the academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year. The condition for taking the oral exam is passing the written exam, or both parts of it.							
11. Exam implementation	The exam is considered passed and a grade is entered if all elements of the grade are positively assessed. Positive grades from knowledge tests participate in the calculation of the final grade with the following shares:							

and assessment criteria	Interview 1 – 30% and Interview 2 – 30%, or written exam – 60%, oral exam – 40%. The written exam can be taken in two parts. The first part is written after seven weeks of classes and covers the first part of the material. The second part covers the remaining part of the material and is written after the end of classes. These two partial written exams make up the winter pre-term. In the following exam term, i.e. in the winter term, students who have not passed any partial written exam take a written exam from the entire material, and those who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. If the written part of the exam is not passed in full, it is taken as a complete written exam in all subsequent exam terms. The oral part of the exam is accessed after passing the written part. The oral part of the exam is conducted and evaluated by the lecturer in the group. If the student receives a negative evaluation on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. The oral exam can only be repeated once. <i>If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If, in such a case, the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded.</i>												
12. Assessment criteria - explanation	The grades for the midterm/written exam reflect the points achieved as follows: <table border="1"> <thead> <tr> <th>Total points</th><th>Grade</th></tr> </thead> <tbody> <tr> <td>0 – 60</td><td>insufficient (1)</td></tr> <tr> <td>61 – 70</td><td>sufficient (2)</td></tr> <tr> <td>71 – 80</td><td>good (3)</td></tr> <tr> <td>81 – 90</td><td>very good (4)</td></tr> <tr> <td>91 – 100</td><td>excellent (5)</td></tr> </tbody> </table>	Total points	Grade	0 – 60	insufficient (1)	61 – 70	sufficient (2)	71 – 80	good (3)	81 – 90	very good (4)	91 – 100	excellent (5)
Total points	Grade												
0 – 60	insufficient (1)												
61 – 70	sufficient (2)												
71 – 80	good (3)												
81 – 90	very good (4)												
91 – 100	excellent (5)												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University				
Program	Tourism			Year	3	Semester	5			
Course Name	Hospitality basics			Code	3912	ECTS	5			
Lecturers	Prof. Stud. Amelia Tomašević									
Teaching Method and Hours	Lectures	22	Seminars and workshops	4	Excercises	22	Midterms	4		
	Fieldwork	4	Consultations	4	Total	60				
Course Description										
1. Course objectives	To provide an understanding of the specific business environment, types and categories of hospitality facilities. To introduce students to the historical development, consequences of development and the characteristic application of basic management functions in the hospitality industry. To introduce students to different types of hotels and their business philosophies and trends that affect the hospitality industry. To point out the differences between good and bad practices in the hospitality industry.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain the specific business environment of the hospitality industry • Describe the historical development of the hospitality industry in Europe, the USA, Croatia and Zagreb • Interpret the consequences of the development of the hospitality industry in Croatia and the world • Show the characteristic application of basic management functions in the hospitality industry • Compare the specifics of different types of hotels and their business philosophies • Evaluate the effects and consequences of trends that affect the hospitality industry, and especially the hotel industry • Present examples of good and bad practice in the hospitality industry • Distinguish types and categories of hotel accommodation • Plan protocol in a hotel									
3. Content	Introduction to hospitality: hospitality and hotel management, history of hospitality in Europe, history of hospitality in the USA, history of hospitality in Croatia and Zagreb. Professional associations. Categorization. Types of hospitality facilities. Management functions and their application in hospitality: planning, organizing, staffing, leading, controlling. Consequences of hospitality. Hotels as complex hospitality facilities: small hotels, special hotels, large hotels, 'fashion' hotels, hotel philosophy, role of general manager in a hotel. Trends in hospitality: new requirements for the hospitality industry and hotel management. Protocol. Case studies: Las Vegas, The Plaza hotel, Ritz Carlton									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and possibly a written and oral exam in the event of failure to pass the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Activities	0.5	Seminar	1	Activities	0.5
	Fieldwork	0.5								
7. Required literature	1. Tomašević, A. Basics of Hospitality									
8. Additional literature	1. Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. et al. (2011). Tourism: Economic foundations and organizational system. Zagreb: Školska knjiga. 2. Hayes, D.K., Ninemeier J.D. (2005). Hotel business management. Zagreb: M plus.									
9. Quality monitoring	Observations and evaluations of teaching; student survey.									
10. Exam access requirements	- The first partial exam (K1), which is written halfway through the semester, may be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. - The second partial exam (K2) may be taken by a student who has met the following criteria: regularity in classes of at least 70% achieved a second signature in the course. A student with a lower regularity may take the following exam terms, if he/she has made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. For the purpose of taking the written exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the lecturer and is submitted and explained during the regular lecturer's consultation period no later than one week before the exam date. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time (up to 10 days before the exam date).									

	A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: If the teacher has well-founded suspicions that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>35%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>35%</td></tr> <tr> <td>Activities</td><td>30%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st colloquium	35%	Written exam - 2nd colloquium	35%	Activities	30%
Criteria	Weight share								
Written exam - 1st colloquium	35%								
Written exam - 2nd colloquium	35%								
Activities	30%								
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the winter and summer exam periods, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test knowledge of the content according to the learning outcomes. The oral part of the exam is taken if the student wants a better grade. It is held by the lecturer or course leader. The activity is assessed by the student's active participation in class, writing independent notes and assignments, and presenting the seminar. The presentation is related to the teaching units and is mandatory for every student as a criterion for the final grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information										VERN' University	
Program	Tourism				Year	3		Semester	5		
Course Name	Hospitality product technology				Code	3913		ECTS	5		
Lecturers	Lect. Kristian Šustar										
Teaching Method and Hours	Lectures	22	Seminars and workshops	4	Exercises	22	Midterms	4			
	Fieldwork	4	Consultations	4	Total	60					
Course Description											
1. Course objectives	Enable understanding of the types and types of catering products, trends in the industry, methods of operation, as well as ways of market positioning and market monitoring. Instruct students on the process of location selection, concept development and product design. Acquaint students with the development framework, content programming, pre-investment studies, cost analyzes and planning the development of a new catering product.										
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain types and types of hospitality products, industry trends, ownership relationships and operating methods • Identify appropriate methods of market positioning and market research • Show the process of selecting a location, developing a concept and designing a product with market-acceptable characteristics • Interpret the process of planning, defining a development strategy, product development and brand management • Compare the results of pre-investment studies, content programming options and preliminary cost analyses • Present all elements of hotel technology • Assess the impact of the technological, financial and legal framework on the development of a hospitality product • Propose a development plan for a new hospitality product										
3. Content	Introduction to the catering and hotel industry from the aspect of catering product technology. Types and types of catering products, trends in the industry, ownership, operation. Market positioning of products, market research. Location selection, product (object) concept, product design, product (object) characteristics. Planning, development strategy, product development and brand management. Pre-investment studies (ROI, IRR, NVP). Content programming and preliminary cost analysis. Hotel technology: entrances, lobby and communications; development of the accommodation part, catering facilities for serving food and drinks, public areas in the hotel, "Back of house" - operational areas. Technological framework (sustainable development). Financing. Legal framework - contracts (architects, contractors, operators). Performance management, design team, cost tracking. Planning and development of operations. Formation of pre-opening and operational team, pre-opening period, product testing, training. Asset management - maintenance and remodeling. Operating.										
4. Admission requirements	There are no special requirements for enrolling in the course.										
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and possibly a written and oral exam in the event of failure to pass the preliminary exam.										
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1.5	Seminar	0.5	Presentation	0.5	Tasks	0.5	
	Fieldwork	0.5									
7. Required literature	1. Ransley, J., Ingram, H. (2004). Developing Hospitality Properties & Facilities, Second Edition. Oxford:Elsevier Ltd. 2. Lecture notes and materials - published on Edunet										
8. Additional literature	1. Vukonić, B., Keča, K. (2001.) Tourism and Development, Zagreb, Mikrorad and Faculty of Economics, Zagreb 2. Karlovac, M. (2008). Theory of Sustainable Tourism Product Planning, Zagreb: Školska knjiga 3. Bartolulci, M. (2013). Tourism and Entrepreneurship Development Management, Zagreb: Školska knjiga 4. Lawson, F. (1995). Hotels and Resorts: Planning, Design and Refurbishment. Oxford: Architectural Press. 5. Hayes, D.K., Ninemeier J.D.(2005). Hotel Business Management. Zagreb: M plus. 6. Mill, R.C., (2008). Resorts: Management and Operation. New York: John Wiley & Sons, Inc.										
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.										
10. Exam access requirements	The requirements for taking the written exam are: Regular attendance of at least 70%* and a positive graded activity in class. (*The first mid-term exam, which is written in the middle of the semester, can be taken with a minimum regularity of 50%) For the purpose of taking the written exam, the student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period with the lecturer no later than one week before the exam date, and the student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. (e.g. up to 10 days before the exam date). Make-up for absences is not possible for the 1st mid-term exam, which is written halfway through the semester.										

	A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight proportion</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>45%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>45%</td></tr> <tr> <td>Presentation</td><td>10%</td></tr> </tbody> </table> The grade excellent will be awarded to students who collect 90% or more points, very good to those who collect between 78 and 89% points, good between 65 and 77%, and sufficient between 51 and 64% points, and for each of the elements the final grade is calculated. If the teacher has well-founded doubts that the result of the written exam is not achieved without the help of others, i.e. with his own knowledge, he can schedule an additional one oral examination. If in such a case the student shows a significant lack of knowledge in compared to what was written, or does not respond, a score of 0 points is recorded.	Criteria	Weight proportion	Written exam - 1st colloquium	45%	Written exam - 2nd colloquium	45%	Presentation	10%
Criteria	Weight proportion								
Written exam - 1st colloquium	45%								
Written exam - 2nd colloquium	45%								
Presentation	10%								
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part (first midterm) is taken after 7 weeks of classes, and the second part (second midterm) is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the partial part that was not passed in the first exam period. After the first exam period, in all other exam periods, the exam is taken in full. The written exam consists of tasks that test knowledge of the content according to learning outcomes. The grade from the written exam is positive if the student has achieved at least 51% correct answers in the test. The activity is evaluated by the student's active participation in the class and presentations or papers that will be agreed upon during the class, it is related to the teaching units and understanding of the course and learning outcomes and is mandatory for each student as a criterion for the final grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information

VERN' University



Program	Tourism		Year	3	Semester	5
Course Name	German in Tourism 3 (second foreign language)		Code	3911	ECTS	5
Lecturers	Lect. Mara Pekez					
Teaching Method and Hours	Lectures	22	Seminars and workshops	8	Excercises	22
	Consultations	4	Total	60	Midterms	4

Course Description

1. Course objectives	To provide the basic knowledge, vocabulary and structures necessary for easier presentation of products, services, sights and tourist attractions using the German language. Train students for basic communication with foreign guests, business partners and employers in tourism in German.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Show the basic characteristics of tourist services and practice basic conversations on the topic. • Describe trends in gastronomy and ways of behaving in certain situations. • Explain phrases and their application in navigating the space. • Identify the most important tourist attractions and potential in German-speaking countries and in Croatia (selected locations). • Apply the most important terms related to welcoming and seeing off guests, providing information and services in a tourist unit / restaurant - resolving potential crisis situations in communication with guests. • Use part of the general language competences at level A2 of the Common European Framework of Reference for Languages (CEF)					
3. Content	Präsentation von Destinationen, Dialoge im Restaurant; . Sehenswürdigkeiten, Orte benennen und Wege beschreiben. Wetter und Jahreszeiten sprechen. Ausflüge beschreiben. auf Beschwerden reagieren. Deutschsprachige Länder als Reiseländer vs. Kroatien als Reiseland. Verb: Präsens, Perfect, Imperative. Modalverben im Präsens und im Präteritum; Substantive: Nominative, Dative, Accusative; Fragewörter; Personal- und Possessivpronomen; Weil- und dass-Sätze; Präpositionen mit Dative und Akkusativ.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments - projects, taking midterm exams and possibly a written exam in case of unsuccessful passing of the midterm and oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5
	Continuous assessment	0.5	Presentation	0.5	Activities	0.5
7. Required literature	1. Lecture materials 2. Schuermann Anja, Schurig Cordula (2015) Menschen im Beruf Tourismus A2					
8. Additional literature	1. Niebisch, D. et al. (2011) Schritte International im Beruf. Ismaning: Hueber Verlag. Waldemar, B. (2006) 2. Tourism management. Ludwigshafen: Friedrich Kiehl Verlag GmbH. 3. Kammerer, H. (2009) 100 Geniale Praxistipps fuer Hotellerie und Gastronomie. Stuttgart: Matthes Verlag GmbH. 4. Techmer, M. (2007) Wortschatz Grundstufe A1 bis B1. Ismaning: Hueber Verlag.					
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.					
10. Exam access requirements	The requirements for taking the written exam are: Regular attendance of at least 70% * &					

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all the listed criteria are assessed positively. If the teacher has well-founded suspicions that the result on the written exam was not achieved without the help of others, or with his own knowledge, he may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded.

Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam - 1st colloquium	25%
Written exam - 2nd colloquium	25%
Oral exam	20%
Activities	15%
Presentation	15%

12. Assessment criteria - explanation

In the case of a contact exam, the exam is taken as a complete written exam. If, due to the epidemiological situation, VU will not be able to organize contact written exams, students will be informed later about the change in the way of taking the exam.

The written exam consists of tasks that check knowledge of the content according to learning outcomes.

The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second after the end of classes. These two partial written exams make up the so-called "foretime". In the winter and summer exam period, students who have not passed any partial written exam, take the written exam from the entire material. Students who have passed one of the two partial written exams, then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam (if the exam is taken in person, if it is taken online, the exam model will be further developed).

The grade for the written exam is positive if the student has achieved at least 50 percent of the points in the written exam.

The oral part of the exam is taken after the written part has been passed. It is held by the course lecturer or course leader.

If a student receives a negative grade in the oral exam, he or she can take it again at the scheduled time, no later than the next exam term.

The activity is evaluated by the student's active participation in class, writing independent notes and assignments, and homework. The presentation will be agreed upon during class, is related to the teaching units, and is mandatory for each student as a criterion for the final grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Tourism			Year	3	Semester	5	
Course Name	Italian language in tourism 3			Code	3910	ECTS	5	
Lecturers	Sr. Lect. Martina Majić							
Teaching Method and Hours	Lectures	22	Seminars and workshops	8	Excercises	22	Midterms	4
	Consultations	4	Total	60				
Course Description								
1. Course objectives	To provide basic knowledge, vocabulary and structures necessary for a simpler presentation of products, services, landmarks and tourist attractions using the Italian language. To enable students to communicate in basic Italian with foreign guests, business partners and employers in tourism. To introduce students to the tourism potential of Italy and to methods of lifelong language learning.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Use the most important terms related to the reservation process and the sale of services in tourism • Apply the most important terms related to welcoming and seeing off guests, providing information and tour services • Apply basic concepts related to crisis situations and complaint resolution in an appropriate situation • Explain the elements of positive communication in tourism and a successful business conversation • Show the basic characteristics of products and services, landmarks, tourist attractions • Independently present the most important tourist destinations and potential of Croatia as a tourist destination • Describe the main trends in the market, describe the habits and behaviors of Italian tourists, recognize the characteristics of their culture and civilization • Use part of the general language competences at level A2, and part at level B1 of the Common European Framework of Reference for Languages (CEF)							
3. Content	Front-office nel turismo: reparto di ricevimento, prenotazione telefonica, prenotazione scritta. Lettera commerciale: richiesta e risposta. Accoglienza e partenza del cliente: regole della comunicazione verbale e non verbale, comunicazione diretta, gestire e padroneggiare relazioni con i clienti, personalizzazione del servizio-ospitalita'nel turismo. Applicare per lavoro: vizi e virtù personali – (scrivere CV personale). Presentare destinations, products, projects, equipments and servizi turistici. Cultura e civiltà italiana: vacanze active; di stranieri e visitatori, problemi del turismo odierno, economia dell'esperienza e dell'impressione, turismo e mentalità', sviluppo sostenibile nel turismo. Sintnesi delle strutture grammaticalì principali. Tempi e modi: congiuntivo presente, condizionale composto, concordanza dei tempi.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, independent preparation of assignments - projects, taking midterm exams and possibly a written exam in case of unsuccessful passing of the midterm and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1.5	Written exam	1	Activities	0.5	Oral exam	1
	Project	0.5	Activities	0.5	Continuous assessment 0.5			
7. Required literature	1. Lecture materials							
8. Additional literature	1. Miškulin-Čubrić, D. (2004) L'italiano per il turismo e l'industria albeghiera 1-2. Zagreb: Školska knjiga. 1. Pelizza, G., Mezzadri, M. (2002) L'italiano in azienda. Perugia: Guerra edizioni. 2. Pagnottini-Sebastiani, D., Rossi-Giacobbi, O. (2008) Civiltà italiana, Perugia: Guerra edizioni							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey..							
10. Exam access requirements	The requirement for taking the written exam is to attend classes regularly for at least 70% of the total number of hours provided for in the curriculum. (* The first mid-term exam, which is written in the middle of the semester, can be taken with a minimum regularity of 50%.) For the purpose of taking the written exam, the student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period with the lecturer no later than one week before the exam date, and the student must take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.							

	Make-up for absences is not possible for the first mid-term exam, which is written in the middle of the semester. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and attending the course. Requirement for admission The oral exam is followed by the written exam, or rather both parts of it.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight proportion</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>30%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>30%</td></tr> <tr> <td>Oral exam</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> <tr> <td>Project</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight proportion	Written exam - 1st colloquium	30%	Written exam - 2nd colloquium	30%	Oral exam	20%	Activities	10%	Project	10%
Criteria	Weight proportion												
Written exam - 1st colloquium	30%												
Written exam - 2nd colloquium	30%												
Oral exam	20%												
Activities	10%												
Project	10%												
12. Assessment criteria - explanation	Regular students can take the written exam in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". In the winter and summer exam period, students who did not pass both partial written exams, take the written exam from the entire material. Students who have passed one of the two partial written exams have a one-time opportunity to repeat the part that was not passed. On all subsequent dates, the exam is taken as a complete written exam. The written exam consists of tasks that check knowledge of the content according to the learning outcomes, but also real understanding and coping in contact with guests and clients from the Italian-speaking area. The grade from the written exam is positive if the student scored at least 57% in the test. If the teacher has well-founded doubts that the result in the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral check. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the score is 0 points. It is held by the lecturer or course leader. If a student receives a negative grade on the oral exam, he or she may retake it at the scheduled time, no later than the next exam date. The activity is evaluated through the student's active participation in class, writing independent notes and completing assignments and exercises, as well as homework. The presentation will be agreed upon during class, is related to the teaching units, and is mandatory for each student as a criterion for the final grade.												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information							VERN' University			
Program	Tourism			Year	3	Semester	6			
Course Name	Hotel marketing			Code	4130	ECTS	5			
Lecturers	Lect. Kristian Šustar									
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	Enable an understanding of the role of marketing, the needs of customers and consumers, and the peculiarities and structure of the hotel services market. Instruct students on basic activities related to market research, market segmentation, targeting and positioning, designing and managing hotel products, price formation and placement of hotel products. To provide students with the knowledge and skills necessary for designing marketing plans and managing the implementation of marketing plans for hotels.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Describe the role of marketing in hotel business - Explain the needs of customers and consumers, the characteristics and structure of the hotel services market - Interpret the role of marketing in strategic planning of hotel business - Show activities related to market research, market segmentation, targeting and positioning of hotel products - Use basic marketing tools in designing and managing the hotel product, forming prices and placing the hotel product. - Lead promotional campaigns, PR and advertising, and the sale of hotel services using traditional and new technologies in hotel marketing - Design a simpler hotel marketing plan - Manage the implementation of a simpler hotel marketing plan									
3. Content	Hotel industry and marketing: industry trends, introduction to hotel industry marketing, Services and products - differences and similarities, Marketing research - market research, tourism market (concept, characteristics), Supply and demand, Products - development and analysis, Consumer behavior, Consumer trends, Brands, International marketing, Hotel marketing: Promotion and communication, PR - public relations, Advertising, Affiliate marketing, Marketing materials, New technologies in hotel marketing, Competition analysis - loyalty programs, Hotel marketing as part of destination marketing, Revenue management - Yield,, Marketing metrics, Tactical, operational and strategic marketing plans.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking preliminary exams and possibly a written and oral exam in the event of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Activities	1	Research	0.5	Project	0.5
	Presentation	0.5	Activities	1						
7. Required literature	1. Kotler, P., Bowen, J.T., Makens, J.C. (2010). Marketing in hospitality, hotel and tourism. Zagreb: MATE. 2. Shoemaker, S., Lewis, R.C., Yasawich, P.C. (2008). Marketing Essentials in Hospitality and Tourism. Harlow: Pearson Education.									
8. Additional literature	1. Schiffman, L.G., Kanuk, L.L. (2004). Consumer Behavior. Zagreb: MATE. 2. Kotler, P., Keller, K.L. (2007). Marketing Management, Zagreb, MATE. 3. Grbac, B., Meler,M. (2010). Marketing Metrics. Rijeka: Faculty of Economics, University of Rijeka. 4. Raju, J., Zhang, Z.J. ((2011). Smart Pricing, Zagreb, MATE.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) in advance may be taken by a student who has met the following criteria: - regularity in classes of at least 70% * - achieved a second signature in the subject. A student with a lower regularity may take the following exam periods, if he/she has made up for all the prescribed by the syllabus given obligations and thus acquired the right to register for the exam. For the purpose of taking the written exam, the student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period of the subject lecturer no later than one week before the exam date, and the student should take into account the deadline for registering for the exam, i.e. submit the entrance paper in a timely manner. (up to 10 days before the exam date).									

	A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight proportion</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>45 %</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>45 %</td></tr> <tr> <td>Activities (presentations, papers)</td><td>10%</td></tr> </tbody> </table> The grade excellent will be awarded to students who earn 90% or more points, very good to those who earn between 78 and 89% points, good between 65 and 77%, and sufficient between 51 and 64% points, and for each of the elements of the calculation of the final grade. If the teacher has reasonable doubts that the result of the written exam is not achieved without the help of others, i.e. with his own knowledge, he can schedule an additional one oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written, or does not respond, a score of 0 points is recorded. Activity is assessed through the student's active participation in class and presentations or papers that will be agreed upon during class, it is related to the teaching units and understanding of the course and learning outcomes and it is mandatory for each student as a criterion for the final grade.	Criteria	Weight proportion	Written exam - 1st colloquium	45 %	Written exam - 2nd colloquium	45 %	Activities (presentations, papers)	10%
Criteria	Weight proportion								
Written exam - 1st colloquium	45 %								
Written exam - 2nd colloquium	45 %								
Activities (presentations, papers)	10%								
12. Assessment criteria - explanation	The written exam consists of tasks that test knowledge of the content according to the learning outcomes. The grade for the written exam is positive if the student has achieved at least 51% of correct answers in the test. The activity is evaluated by the student's active participation in class and presentations or papers that will be agreed upon during class, is related to the teaching units and understanding of the course and learning outcomes and is mandatory for each student as a criterion for the final grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Tourism			Year	3	Semester	6			
Course Name	Marketing of small and medium accommodation facilities			Code	4139	ECTS	5			
Lecturers	Lect. Ivan Gašpert, Assoc. Prof. Diana Plantić Tadić									
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	Enable an understanding of the market's definition of purpose and purpose, as well as the specifics of marketing of certain types of small and medium-sized accommodation facilities. Instruct students in basic marketing tools, the way of conducting promotional campaigns and the possibilities of market networking of small and medium-sized accommodation facilities. To provide students with the knowledge and skills necessary for designing marketing plans and managing the implementation of marketing plans in small and medium-sized accommodation facilities.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Describe the role of marketing in the business of small and complementary accommodation facilities - Explain the market definition of the purpose and purpose of individual types of small and complementary accommodation facilities - Interpret the elements of the marketing mix of small and complementary accommodation facilities - Show the specifics of marketing of specific types of small and complementary accommodation facilities - Use basic marketing tools in the business of small and complementary accommodation facilities - Run promotional campaigns, PR and advertising, market networking, and sell services of small and complementary accommodation facilities - Understand the basic elements of a marketing plan for a small and/or complementary accommodation facility - Manage the implementation of a marketing plan for a small and/or medium-sized accommodation facility									
3. Content	The role of marketing in the business of small and medium-sized accommodation facilities. Market definition of the purpose and purpose of certain types of small and medium-sized accommodation facilities. Competition analysis. Identification of the object's market advantages (USP). Market positioning according to market segments. Creation of long-term and short-term marketing strategy. Marketing tools. Product creation. Distribution channels in the service of capacity sales. Marketing of special types of small and medium accommodation facilities: heritage hotel, wellness & spa hotel, gourmet hotel, boutique hotel, aparthotel, hostel, boarding house, accommodation in households and peasant households. Promotional campaigns, PR and advertising. Market networking of small and medium accommodation facilities. Organization of events in small and medium accommodation facilities. The role of design in the marketing of small and medium-sized accommodation facilities. The role of small and medium-sized accommodation facilities in the promotion and identification of a tourist destination. Creating a marketing plan.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking preliminary exams and possibly a written and oral exam in the event of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Research	0.5	Presentation	1	Tasks	0.5
7. Required literature	1. Kotler, P., Bowen, J.T., Makens, J.C. (2010). Marketing in the hospitality, hotel and tourism industry. Zagreb: MATE. 2. Lectures by all course lecturers + Lecture notes									
8. Additional literature	1. Raza, I. (2006). Full beds: Marketing in tourism, hotel management and catering. Zagreb: M Plus d.o.o.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) in advance may be taken by a student who has met the following criteria: regularity in classes of at least 70% * achieved a second signature in the course. Students with a lower regularity may take the following exam periods, if they have made up for all obligations prescribed by the syllabus and thus gained the right to register for the exam. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam - 1st colloquium	35%
Written exam - 2nd colloquium	35%
Presentation	20%
Tasks	10%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after 6 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". In the winter and summer exam period, students who have not passed any partial written exam, take the written exam from the entire material. Those who passed one of the two partial written exams, then have a one-time opportunity to repeat the part that was not passed. On all subsequent dates, the exam is taken as a complete written exam.

The written exam consists of tasks that check knowledge of the content according to the learning outcomes.

The grade from the written exam is positive if the student scored at least 50 points from the test.

The class activity must be related to the teaching units and consists of exercises that are mandatory for every student as part of the criteria for the final grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University			
Program	Tourism			Year	3	Semester	6			
Course Name	Marketing events			Code	4150	ECTS	5			
Lecturers	Asst. Prof. Krešimir Dabo									
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	To provide an understanding of market characteristics, consumer behavior, the importance of market research and segmentation, and the creation of themes and images appropriate to the target group of event and event consumers. To introduce students to the specifics of event and event marketing. To provide students with the knowledge and skills necessary to lead marketing operations, and to design and manage event and event marketing plans.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Describe market characteristics and consumer behavior of events and manifestations - Explain the importance of market research and segmentation, and creating a theme and image of an event appropriate for the target consumer group, or market niche - Interpret the specifics of event and manifestation marketing - Show the process of defining goals, strategies and tactics of event and manifestation marketing - Apply various tools for financing events and manifestations - Lead promotion, sales and other marketing operations in the organization of events and manifestations - Create a marketing plan for an event - Manage the implementation of a marketing plan for an event									
3. Content	Event and event marketing: market characteristics and consumer behavior, market research - audience identification, target consumer group of events and events, market segmentation, market niches, creating event themes and image, types of event packages. Goals, strategies and tactics of event and event marketing: marketing strategies, tactics and short-term marketing goals. Financing of events and events: how to finance events and attract sponsors, criteria for sponsorship and sponsorship research, media as sponsors, participant participation. Promotion and sales of events and events: brand and image, terms "eventfull" and "iconic; unique selling proposition; advertising, PR activities, promotion, online promotion and sales. Marketing operations in the organization of events and events: marketing information system, market networking, marketing campaigns, marketing metrics, marketing plan of events and events. Case studies: storytelling marketing in practice, Scheherazade strategy in practice.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking preliminary exams and possibly a written and oral exam in the event of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	0.5	Project	1	Tasks	0.5
7. Required literature	1. Lekić, R. (2013) Event Management - Script. Zagreb: Vern.									
8. Additional literature	1. Richards, B. (1997). Marketing of tourist attractions, festivals and special events. Zagreb: Potecon 2. Preston, C.A. (2012). Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions. Hoboken: John Wiley & Sons, Inc									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The final exam (K1), which is written halfway through the semester, is only allowed to be taken by students with a minimum attendance of 70%, achieved by signing up for the course and participating in fieldwork. A student who does not fulfill the obligation to participate in fieldwork has the right to make up for the content by completing an assignment in agreement with the course instructor. A student with a lower attendance rate may take the next exam period, if he or she has completed all the assigned obligations prescribed by the syllabus and thus gained the right to register for the exam. A student whose attendance rate in class is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:									
	Criteria				Weight share					
	K1 / Preliminary exam				60%					
	K2 / Project assignment (Project development and presentation)				30%					

	Assignments	10%
	= FINAL GRADE	100 %

12. Assessment criteria - explanation	Taking the exam and evaluation criteria - clarification: REGULAR STUDENTS: The exam is taken in two parts. As a written intermediate exam (colloquium) that carries 60% points, and the second part of the exam involves the creation and presentation of the project analysis - the selected manifestation, i.e. 30% of the grade. The grade from the written exam is positive if the student scored at least 50% in the test. If the student receives a negative grade on the oral exam, he can retake it at the scheduled time, no later than the next exam period. The activity is evaluated. by the active participation of the student in class and the solving of tasks in class. The project is a team work, it is related to the teaching units of the course Management of Manifestations and Marketing of Manifestations and is mandatory for every student as a criterion for the final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information							VERN' University			
Program	Tourism			Year	3	Semester	6			
Course Name	Restaurant and bar marketing			Code	4132	ECTS	5			
Lecturers	Lect. Ivan Gašpert, Assoc. Prof. Diana Plantić Tadić									
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	Enable understanding of market definition of purpose and purpose and specifics of restaurant and bar marketing. Instruct students in basic marketing tools, how to run promotional campaigns and in the promotion of catering facilities. To provide an understanding of the possibilities of market networking of restaurants. To provide students with the knowledge and skills necessary for designing marketing plans and managing the implementation of marketing plans in restaurants.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Describe the role of marketing in restaurant business - Explain the market positioning of restaurants according to market segments - Show the specifics of marketing of special types of restaurants - Manage social networks and reputation for the needs of a catering facility - Lead promotional campaigns, PR and advertising, and sell restaurant and bar services - Use tools and skills to increase the consumption of guests in restaurants - Design and create a marketing plan for restaurants and bars with the aim of positioning the hospitality facility on the market - Apply the basics of organizing and promoting events in restaurants with the aim of increasing income									
3. Content	The role of marketing in restaurant and bar business. Reputation as the key to success in the business of a catering facility. Identification of the market advantages of a catering facility. Positioning a catering facility in the market. Connecting vision and strategy with daily operations for the long-term success of a restaurant or bar. How to increase the number of visitors and encourage increased consumption. Specifics of marketing for specific types of restaurants. The role of design in the catering industry. Restaurant market networking. The role of restaurants and bars in the promotion and identification of a tourist destination. Creating restaurant products. Elements of the marketing mix. Marketing of event organization in restaurants and bars. Presentation on social networks. New trends and technologies in the catering industry. Public relations, PR and advertising. Successful examples from practice. Features and specifics of world cuisines.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking preliminary exams and possibly a written and oral exam in the event of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Research	0.5	Project	1	Presentation	0.5
7. Required literature	1. Kotler, P., Bowen, J.T., Makens, J.C. (2010). Marketing in Hospitality, Hotel Management and Tourism. Zagreb: MATE 2. Lecture by all course lecturers + Lecture notes									
8. Additional literature	1. Cox B., Koelzer W. (2005), Internet marketing for hotels, restaurants and tourism, Turizmoteka M Plus d.o.o., Zagreb 2. Davis, B. et al. (2012). Food and Beverage Management, 5th edition. Oxford: Butterworth Heinemann 3. Gašpert I, Lecture notes									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. Writing exercises and conducting fieldwork is an obligation for every student, without which it is not possible to pass the course. The condition for taking the exam is regular attendance at classes of at least 70%. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the comprehensive exam. To pass each preliminary exam or exam, it is necessary to obtain a positive grade from the assignment. A student who has not exercised the right to sign (less than 70% attendance in class) is required to make up for the lack of teaching hours and content with an assignment, writing an essay according to the decision of the course instructor. A student who does not fulfill the obligation to participate in exercises and fieldwork has the right to make up for the content by completing it in agreement with the course instructor. The maximum grade for exercises is good (2).									

	The deadline for submitting assignments and papers is no later than 10 days before the exam date. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the aforementioned knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weighted share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st colloquium</td><td>30%</td></tr> <tr> <td>Written exam - 2nd colloquium</td><td>30%</td></tr> <tr> <td>Exercises</td><td>10%</td></tr> <tr> <td>Field teaching</td><td>30%</td></tr> </tbody> </table>	Criteria	Weighted share	Written exam - 1st colloquium	30%	Written exam - 2nd colloquium	30%	Exercises	10%	Field teaching	30%
Criteria	Weighted share										
Written exam - 1st colloquium	30%										
Written exam - 2nd colloquium	30%										
Exercises	10%										
Field teaching	30%										
12. Assessment criteria - explanation	A student can take the exam/project assignment in two partial parts (interviews) during the semester. In accordance with the examination rules, a student can also take the full exam. The exam is graded from 0 to 40 points, the interview from 0 to 20 points. Exam scale: 24-27 sufficient, 28-31 good, 32-36 very good, 37-40 excellent Interview scale: 12-13 sufficient, 14-15 good, 16-17 very good, 18-20 excellent If the teacher has reasonable suspicions that the result of the exam/project assignment was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. Exercises are graded with grades from insufficient (1) to excellent (5). Fieldwork is related to the course units of the event management course and is mandatory for every student as a criterion for the final grade. Participation in fieldwork is graded with grades from insufficient (1) to excellent (5).										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information										VERN' University		
Program	Tourism				Year	3		Semester	6			
Course Name	Travel agency marketing				Code	4148		ECTS	5			
Lecturers	Sr. Lect. Željko Trezner											
Teaching Method and Hours	Lectures	15		Excercises	15		Midterms	4		Total	34	
Course Description												
1. Course objectives	Enable an understanding of the tourist market, consumer behavior, the specifics of planning, organization and decision-making in the marketing of travel agencies. Instruct students on the peculiarities of marketing business travel, travel for personal needs, and marketing processes of services provided by travel agencies. To provide students with the knowledge and skills necessary for managing marketing operations, designing marketing plans and managing the implementation of marketing plans in travel agencies.											
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - Describe the characteristics of the tourism market and the behavior of consumers of travel agency services - Explain the specifics of planning, organization, and decision-making in travel agency marketing - Interpret the specifics of marketing business travel and personal travel - Describe the marketing process of services organized by travel agencies - Describe the marketing process of intermediary and other travel agency services - Manage basic marketing operations in a travel agency - Develop a marketing plan for one product line of a travel agency - Manage the implementation of a marketing plan for one product line of a travel agency											
3. Content	Marketing processes in travel agencies: marketing management in travel agencies; characteristics of the tourism market and consumer behavior of travel agency services; tourism market research for the needs of travel agencies; planning and decision-making in travel agency marketing; organization of travel agency marketing; business travel marketing; personal travel marketing; sustainable travel agency marketing; electronic marketing of travel agencies. Marketing of services organized by travel agencies: tourist package arrangements; conferences; events; excursions; transfers. Marketing of mediation and other travel agency services: complex tourist services; accommodation services; transportation and vehicle rental services; other travel agency services. Marketing operations in travel agencies: travel agency marketing information system, market networking, marketing campaigns, marketing metrics, travel agency marketing plan.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking preliminary exams and possibly a written and oral exam in the event of unsuccessful passing of the preliminary exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1		Written exam	1.5		Seminar	1		Research	0.5	
	Presentation	0.5										
7. Required literature	- Čorak, S., Trezner, Ž., editor. (2014) DMK Destination Management Company: A Handbook for Successful Business and Marketing in Special Interest Tourism. Zagreb: Croatian Tourist Board. - Lubbe, B. (2000). Tourism Distribution: Managing the Travel Intermediary. Lansdowne: JUTA&Co, Ltd. - Syratt, G. (2003). Manual of Travel Agency Practice, Third edition. Oxford: Elsevier Ltd.											
8. Additional literature	- Vukonić, B. (1997). Travel agencies. Zagreb: Mikrorad d.o.o. - Čavlek, N. (1998). Tour operators and world tourism. Zagreb: Golden marketing. - Buhalis, D., Laws, E. editors (2001). Tourism Distribution Channels: Practices, issues and transformations. London: Thompson Learning. - Spasić, V., Rabotić, B. (2010). Business of travel agencies: second amended and supplemented edition. Belgrade: Vocational College of Tourism. - Schaumann, P. (2005). The Guide to Successful Destination Management. Hoboken: John Wiley & Sons, Inc. - Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. et al. (2011) Tourism: Economic foundations and organizational system. Zagreb: School book.											
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.											
10. Exam access requirements	Attendance of lectures and exercises is mandatory with a regularity of over 70% of the teaching hours. Students who achieve a regularity of over 40% and less than 70% of the teaching hours are required to write essays between 400 and 500 words long from the part of the teaching units they did not attend, so that through writing the essays they reach a minimum regularity of 70%. Students who attend less than 40% of the teaching hours must re-enroll in this course and cannot take the midterms or the exam. During the semester, students will receive 2 assignments for independent work with literature for the purpose of deepening their knowledge, developing analytical skills, critical thinking and proposing future activities. Students present the results of their independent work with literature in the form of presentations. A student who does not make the first											

	presentation is required to submit an essay between 400 and 500 words long, and a student who does not make the second presentation is required to submit a seminar paper between 1800 and 2000 words long. The first preliminary exam can be taken by students whose actual regularity is above 50%, and students who have fulfilled all the previously mentioned obligations have the right to sign. The deadline for submitting essays and seminar papers is no later than 10 days before the exam date.								
11. Exam implementation and assessment criteria	The written exam can be taken in two parts. The first part (first midterm) is taken after 7 weeks of classes, and the second part (second midterm) is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the partial part that was not passed in the first exam period. After the first exam period, in all other exam periods, the exam is taken in full. The exam is considered passed and a grade is recorded if all of the listed criteria are assessed positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Activities (presentations, seminar paper/essay)</td><td>40%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	20%	Activities (presentations, seminar paper/essay)	40%
Criteria	Weight share								
Written exam - 1st preliminary exam	40%								
Written exam - 2nd preliminary exam	20%								
Activities (presentations, seminar paper/essay)	40%								
12. Assessment criteria - explanation	The first colloquium consists of 4 questions from the catalog of exam questions, and each question is evaluated in the range of 0 to 10 points. The second colloquium consists of writing an essay, which is evaluated in the range of 0 to 20 points. The exam consists of 4 questions from the catalog of exam questions, and each question is evaluated in the range of 0 to 10 points and an essay that is evaluated in the range of 0 to 20 points. If the number of points obtained from any of the questions is lower than 3 (which indicates a lack of understanding of the term, incorrect and/or incomplete definition, i.e. the absence of an answer) or lower than 10 for the essay, the student cannot successfully complete the colloquy or pass the exam. In case of well-founded suspicions that the answers on the written exam were created using illegal means and procedures, the student will be invited to an additional oral check. If the student does not demonstrate the expected learning outcomes at the same level as the written exam on this test, the grade from the oral exam will be taken into account. If the student does not respond to the test, the points achieved in the written exam will not be recognized. Exceptionally, for students who have regularly and actively demonstrated through discussions in direct classes and through commenting on presentations that they have mastered the course content, the course instructor may recognize the passing of the first preliminary exam through class activity and award the appropriate number of points. The oral exam is taken only exceptionally if the course instructor deems the student's request to take an oral exam instead of a written exam to be justified, that there is a possibility of increasing the grade on the oral exam, or that there is justified doubt about the credibility of the written exam or preliminary exam. Activity in class is assessed by an average grade calculated from the following elements: the grade from the first presentation/essay, and the second presentation/seminar paper.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Tourism			Year	3	Semester	6			
Course Name	Hotel management			Code	4129	ECTS	5			
Lecturers	Prof. Stud. Amelia Tomašević									
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	To provide an understanding of hotel organization through hotel departments and functions and the specific tasks of each hotel department and function. To provide students with the knowledge and skills necessary for planning work and reporting on department work and all other aspects of department management in a hotel. To provide the knowledge and skills necessary for organizing meetings in a hotel.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: • Explain the organization of a hotel through hotel departments and functions • Describe the specific tasks of each hotel department and function • Interpret the characteristics of luxury hotel management. • Use basic tools for managing added value in a hotel • Differentiate between the management of individual hotel departments • Interpret standards and quality management in a hotel • Apply quality communication • Design a conference organization in a hotel									
3. Content	Management of hotel departments and functions: housekeeping, reception, food and beverage, technical services, security and safety of facilities, human resources and procurement. How to improve sales in the food and beverage department. Value added management. Standards management. Types and organization of meetings. Case studies: Burj Al Arab, The Ritz Carlton, Hotel Atlantis									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking preliminary exams and possibly a written and oral exam in the event of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Activities	1	Seminar	1	Project	0.5
	Activities	1								
7. Required literature	1. Tomašević, A. (2024/2025). Lectures.									
8. Additional literature	1. Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. et al. (2011). Tourism: Economic foundations and organizational system. Zagreb: School book. 2. Hayes, D.K., Ninemeier, J.D. (2005). Management of hotel business. Zagreb: M plus. 3. Barlow, J., Møller, C. (2008). A Complaint is a Gift. San Francisco: Berret-Koehler Publishers, Inc. 4. Michelli, J.A. (2008) The New Golden Standard, New York: McGraw-Hill. 5. Venison, P. (2005). 100 Tips for Hoteliers. New York: iUniverse, Inc.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a full-time student with a minimum attendance of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) in the pre-term may be taken by a student who has met the following criteria: attendance at classes of at least 70% * & given obligations and thus acquired the right to register for the exam. For the purpose of taking the written exam, the student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period of the subject lecturer no later than one week before the exam date, and the student must take into account the deadline for registering for the exam, i.e. submit the entrance paper in a timely manner. (up to 10 days before the exam date). A full-time student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.									

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam - 1st colloquium	35%
Written exam - 2nd colloquium	35%
Activities (seminars, presentation)	30%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after 7 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Predestination". In the winter and summer exam period, students who have not passed any partial written exam, take the written exam from the entire material. Those who passed one of the two partial written exams, then have a one-time opportunity to repeat the part that was not passed. On all subsequent dates, the exam is taken as a complete written exam.

The written exam consists of tasks that check knowledge of the content according to learning outcomes.

Grade from each The partial written exam is positive if the student has achieved at least 21% of the points in the test.

The grade for the complete written exam is positive if the student has achieved at least 52% of the points.

The oral part of the exam is taken after passing the written part of the exam only if the student wants to improve the grade. It is held by the course instructor.

The activity is evaluated by the student's active participation in class, writing independent notes and completing exercises and assignments, as well as homework.

The presentation will be agreed upon during class, is related to the teaching units and is mandatory for each student as a criterion for the final grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Tourism			Year	3	Semester	6			
Course Name	Management of small and medium-sized accommodation facilities			Code	4137	ECTS	5			
Lecturers	Lect. Ivan Gašpert									
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	To provide an understanding of the forms of organization, specific types and differences in the management of small, medium and large accommodation facilities. To introduce students to the characteristics of administrative and operational segments of the business and to tools for managing finances, purchasing, sales, operations and measuring efficiency in small and medium accommodation facilities. To provide students with the knowledge and skills necessary to start a business and manage their own small and medium accommodation facility.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Explain the specifics of small entrepreneurship in tourism and the specifics related to small and complementary accommodation facilities • Describe the differences between all small and complementary forms of accommodation in Croatia and the world • Show the specifics of managing small and complementary forms of accommodation • Interpret the characteristics of the organization of administrative and operational segments of the business of small and complementary forms of accommodation • Use basic tools for managing finances, procurement, sales, operations and measuring efficiency in small and complementary forms of accommodation • Manage motivation, staff education, safety and occupational health in small and complementary accommodation facilities. • Apply the development and planning process in small and complementary accommodation facilities • Create a business plan for starting a small or complementary accommodation facility as your own entrepreneurial project.									
3. Content	Small and complementary accommodation facilities: from citizens, crafts to companies, differences in the management of small, medium and large accommodation facilities, special types of small and complementary accommodation facilities in Croatia and the world. Management of special types of small and medium accommodation facilities: heritage hotel, wellness & spa hotel, gourmet hotel, boutique hotel, aparthotel, hostel, boarding house, accommodation in households and peasant households, camps and small ships. Planning, investment and development of small and complementary accommodation facilities. Organization of administrative and operational segments of the business of small and complementary accommodation facilities. Financial and procurement management, sales and operations management in small and complementary accommodation facilities. Methods of measuring business efficiency. Motivation, staff education, safety and protection at work. Sustainability, development and competitiveness. Development strategy and business planning of small and complementary accommodation facilities. Preparation of a business plan.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking preliminary exams and possibly a written and oral exam in the event of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	1	Research	0.5	Presentation	0.5
	Activities	1								
7. Required literature	1. Cetinski, V. et al. (2009). Management of small and medium-sized hospitality enterprises. Opatija: Faculty of Tourism and Hospitality Management. Lectures by all lecturers in the course									
8. Additional literature	1. Fitzsimmons, J., Fitzsimmons, M. (2003). Service Management. Boston: McGraw Hill. 2. Marshall, D. (2007). Buying & Running a Guesthouse or Small Hotel. Oxford: How To Books, Ltd. 3. Baćac, R. (2011). Handbook for Rural Tourism. Zagreb: Ministry of Tourism of the Republic of Croatia. 4. Hayes, D.K., Ninemeier J.D. (2005). Hotel Business Management. Zagreb: M plus.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible.									

	The second partial exam (K2) is allowed to be taken by a student who has met the following criteria: regularity in classes of at least 70% *, achieved a second signature in the course. Students with a lower regularity may take the following exam periods, if they have made up for all the obligations prescribed by the syllabus and thus gained the right to register for the exam. For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the lecturer, and is submitted and explained during the regular consultation period with the lecturer no later than one week before the exam period, and the student should take into account the deadline for registering for the exam, i.e. submit the entrance paper on time. (up to 10 days before the exam date). A student whose regular attendance is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>35%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>35%</td></tr> <tr> <td>Presentation</td><td>20%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	35%	Written exam - 2nd preliminary exam	35%	Presentation	20%	Activities	10%
Criteria	Weight share										
Written exam - 1st preliminary exam	35%										
Written exam - 2nd preliminary exam	35%										
Presentation	20%										
Activities	10%										
12. Assessment criteria - explanation	The written exam can be taken in two parts. The first part is written after 6 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the winter and summer exam periods, students who have not passed any partial written exam take a written exam covering the entire course. Those who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam. The written exam consists of tasks that test knowledge of the content according to the learning outcomes. The presentation will be agreed upon during class, is related to the teaching units and is mandatory for each student as a criterion for the final grade. Activity tasks are evaluated through the student's active participation in class, in the preparation and presentation of the presentation. A student who does not complete an assignment during class will receive an additional make-up assignment (seminar).										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information							VERN' University	
Program	Tourism			Year	3	Semester	6	
Course Name	Event and manifestation management			Code	4149	ECTS	5	
Lecturers	Lect. Nataša Jeličić							
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34
Course Description								
1. Course objectives	Terminologically define the terms: event - manifestation, point out the origin of the word and its meaning, clarify synonyms and foreign words for these terms in the Croatian language. Enable understanding of the types and importance of events and manifestations for a tourist destination. Instruct students in the role of an event and manifestation management company and in all elements of the planning process, securing resources and operational implementation of events and manifestations. Provide students with the knowledge and skills necessary to manage the preparation and implementation of a smaller event or a segment of the preparation and implementation of an manifestation.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Describe the concept, forms, types, and importance of events and manifestations for a tourist destination - Explain the development perspectives and role of companies for event and manifestation management - Show the process of creating and developing, planning, and securing the necessary resources for organizing events and manifestations - Use basic tools for the operational implementation of events and manifestations - Analyze information related to the business results and success of events and manifestations - Manage the preparation and implementation of a smaller event or a segment of the preparation and implementation of an event - Create a business plan for organizing events as your own entrepreneurial project.							
3. Content	Events and manifestations: concept, types of events, highlighting the importance of cultural manifestations and their appropriate presentation as a tourist potential. The importance of events and manifestations for a tourist destination and improving the quality of the tourist offer, development perspectives. Event and manifestation management companies (EMC). Events and manifestations as a product: anatomy of events and manifestations, process of conceptualization and program development, feasibility assessment. Planning of event and manifestation elements. Resources for the implementation of events and manifestations: logistics and location, supporting services, human resources; finances. Operational implementation of events and manifestations: legal framework, time sequence and schedule management, protocol and VIP participants, risk management, budget management, operations management, experience management, safety and security management, crowd management and evacuation. Controlling and evaluating events and manifestations.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, participation in fieldwork, independent work on assignments - projects, access to and taking exams (interviews).							
6. Monitoring student progress and associated ECTS credits	Classes	1	Exercises	0.5	Project	2.5	Fieldwork	1
7. Required literature	1. Van Der Wagen, L., Carlos, B.R., (2008) Event Management: Managing Events. Zagreb: Mate.							
8. Additional literature	1. Pavičić, J., Alfrević, N., Aleksić, Lj., (2006) Marketing and management in culture and art. Zagreb: Masmedia 2. Baldwin, G.A.J., (2010) Events Management; Routledge							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The student is required to attend at least 70% of the total number of teaching hours provided for in the study program. Writing exercises and conducting fieldwork is an obligation for every student, without which it is not possible to pass the course. The condition for taking the exam is regular attendance at classes of at least 70%. Students who passed the 1st preliminary exam at the end of the semester take the 2nd preliminary exam. Students who did not take the preliminary exam or did not pass it take the comprehensive exam. To pass each preliminary exam or exam, it is necessary to obtain a positive grade from the assignment. A student who has not exercised the right to sign (less than 70% attendance in class) is required to make up for the lack of teaching hours and content with an assignment, writing an essay according to the decision of the course instructor. A student who does not fulfill the obligation to participate in exercises and fieldwork has the right to make up for the content by completing it in agreement with the course instructor. The maximum grade for exercises is good (2). The deadline for submitting assignments and papers is no later than 10 days before the exam date. A student whose regular attendance at classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: Criteria Weight share Written exam - 1st preliminary exam 30% Written exam - 2nd preliminary exam 30% Exercises 10% Fieldwork 30%
12. Assessment criteria - explanation	A student can take the exam/project assignment in two partial parts (interviews) during the semester. In accordance with the examination rules, a student can also take the full exam. The exam is graded from 0 to 40 points, the interview from 0 to 20 points. Exam scale: 24-27 sufficient, 28-31 good, 32-36 very good, 37-40 excellent Interview scale: 12-13 sufficient, 14-15 good, 16-17 very good, 18-20 excellent If the teacher has reasonable suspicions that the result of the exam/project assignment was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. Exercises are graded with grades from insufficient (1) to excellent (5). Fieldwork is related to the course units of the event management course and is mandatory for every student as a criterion for the final grade. Participation in fieldwork is graded with grades from insufficient (1) to excellent (5).
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Tourism		Year	3	Semester	6		
Course Name	Restaurant and bar management		Code	4131	ECTS	5		
Lecturers	Lect. Ivan Gašpert							
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34
Course Description								
1. Course objectives	To introduce students to the basic knowledge and skills required to open and manage a catering facility. To provide students with insight into the specifics of restaurant and bar operations in the areas of financial management, procurement, sales, and administrative and operational tasks. To provide students with the knowledge and skills required to start a business and manage their own restaurant. To provide an understanding of the concept, types and types of restaurants, as well as their inventory and technical aids.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: • Explain the concept, types and types of restaurants • Describe inventory and technical aids in restaurants • Show the specifics of preparing and serving food and beverages in restaurants and outside catering establishments • Interpret the characteristics of investing in the restaurant business and sustainable and competitive restaurant business • Use basic tools for managing finances, procurement, sales and other administrative and operational segments of the restaurant business • Manage motivation, staff education and occupational safety in restaurants. • Apply the development and planning process in restaurants. • Create a business plan for starting a restaurant business as your own entrepreneurial project.							
3. Content	Restaurant business: concept and historical development, types and types of restaurants. Basics of starting and running a successful catering facility. Business plan for catering facilities. Importance of design and interior decoration of a catering facility. Types, planning and creation of menus and catering offer. Basic safety standards for food preparation. Specific catering facilities. Bar management and management. Measuring business efficiency. Procurement management in restaurants and bars. Means of offering catering services. Administrative tasks in a catering facility. Financial management and controlling in restaurants and bars. Human resource management. Occupational safety and basic safety standards. Franchising as a form of restaurant business. Pairing food and wine, enology.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking a preliminary exam and an oral exam, and possibly a written exam in the event of unsuccessful passing the preliminary exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Research	1	Project	1
7. Required literature	1. Cetinski, V. et al. (2009). Management of small and medium-sized hospitality enterprises. Opatija: Faculty of Tourism and Hospitality Management. 2. Lecture by all course lecturers + Lecture notes							
8. Additional literature	1. D.R. Brown, (2007). The Restaurant Manager's Handbook, 4th edition, Atlantic Publishing Group 2. Davis, B. et al. (2012). Food and Beverage Management, 5th edition. Oxford: Butterworth Heinemann.							
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.							
10. Exam access requirements	The first partial exam (K1), which is written halfway through the semester, is allowed to be taken by a student with a minimum regularity of 50%. Compensation for absences for the 1st preliminary exam is not possible. The second partial exam (K2) may be taken by a student who has met the following criteria: attendance at classes of at least 70% * presentation of a project assignment achieved a second signature in the course. A student whose regularity in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. The condition for taking the oral exam is passing the written exam, or both parts of it.							

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are evaluated positively. If the teacher has reasonable suspicion that the result of the written exam was not achieved without the help of others, or with his/her own knowledge, he/she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a result of 0 points is recorded. Positive grades from the mentioned knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight proportion
Written exam - 1st colloquium	40%
Written exam - 2nd colloquium	40%
Project	20%

12. Assessment criteria - explanation

The written exam can be taken in two parts. The first part is written after 6 weeks of classes, and the second part is written after the end of classes. These two partial written exams make up the so-called "Pre-term". In the winter and summer exam periods, students who have not passed any partial written exam take a written exam covering the entire material. Those who have passed one of the two partial written exams then have a one-time opportunity to repeat the part that was not passed. In all subsequent terms, the exam is taken as a complete written exam.

The written exam consists of tasks that test knowledge of the content according to the learning outcomes, but also actual understanding and coping in contact with guests and clients from the Italian-speaking area.

The grade for the written exam is positive if the student has achieved at least 50 points in the test.

The oral part of the exam is taken after passing the written part of the exam. It is held by the lecturer or course leader. If a student receives a negative grade on the oral exam, he or she may retake it at the scheduled time, no later than the next exam deadline.

The activity (Project work) is evaluated by the student's active participation in class, in the preparation and presentation of group project work. A student who does not complete the assignment during class will receive an additional make-up assignment (seminar).

The presentation will be agreed upon during class, is related to the teaching units and is mandatory for each student as a criterion for the final grade.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.

The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Tourism		Year	3	Semester	6				
Course Name	Travel agency management		Code	4147	ECTS	5				
Lecturers	Sr. Lect. Željko Trezner									
Teaching Method and Hours	Lectures	15	Excercises	15	Midterms	4	Total	34		
Course Description										
1. Course objectives	Enable understanding of the concept, reasons for creation, tasks, functions and perspectives of the development of travel agencies and their role in the distribution of services in tourism. Instruct students in the processes of strategic and operational planning, as well as organization and management in travel agencies. To provide students with the knowledge and skills necessary to start and manage their own small travel agency or manage a department in a larger travel agency.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Describe the concept and reasons for the emergence of travel agencies - Explain the tasks, functions and perspectives for the development of travel agencies - Interpret the role of travel agencies in the distribution of services in tourism - Show the process of strategic and operational planning and decision-making in travel agencies - Use basic tools for organizing and managing human resources in travel agencies - Analyze information related to the business results and success of travel agencies - Manage a small travel agency or a department in a larger travel agency. - Create a business plan for starting a small travel agency as your own entrepreneurial project.									
3. Content	Tourist agencies and the tourist market: concept, origin, and tasks of tourist agencies; functions, importance and perspectives of the business development of travel agencies. The role of travel agencies in the distribution of services in tourism: the legal framework for the operation of travel agencies; jobs and services of travel agencies; types of travel agencies and their position in the distribution structure in tourism. Planning and decision-making in travel agencies: analysis of the business environment of travel agencies; strategic planning and decision-making in travel agencies; operational planning and decision-making in travel agencies. Organizing, managing human resources and leading in travel agencies: organizing the business of travel agencies; human resources management in travel agencies; leadership and teamwork in travel agencies. Controlling in the business of travel agencies: controlling and reporting for the business needs of travel agencies; business results and success of tourist agencies.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, independent preparation of assignments - projects, taking preliminary exams and possibly a written and oral exam in the event of unsuccessful passing of the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1	Research	0.5	Project	0.5
	Presentation	0.5								
7. Required literature	1. Čorak, S., Trezner, Ž., editor. (2014) DMK Destination Management Company: A Handbook for Successful Business and Marketing in Special Interest Tourism. Zagreb: Croatian Tourist Board. - Lubbe, B. (2000). Tourism Distribution: Managing the Travel Intermediary. Lansdowne: JUTA&Co, Ltd. - Syratt, G. (2003). Manual of Travel Agency Practice, Third edition. Oxford: Elsevier Ltd.									
8. Additional literature	1. Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. et al. (2011) Tourism: Economic foundations and organizational system. Zagreb: School book. - Vukonić, B. (1997). Travel agencies. Zagreb: Mikrorad d.o.o. - Čavlek, N. (1998). Tour operators and world tourism. Zagreb: Golden marketing. - Spasić, V., Rabotić, B. (2010). Business of travel agencies: second amended and supplemented edition. Belgrade: Vocational College of Tourism. - Buble, M. (2006). Basics of management. Zagreb: Sinergija nakladništvo d.o.o.									
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.									
10. Exam access requirements	Attendance of lectures and exercises is mandatory with a regularity of over 70% of the teaching hours. Students who achieve a regularity of over 40% and less than 70% of the teaching hours are required to write essays between 400 and 500 words long from the part of the teaching units they did not attend, so that through writing the essays they reach a minimum regularity of 70%. Students who attend less than 40% of the teaching hours must re-enroll in this course and cannot take the midterms or the exam.									

	During the semester, students will receive 2 assignments for independent work with literature for the purpose of deepening their knowledge, developing analytical skills, critical thinking and proposing future activities. Students present the results of their independent work with literature in the form of presentations. A student who does not make the first presentation is required to submit an essay between 400 and 500 words long, and a student who does not make the second presentation is required to submit a seminar paper between 1800 and 2000 words long. The first preliminary exam can be taken by students whose actual attendance is above 50%, and students who have fulfilled all the previously mentioned obligations have the right to sign. The deadline for submitting essays and seminar papers is no later than 10 days before the exam date.								
11. Exam implementation and assessment criteria	The written exam can be taken in two parts. The first part (first midterm) is taken after 7 weeks of classes, and the second part (second midterm) is taken after the end of classes. These two partial written exams make up the so-called "Pre-term". In the first exam period, students who have not passed any partial exam take the full exam. Students who have passed one of the partial exams can take the partial part that was not passed in the first exam period. After the first exam period, in all other exam periods, the exam is taken in full. The exam is considered passed and a grade is recorded if all of the listed criteria are assessed positively. Positive grades from the above knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam - 1st preliminary exam</td><td>40%</td></tr> <tr> <td>Written exam - 2nd preliminary exam</td><td>20%</td></tr> <tr> <td>Activities (presentations, seminar paper/essay)</td><td>40%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam - 1st preliminary exam	40%	Written exam - 2nd preliminary exam	20%	Activities (presentations, seminar paper/essay)	40%
Criteria	Weight share								
Written exam - 1st preliminary exam	40%								
Written exam - 2nd preliminary exam	20%								
Activities (presentations, seminar paper/essay)	40%								
12. Assessment criteria - explanation	The first colloquium consists of 4 questions from the catalog of exam questions, and each question is evaluated in the range of 0 to 10 points. The second colloquium consists of writing an essay, which is evaluated in the range of 0 to 20 points. The exam consists of 4 questions from the catalog of exam questions, and each question is evaluated in the range of 0 to 10 points and an essay that is evaluated in the range of 0 to 20 points. If the number of points obtained from any of the questions is lower than 3 (which indicates a lack of understanding of the term, incorrect and/or incomplete definition, i.e. the absence of an answer) or lower than 10 for the essay, the student cannot successfully complete the colloquy or pass the exam. In case of well-founded suspicions that the answers on the written exam were created using illegal means and procedures, the student will be invited to an additional oral check. If the student does not demonstrate the expected learning outcomes at the same level as the written exam in this assessment, the grade from the oral exam will be taken into account. If the student does not respond to the assessment, the points achieved in the written exam will not be recognized. Exceptionally, for students who have regularly and actively demonstrated through discussions in direct classes and through commenting on presentations that they have mastered the course content, the course instructor may recognize the passing of the first preliminary exam through class activity and award the appropriate number of points. The oral exam is taken only exceptionally if the course instructor deems the student's request to take an oral exam instead of a written exam to be justified, that there is a possibility of increasing the grade on the oral exam, or that there is justified doubt about the credibility of the written exam or preliminary exam. Activity in class is assessed by an average grade calculated from the following elements: grade from the first presentation/essay, and second presentation/seminar paper.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Tourism	Year	4	Semester	7
Course Name	Professional practice	Code	2467	ECTS	24
Lecturers					
Teaching Method and Hours	Total			480	

Course Description

1. Course objectives	The main goal of professional practice is to test and apply certain acquired knowledge and skills, such as planning business activities in tourism, proposing new development ideas, managing a micro or smaller company or department in the hospitality industry or tourism brokerage, starting your own small entrepreneurial project, applying modern information technologies in everyday office operations, analyzing the business results of companies in the hospitality industry and tourism brokerage or tourist boards, designing a simpler marketing plan for the development and placement of tourist products in the hospitality industry or tourist destination or in organizing events. The goals of the practice are also aimed at concretizing the preparation of the final thesis for the study.
2. Expected learning outcomes	1. Apply the knowledge acquired from theoretical and professional courses of the study in solving specific work tasks in the real work environment in which the internship is carried out. 2. Adapt to the business culture and working conditions in which the internship is carried out. 3. Develop a positive attitude towards the corporate culture of the internship provider, superiors (mentors) and employees. 4. Create a sense of teamwork, two-way communication and resolving potential conflicts in a real work environment. 5. Demonstrate independence, proactivity and professionalism in specific business situations. 6. Prepare a Report on the completed professional internship. 7. Self-evaluate the success of the completed professional internship.
3. Content	After completing the mandatory professional practice, the student is obliged to submit a written student report on the completed professional practice. The report consists of the following elements: 1. cover 2. content 3. work diaries 4. mentor's report 5. possible recommendations 6. conclusion The report should contain all the mentioned elements in the indicated order. During the professional practice, the student keeps a weekly work diary. The diary is written by week and describes all the work that the student performed that week during the practice. The diaries are signed by the mentor and the student in the place provided for signature. The mentor's report is attached to the report. The mentor evaluates the student's work and completes the mentor's report on the completed professional practice in which the student's work is briefly described.
4. Admission requirements	Correctly completed and signed consent of the organization on accepting the student for professional practice
5. Student obligations	Attending internships, performing assignments and work at internships, writing work logs and reports on internships, appropriate behavior in the organization.
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held professional practice. Mentor's report.
10. Exam access requirements	Submitted report on completed professional practice.
11. Exam implementation and assessment criteria	The deadline for submitting the report is seven days after the internship has been completed. There is no numerical grade, only a passing grade of 'COMPLETED'.
12. Assessment criteria - explanation	

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University											
Program	Human resources management		Year	1	Semester	1										
Course Name	Organizational development		Code	9283	ECTS	5										
Lecturers	Lect. Anita Zelić															
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30										
Course Description																
1. Course objectives	The main goal of the course is to introduce students to basic concepts from organizational theory as well as contemporary trends in organizations, with a special emphasis on work processes and procedures that define jobs. Starting from the factors that influence the formation of an organization, students will become familiar with the way organizational structures are formed, as well as with all the key elements for building an organization. Students will also master the logic of organizational change and organizational development and be trained in accepting contemporary organizational trends in any organization. By becoming familiar with the forms and types of organizations and business processes in a company, they gain a quality and stable foundation for future successful behavior in the business environment.															
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Evaluate the organization, compare the theoretical foundations of the organization, distinguish the directions and tendencies of development 2. Analyze the key elements of the organization as a coherent whole through the connection of human resources with all aspects of organizational processes 3. Critically evaluate jobs in companies according to management levels and organizational structure 4. Design the organizational structure of the company and business processes 5. Analyze the management and leadership of the company 6. Identify and predict the need for changes in the organization 7. Support the theoretical coverage of the given topics with practical examples from practice.															
3. Content	Organizational theories (classical, neoclassical and contemporary). Defining the organization. Types and goals of work organization. Principles and methods of organization. Factors shaping the organization. Organizational structure. Elements of organizational structure. Management systems. Work organization, workplace and its elements. The concept of business processes, ways in which business processes are shaped within a company. Organizational changes. Organizational tools in analyzing and regulating organizational activities. Presentation of the organization.															
4. Admission requirements	The course has no defined prerequisites															
5. Student obligations	Attendance of lectures and exercises, taking a written exam.															
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1	Tasks	1								
7. Required literature	1. Sikavica, P. (2012) Organization, Školska knjiga, Zagreb,															
8. Additional literature	1. Buble, M. (2006) Organization Design Methodology, Sinergija d.o.o., Zagreb, 2. Daft, R. L. (2001) Organization Theory and Design, Ohio: South-Western College Publishing, Mason. 3. Sikavica, P., Novak, M. (1999) Business Organization, 3rd edition, Informator, Zagreb															
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.															
10. Exam access requirements	The exam consists of a written part. The condition for taking the final exam is to achieve the minimum attendance in classes established at the University level for specialist graduate professional studies. The condition for obtaining the final grade is to pass the written part of the exam and a positively assessed seminar paper. The dates of the final exam are published on the student portal.															
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grades from the written exam, activities and seminar paper are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Activities</td><td>20%</td></tr><tr><td>Seminar</td><td>20%</td></tr><tr><td>20%</td><td></td></tr></table>						Criteria	Weighting	Written exam	60%	Activities	20%	Seminar	20%	20%	
Criteria	Weighting															
Written exam	60%															
Activities	20%															
Seminar	20%															
20%																

12. Assessment criteria - explanation	Active participation in classes establishes theoretical knowledge on concrete examples from practice (business cases, thematic discussions, pro-contra tasks, exercises, etc.), and includes <i>blitz</i> tests after each chapter. The grades in the written exam reflect the points achieved as follows: <table> <tr> <th>Total points</th><th>Grade</th></tr> <tr> <td>0 – 60</td><td>insufficient (1)</td></tr> <tr> <td>61 – 70</td><td>sufficient (2)</td></tr> <tr> <td>71 – 80</td><td>good (3)</td></tr> <tr> <td>81 – 90</td><td>very good (4)</td></tr> <tr> <td>91 – 100</td><td>excellent (5)</td></tr> </table>	Total points	Grade	0 – 60	insufficient (1)	61 – 70	sufficient (2)	71 – 80	good (3)	81 – 90	very good (4)	91 – 100	excellent (5)
Total points	Grade												
0 – 60	insufficient (1)												
61 – 70	sufficient (2)												
71 – 80	good (3)												
81 – 90	very good (4)												
91 – 100	excellent (5)												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information					VERN' University			
Program	Human resources management		Year	1	Semester	1		
Course Name	Business communication		Code	9284	ECTS	5		
Lecturers	Sr. Lect. Zoran Komar							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	The fundamental goal of the course is to teach students various forms and models of business communication (verbal, nonverbal, paraverbal; written, telephone, electronic, interpersonal, public, media) with special emphasis on cultural and strategic approaches in the function of effective and influential communication in an organizational/business environment.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Compare and discuss different types and forms of communication; 2. Critically assess the specifics of communication in organizations and different organizational structures; 3. Assess the importance of culture, especially organizational culture and its influence on communication; 4. Critically assess the use of communication tools in relation to circumstances. 5. Create a strategic business communication plan on a selected topic.							
3. Content	Types of communications. The importance of effective business communication. Communication tools and tactics in the organization. Culture, circumstances and communication. Strategic communication planning. Project communication planning. Image creation and communication: Reputation and presentation.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, completion of exercises and taking a written exam (project-based written exam)							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Continuous assessment	1	Tasks	1
7. Required literature	1. Rouse, M.J., Rouse, S., (2005). <i>Business communications: a cultural and strategic approach</i> , Zagreb: Masmedia. Professional and scientific articles according to the lecturer's selection.							
8. Additional literature	1. Benoit, L.W., Benoit, J. Pamela, (2013). <i>Persuasive messages – the process of influencing</i> , Jastrebarsko: Naklada Slap. 2. Bovée, C. L., Thill, J. V., (2012). <i>Contemporary business communication</i> , Zagreb: Mate. 3. Leinert-Novosel, S., (2012). <i>Communication compass</i> , Zagreb: Plejade. 4. Winkler, M., (2008). <i>Communication-psychological rhetoric – how to speak, present and speak well in public</i> , Zagreb: Erudita. 5. Osredečki, E., (2000). <i>Business communication and business etiquette</i> , Zagreb: Manager.hr.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The exam consists of a theory test through a project exam. The condition for taking the written exam is to have achieved the minimum attendance in classes set at the University level. The dates of the final exam are published on the student portal.							
11. Exam implementation and assessment criteria	The analysis and presentation of selected case studies (use of communication tools) in a certain segment of corporate communication) and the project written exam are evaluated. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, a score of 0 points is recorded. In the process of acquiring the status of a passed exam, the grades are taken into account with the following shares in the final grade:							
	Criteria	Weight share						
	Case-study	30%						
	Written exam	50%						
	Activities	20%						
12. Assessment criteria - explanation	/							

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Human resources management		Year	1	Semester	1
Course Name	Recruitment, selection and scheduling of employees		Code	9285	ECTS	5
Lecturers	Assoc. Prof. Irena Miljković Krečar					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The main objectives of the course are to learn the factors of inter-individual differences in work performance, the ways of measuring these factors and the advantages and disadvantages of individual selection procedures. They will also learn about the processes that precede the selection, with a special emphasis on recruitment.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: • identify factors of inter-individual differences in work performance; • identify factors of social perception and recognize typical errors in assessing people in the selection process, especially during interviews; • compare different methods of recruitment, whether internal or external employees, and their advantages and disadvantages; • categorize different selection procedures; • critically assess the validity and reliability of individual selection procedures; • critically assess written reports on the results of psychological selection of candidates; • review the cost-effectiveness of the professional selection process in a specific situation; • plan the selection process, recognize the advantages and limitations, and critically assess the results of the selection interview.					
3. Content	Individual differences in work performance, with special emphasis on personality, abilities and professional interests. Social perception and its determinants. Typical errors in assessing people. Internal and external forms of candidate recruitment, advantages and disadvantages. Interview and other selection process procedures. Psychometric properties of psychodiagnostic instruments, effectiveness, scope and cost-effectiveness. Presentations of concrete examples from the practice of recruitment, job descriptions, selection procedures and reporting on candidates.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Project	2
7. Required literature	• Cook, M., Cripps, B. (2009). <i>Psychological Assessment in the Workplace – A Guide for Managers</i>, Zagreb: Školska knjiga.					
8. Additional literature	• Bahtijarević-Šiber, F. (1999). <i>Human Resources Management</i>, Zagreb: Golden Marketing. • Breakwell, G.M. (2007). <i>Interviewing Skills</i>, Jastrebarsko: Slap Publishing. • Cooper, D., Robertson, I.T. (2007). <i>Employee Selection Psychology, Quality Approach</i>, Jastrebarsko: Slap Publishing. (selected chapters) • Noe, A.R., Hollenbeck, R.,J., Gerhart, B., Wright, M.,P. (2006). <i>Human Resources Management</i>, Zagreb: Mate. • Miljković, D., Rijavec, M. (2007). <i>Organizational Psychology</i>, selected chapters, Zagreb: IEP/D2. • Rijavec, M., Miljković, D. (1999). <i>How to avoid mistakes in assessing people?</i>, Zagreb: IEP-D2.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The condition for taking the final exam is a minimum attendance of 20%. Attendance below 20% cannot be made up (regardless of the reason for the absence), and in that case it is necessary to re-enroll and attend the course in the next academic year. Students who are scholarship holders must achieve a higher attendance rate, in accordance with the Dean's decision.					
11. Exam implementation and assessment criteria	The exam is administered during regular exam periods, most often in written form (in the case of a smaller number of registered students, it is administered orally). If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is recorded as 0 points. In addition to the written homework, students will participate in a project assignment in small teams (3-5 people), which will be presented to them in cooperation with a partner company. Students will present their solutions at the end of the semester, and their quality, as well as the quality of the presentation, will be evaluated and will affect the final grade for the course. For a positive final grade, all parts of the exam should be graded positively.					

	<table> <tr> <th>Criteria</th><th>Weighted share</th></tr> <tr> <td>Exam</td><td>80%</td></tr> <tr> <td>Project</td><td>20%</td></tr> </table>	Criteria	Weighted share	Exam	80%	Project	20%
Criteria	Weighted share						
Exam	80%						
Project	20%						
12. Assessment criteria - explanation	In the exam, it is necessary to correctly solve/answer 60% of the questions for a passing grade. The project assignment is evaluated according to the following criteria: - usability (to what extent the solution responds to the problem set, is applicable in practice, financially and logistically feasible and cost-effective, socially and legally acceptable, in line with the company's image, and addresses all relevant aspects of the problem situation) - creativity (to what extent the solution is original, i.e. does it go beyond the usual framework) - presentation (quality of the form of the oral presentation, accompanying audio-visual content, fluency, rehearsedness and preparation of the presentation)						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information					VERN' University	
Program	Human resources management		Year	1	Semester	1
Course Name	Labor law		Code	9707	ECTS	5
Lecturers	Sr. Lect. Dolores Radovčić, Lect. Ivana Vrcić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Students will become familiar with labor law as a separate branch of law and will be able to understand the legal concepts and norms necessary for interpreting rights and obligations arising from employment relationships, with an insight into the specifics of labor rights protection. In addition to the economic, social and political aspects of labor law, they will gain insight into the role of human resources managers in these processes. They will be introduced to international and European (primary and secondary) sources of labor law, with specific examples from practice regarding the exercise of rights and obligations arising from employment relationships. Through case studies, they will master the methodology and research in the field of labor law and a specific part of the <i>acquis communautaire</i> so that they can apply them in their work tasks.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. analyze the economic, social and political context of labor legislation in Croatia and the EU; 2. identify autonomous and heteronomous sources of labor law and international sources; 3. compare the components of an employment contract for typical and atypical employment contracts; 4. analyze the most important segments of the employment relationship from employment to termination of employment; 5. assess the level of protection of labor rights; 6. present the ways of exercising rights and obligations arising from employment; 7. connect the institute of freedom of association with the activities of workers' and employers' organizations; 8. comment on the basic principles of collective bargaining and the content of collective agreements;					
3. Content	Specificities of labor law as a human and constitutional right. Autonomous and heteronomous sources of labor law (collective agreements, International Labor Organization conventions, other international conventions, European Union law - primary and secondary sources). Cross-sectoral social dialogue at the European Union level, implementation by Croatian social partners (Agreement on Telework, Agreement on Work-Related Stress, Agreement on Harassment and Bullying at Work and Agreement on Inclusive Labor Markets) and framework agreements currently being negotiated by European social partners. Labor Law, individual and collective labor relations: a) employment contract; specificities and examples of typical and atypical employment contracts; working hours, termination of employment contracts (especially types of termination of employment contracts and collective redundancy); right to severance pay, protection of workers in the event of employer bankruptcy, special forms of protection of certain categories of employees, methods of termination of employment contracts, judicial and extrajudicial dispute resolution; b) freedom of association and collective labour relations (employers' and workers' organisations, collective bargaining, collective agreements, the right to strike, lock-out, worker participation in decision-making). Research methodology in the field of labour rights as part of the <i>acquis communautaire</i> , examples of the most important EU directives of importance for understanding individual segments of labour legislation (e.g. the Working Time Directive, the Fixed-Term Work Directive, the Part-Time Working Directive, etc.). Comparative overview of EU labour legislation (Germany, Great Britain, Belgium, etc.).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Lecture attendance, seminar paper, written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	0.5
					Seminar	1.5
					Activities	0.5
7. Required literature	1. Fundamentals of Law for Entrepreneurs and Managers, VERN, 2020, chapter Labor Law 2. Crnković T., Cvitanović I., Gotovac V., Horvatić L., Kasunić Peris M., Milković D., Tadić I., Vinković M., Žic I. (2014). <i>Labor Law with Comments and Interpretations</i>, Zagreb: Tim Press.					
8. Additional literature	1. Terek D., Zuber M., Kovačić D. (2014). <i>Labor Law and Examples of Contracts, Decisions, Agreements and Regulations</i>. Zagreb: Croatian Association of Accountants and Financial Workers. 2. Potočnjak Ž., Grgić A. (2014). Basic Terms and Concepts on the Prohibition of Discrimination in Labor Law. In: Potočnjak Ž., Grgurev I., Grgić A., <i>Perspektive Anti-Discrimination Law</i> (pp. 1-48). Zagreb: Faculty of Law, University of Zagreb. 3. International Labour Organization (2014). <i>Guide to International Labour Standards</i>, Turin: International Training Centre of the ILO. 4. Council of Europe (2008). <i>Digest of the Case Law of the ECSR</i>					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					

10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes set at the University level for specialist graduate professional studies and a positively graded seminar paper. The dates of the final exam are published on the student portal.								
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grades from the written exam, seminar paper and class activity grades are taken into account with the following shares in the final grade: <table border="1"> <tr> <th>Criteria</th><th>Weighting</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Seminar</td><td>30%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criteria	Weighting	Written exam	60%	Seminar	30%	Activities	10%
Criteria	Weighting								
Written exam	60%								
Seminar	30%								
Activities	10%								
12. Assessment criteria - explanation	The written exam consists of 8 essay-type questions that require understanding of theoretical knowledge and practical application of acquired knowledge. Each of the 8 questions is scored in the range of 0 to 5 points. The criterion for a passing grade is 60% of the exam answered correctly, or 24 points collected. The seminar paper is evaluated according to the following criteria: • quality, i.e. relevance and recency of the literature used • quality of argumentation and elaboration of the topic and logical coherence of the topic • quality of linguistic and graphic design of the text • creativity in processing and presenting information • quantity of writing in accordance with the proposed scope. Activity in class is evaluated according to the following criteria: • constructive participation in group discussions • quality of participation in individual tasks • degree of engagement in group exercises • attitude towards the course, teacher, colleagues in the group and work obligations. Although the oral exam is not envisaged as a mandatory part of the evaluation process, it will held: if the student is unable to take the written exam for objective reasons, if with an average written exam grade of 2.4 or 3.4 or 4.4 she wants a higher grade, and if the teacher in question decides so for some other reason.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University	
Program	Human resources management		Year	1	Semester	1
Course Name	Basic tasks and practices of human resources management		Code	9281	ECTS	6
Lecturers	Sr. Lect. Ivana Vrhovski					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Students will be introduced to the historical overview, theoretical concepts, basic roles, activities and practices of human resources management, taking into account the organizational and socio-cultural specificities of business. Through case studies and concrete examples, they will gain insight into the relevance, distinctive features and necessity of an interdisciplinary approach in performing human resources management tasks. Heads of human resources management sectors from various industries will participate as guest lecturers in this course.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the development course, historical and theoretical foundations of human resources management; 2. distinguish the basic roles, tasks and practices of human resources management; 3. separate traditional, transactional and transformational human resources activities; 4. analyze the material, technological, organizational and personnel prerequisites for effective human resources management; 5. distinguish the contributions of different human resources management tasks and activities; 6. compare different human resources management practices with regard to organizational specificities (size, field of activity, type of ownership) and socio-cultural differences; 7. evaluate the distinct characteristics of the human resources management function in an integral model of business efficiency.					
3. Content	Management of human resources throughout history; theoretical concepts and philosophy of human resources management. Modern human resource management practices (planning, procurement, selection, training and development, rewarding, performance management, employee relations). The roles of human resources. Human resources activities: traditional (benefits administration, employee services, archives), transactional (acquisition and selection, training, performance management, rewarding, employee relations) and transformational (knowledge management, strategic direction, culture change, management development). Material, technological, organizational and personnel assumptions of human resources management; knowledge, skills and competences of human resources specialists. The contribution of experts of various profiles in the management of human resources, especially economists, psychologists and lawyers. Organizational, socio-cultural, economic-political and other determinants of human resources management. Peculiarities of human resources management in different fields of activity, in private, non-governmental, public and state institutions, in the Republic of Croatia, neighboring countries, the EU and the world. The function of human resources management in the integral model of business efficiency.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, seminar paper, written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Seminar	2
7. Required literature	Dessler, G., (2015). <i>Human Resources Management</i> – 12th ed., Zagreb: Mate.					
8. Additional literature	1. Noe, A. R., Hollenbeck, R., J., Gerhart, B., Wright, M.,P., (2006.) <i>Menadžment ljudskih potencijala</i>, Zagreb: Mate. 2. Bahtijarević-Šiber, F., (1999). <i>Management ljudskih potencijala</i>, Zagreb: Golden marketing. 3. DeCenzo, D., A., Robbins, S., P., Verhulst, S., L. (2010). <i>Fundamentals of Human Resource Management—10th ed.</i>, Hoboken: John Wiley & Sons. 4. Armstrong, M., (2006). <i>A Handbook of Human Resource Management Practice - 10th ed.</i>, London and Philadelphia: Kogan Page Ltd. 5. Brewster, C., Mayrhofer, W., Morley, M., (Eds), (2004). <i>Human Resource Management in Europe: Evidence of Convergence?</i>, Oxford: Elsevier Butterworth-Heinemann.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies, and a positively graded seminar paper. The dates of the final exam are published on the student portal.					
11. Exam implementation	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grades from the written exam, seminar paper and class activity grades are taken into account with					

and assessment criteria	the following shares in the final grade: <table border="1" data-bbox="312 129 568 286"> <tr> <th>Criteria</th><th>Weighting</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Seminar</td><td>30%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criteria	Weighting	Written exam	60%	Seminar	30%	Activities	10%				
Criteria	Weighting												
Written exam	60%												
Seminar	30%												
Activities	10%												
12. Assessment criteria - explanation	The final written exam consists of 20 questions that test knowledge of the entire material. Each answer is scored in the range of 0 to 5 points. The grades in the written exam reflect the points achieved as follows: <table border="1" data-bbox="312 389 590 629"> <tr> <th>Total points</th><th>Grade</th></tr> <tr> <td>0 – 60</td><td>insufficient (1)</td></tr> <tr> <td>61 – 70</td><td>sufficient (2)</td></tr> <tr> <td>71 – 80</td><td>good (3)</td></tr> <tr> <td>81 – 90</td><td>very good (4)</td></tr> <tr> <td>91 – 100</td><td>excellent (5)</td></tr> </table>	Total points	Grade	0 – 60	insufficient (1)	61 – 70	sufficient (2)	71 – 80	good (3)	81 – 90	very good (4)	91 – 100	excellent (5)
Total points	Grade												
0 – 60	insufficient (1)												
61 – 70	sufficient (2)												
71 – 80	good (3)												
81 – 90	very good (4)												
91 – 100	excellent (5)												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University				
Program	Human resources management		Year	1	Semester	1				
Course Name	Design thinking		Code	6855	ECTS	4				
Lecturers	Sr. Lect. Gordana Ćorić									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	By attending the interactive, mosaic Design Thinking course, students will upgrade existing knowledge and gain a broader insight into solving business (and other) problems, and learn new approaches to creating innovative sustainable products, services and companies. This dynamic course will be useful for those who want to get acquainted with innovative techniques and activities, and think about adding new value in entrepreneurial ventures. By mastering the techniques of systematic stimulation and nurturing of creativity, students will become familiar with the concept of design thinking and the application of relevant tools that will enrich their skills in effectively responding to different types of challenges. The course is designed to guide students through all stages of the process of design reflection and action (empathizing with customers/clients/partners, defining challenges, shaping ideas, creating prototypes, testing solutions and incorporating improvements based on feedback). In the practical part of the course, students will work in groups to solve selected problems and case studies, and demonstrate the practical application of design thinking and innovation development in response to specific challenges from the real business world. The concept of the course combines theoretical and practical content. In the theoretical part, through presentations, lectures and discussions, students will be introduced in detail to the concept of Design Thinking, and will be guided through all stages of the process with the application of Design Thinking tools. In the practical part of the course, students will be divided into working groups (teams) that will work on the practical application of Design Thinking for specific challenges from the real business world and/or other areas.									
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Identify opportunities for innovation and problem-solving in organizational and social structures. 2. Analyze user needs and behaviors through observation and research to understand their experiences. 3. Define problems and challenges by formulating meaningful and concrete statements that guide the solution process. 4. Explore and generate different potential solution options using creative ideation techniques. 5. Create and test prototypes with the aim of materializing ideas and collecting feedback from users to improve solutions. 6. Create an implementation plan using innovative tools from all phases of design thinking to analyze, synthesize, and apply developed solutions in complex business and social contexts.									
3. Content	MODULE 1: Introduction to the Design Thinking concept, method and tools, Examples of use, and insight into the complete method and workshop with the aim of going through all phases of Design Thinking MODULE 2: Identifying opportunities for introducing innovations and solving problems, Defining problems and developing empathy, Exercise MODULE 3: Redefining challenges and ideation phases, Exercise MODULE 4: Sketching ideas for solutions, Design prototype, Preparation for testing, Exercise MODULE 5: Testing, Seeking, obtaining and evaluating the usefulness of feedback, Learning from mistakes, Improving the solution, Presentation of the solution, Exercise									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and taking exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	0.5	Project	1.5	Activities	0.5
7. Required literature	Script and working materials based on literature (compilation): Antoljak, V. and Kosović, M. (2018). Design thinking for non-designers – how to solve business problems and innovate successfully. Zagreb: Školska knjiga.									
8. Additional literature	Brown, T. (2008). Design Thinking. Harvard Business Review (June 2008 issue; reprint R0806E). (pp 1-10) 2 Supplementary literature • Brown, T. (2009). Change by design: how design thinking transforms organizations and inspires innovation. New York: Harper business. Brown, T. (2018). Change by design = Designing custom changes. Zagreb: Mate. Cross, N. (2011). Design thinking: understanding how designers think and work. Oxford: Berg. Holloway, M. (2009). How tangible is your strategy? How design thinking can turn your strategy into reality. Journal of Business Strategy, Vol. 30, Iss 2/3 (pp. 50 – 56) Howkins, J. (2003). The creative economy: how people make money from ideas. Zagreb: Binoza press. Leavy, B. (2010). Design thinking – a new mental model of value innovation. Strategy & Leadership, Vol. 38 Iss3 (pp. 5 – 14) Liedtka, J. (2014). Innovative ways companies are using design thinking. Strategy & Leadership, Vol. 42 Iss 2(pp. 40 – 45)									

	Liedtka, J. (2018). Why Design Thinking Works? Harvard Business Review, September–October 2018 Issue, (pp.72–79) Liedtka, J. and Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool Kit for Managers. New York: Columbia Business School Publishing								
9. Quality monitoring	Observations and evaluations of classes after each module. Course performance evaluation. Student survey.								
10. Exam access requirements	Regular attendance at classes as prescribed by the regulations, positive participation in classes, assigned research and participation in team work, and continuous work on the project are required. In order to take the exam, the student must compensate for insufficient activity by preparing and submitting an entrance (seminar) paper, project or similar assignment. The entrance paper is assigned after missed class participation and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares <table border="1"> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>40%</td></tr> <tr> <td>Project</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criterion	Weight share	Written exam	40%	Project	40%	Activities	20%
Criterion	Weight share								
Written exam	40%								
Project	40%								
Activities	20%								
12. Assessment criteria - explanation	Students who do not participate in workshops and teamwork will take a written exam, and the written exam will be graded according to a given scale of points. The written exam is a combination of different tasks (choice between multiple answers, definitions, explanations, essay questions, etc.). If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a result of 0 points is recorded. Evaluation of the team project is carried out on the basis of the quality and depth of research conducted for the needs of the projects and classes (after receiving the initial instructions and instructions), compliance with the given deadlines, assessment of the effort invested, feedback on the presentation of the results, quality of the results, and comparison with the best team work/research in the study group. Evaluation of activities and exercises in the class is carried out in every class, because the teaching is workshop-type. Individual activities, pair activities, and team/group activities are conducted). Students who do not attend classes will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. Reviewing each module via e-form represents an opportunity to reflect on the experience and skills acquired during each module. The individual assignment represents an opportunity to round off what has been learned and to find additional relevant sources to supplement the acquired knowledge and skills, and the grade depends on comprehensiveness and avoiding superficiality in the selection of solutions, answers and examples.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Human resources management	Year	1	Semester	1	
Course Name	Diplomacy and diplomatic communication	Code	10895	ECTS	4	
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30

Course Description

1. Course objectives	This course aims to introduce students to the basic concepts and theories of diplomacy, as well as to key practices of diplomatic communication. Through lectures and interactive seminars, students will analyze various forms of diplomatic communication in the context of bilateral and multilateral diplomacy, negotiations, and public diplomacy. The impact of media and new technologies on diplomacy in the contemporary world will also be addressed.								
2. Expected learning outcomes	After successful completion of the course, the student will be able to: 1. Understand key terms and theories of diplomacy. 2. Recognize different types of diplomatic communication and their application. 3. Critically analyze international relations through the prism of diplomatic communication. 4. Apply diplomatic techniques in negotiations and crisis situations. 5. Interpret the role of the media and public diplomacy in shaping international policy.								
3. Content	The course content includes: 1. Introduction to diplomacy: Historical overview and basic concepts. 2. Diplomatic institutions and protocol: Ministries, diplomatic missions, international organizations and the European diplomatic service, basics of protocol. 3. Diplomatic work: Bilateral, multilateral and economic diplomacy and consular service. 4. Public diplomacy and the media: The role of the media and social networks in diplomatic communication. 5. Diplomatic negotiation: Strategies and tactics.								
4. Admission requirements	There are no special requirements for enrolling in the course.								
5. Student obligations	Attendance of lectures and taking exams.								
6. Monitoring student progress and associated ECTS credits	<table><tr><td>Classes</td><td>1</td><td>Written exam</td><td>3</td></tr></table>					Classes	1	Written exam	3
Classes	1	Written exam	3						
7. Required literature	Working materials and literature.								
8. Additional literature									
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll								
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.								
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>100%</td></tr></table>					Criteria	Weight share	Written exam	100%
Criteria	Weight share								
Written exam	100%								
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are evaluated.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information					VERN' University			
Program	Human resources management		Year	1	Semester	1		
Course Name	EU funding policies and EU terminology		Code	3621	ECTS	4		
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	To ensure an understanding of the European integration process, with a special emphasis on knowledge of European Union policies and their financing, European Structural and Investment Funds, and the opportunities that EU funds open up for Croatia through its membership in the Union. As English is one of the working languages of the European Union, the aim of this course is to improve students' language skills by introducing them to the specific jargon of European integration.							
2. Expected learning outcomes	After mastering all the course content, students will: 1. Name current events and the presence of the topic of European integration 2. Apply EU terminology in funding programs and describe the role of EU institutions in Croatian and English 3. Recognize the main characteristics of the EU budget 4. Explain EU policies and describe which EU programs finance individual EU policies 6. Explain the significance of EU regional and cohesion policies 7. Distinguish between the Structural Funds and the Cohesion Fund 8. Understand the significance of the Common Agricultural Policy 9. Compare the basic mechanisms for financing programs and projects and how individual phases of the mechanism can be influenced 10. Communicate about EU funding programs in English							
3. Content	EU development, EU institutions – actors in decision-making at the EU level – jargon of EU institutions (6 hours) EU budget – budgetary system, where does EU money come from and where does it go, adoption of the EU budget (2 hours) + vocabulary related to the budget in English (2 hours) EU policies + EU programs (overview, financing methods) (4 hours) – vocabulary related to policies and programs (2 hours) EU structural and cohesion policy – what, why, how it works, funds (4 hours) + terminology related to EU funds (2 hours) Common agricultural policy – what, significance, funds (2 hours) + CAP jargon (2 hours) How to get EU funds? – cycle of programming, design, implementation and evaluation of programs and projects, how to influence individual phases, lobbying, negotiating, adopting strategic documents, etc. (4 hours) workshop (2 hours)							
4. Admission requirements	Basic knowledge of English, min. level B1							
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam							
6. Monitoring student progress and associated ECTS credits	Classes	0.5	Written exam	2	Continuous assessment	0.5	Presentation	1
7. Required literature	1. McCormic, J., Understanding the European Union, Palgrave Macmillan/Mate d.o.o., 2010. 2. ECHO PCM Manual, European Commission, Directorate-General for Humanitarian Aid - ECHO, selected sections							
8. Additional literature	Daily and weekly newspapers in English: - EC Newsroom: https://europa.eu/newsroom/home_en - Euronews: https://www.euronews.com/news/europe - Financial Times: http://www.ft.com/home/uk ; - Politico: https://www.politico.eu/ ; - The Economist: http://www.economist.com/ ; - Der Spiegel (in English): http://www.spiegel.de/international/0,1518,,00.html ; - EU observer: http://euobserver.com/ ; Eurotopics: http://www.eurotopics.net/en/home/presseschau/aktuell.html							
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll							
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 20%. b) Positively graded seminar paper For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the teacher, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper in a timely manner - no later than two weeks before the exam. A student whose regular attendance at classes is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Group presentation</td><td>20%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	70%	Group presentation	20%	Activity	10%	Total	100%
Criteria	Weight share										
Written exam	70%										
Group presentation	20%										
Activity	10%										
Total	100%										
12. Assessment criteria - explanation	The written exam also consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 30 points in the test. The points obtained through the classes are added to the points from the test before being converted into the grade. The total points are converted into the grade of the written exam in the manner shown in the table. Students who want a higher grade take the oral part of the exam. If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is 0 points.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University
Program	Human resources management	Year	1	Semester	1
Course Name	Risk management - project risk management	Code	10900	ECTS	4
Lecturers	Mario Đaković, Asst. Prof. Dijana Pletikosa				
Teaching Method and Hours	Lectures	15	Excercises	15	Total 30
Course Description					
1. Course objectives	The course introduces students to the basic methodological approach to risk management and project risk management. The goal is for students to gain knowledge about the significance of risk in an organization (risk classification, quantitative and qualitative, identification and presentation of modern risk theories, risk management in an organization through the application of modern methods and techniques for recognition, measurement and regulation of risk, crisis management with clear goals and impact on time and cost share) and new techniques specific to the real sector through project work. The ultimate goal is to learn to apply risk management skills and tools to projects and effectively use the acquired knowledge in practice. Special attention will also be paid to the methodology for presenting papers through practical tasks.				
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. describe the concept and basic functions of risk, 2. differentiate risks by category, 3. classify risks based on the observed impact of project management and all the features of mitigating the impact of risk in individual project phases, 4. compare risk types and principles of systematic risk management on projects during the execution of the entire project, 5. analyze the process of assessing project management risks and ensuring project completion and the production of all accompanying documents, diagrams, graphs, etc., in accordance with the selected management model 6. differentiate between working with one of the information and communication support tools for competent management, risk transfer on projects and risk analysis (operational and financial), 7. design a project (risk and analysis), based on theoretical knowledge and examples of good practice 8. assess the success of risk treatment on a project with a presentation of conclusions.				
3. Content	1. Basics of risk management: introduction to risk management; integration of functional knowledge about risks; standard phases and process groups managed by project risk, 2. project life cycle and risk identification: stakeholders involved in project risk identification; planning risk analysis on projects: scope, structural elaboration of risks, list of activities, risk assessment, impact on time plan, impact on project organization; quantitative and qualitative process of risk analysis with impact on the integrity of the project, 3. risk response planning, control and action development processes for improvements, options and mitigations to reduce threats to project objectives, 4. profitability of the project: the procedure for implementing plans for monitoring the identified risks, assessing the effectiveness of the risk process during the entire duration of the project, 5. simulations of risk management models on projects. General managerial skills in project risk management; development of teams and team roles in risk management.				
4. Admission requirements	There are no special requirements for enrolling in the course.				
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar 1
7. Required literature	1. Dale Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Managements Guidelines", Managing Risk in Large projects and complex procurements, British Library Cataloging in Publication Data, HD61.P765 (2004), ISBN 0-470-02281-7 2. PMBOK/ Project Management Body of Knowledge,: "A Guide to the Project Management Body of Knowledge (PMBOK)", 5th ed. Newtown Square, (2011) PA: 11th chapter (PRM) - PROJECT RISK MANAGEMENT				
8. Additional literature	1. David L. Olson., Desheng Wu.: "Enterprise Risk Management Models", Springer Heidelberg Dordrecht London New York, Library of Congress Control Number: 20109228025 (2010), ISBN 978-3-642-11473-1 2. Dale F. Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Management Guidelines: Managing Risk in Large Projects and Complex Procurements", John Wiley & Sons Ltd. HD61.P765 2004, ISBN 0-470-02281-7.				
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll				
10. Exam access requirements	The student is required to attend at least 20% of the total number of teaching hours provided for in the study program. The requirements for taking the written exam are regular attendance of at least 20% and two practical exercises submitted and graded. A student whose regular attendance is less than 20% cannot take the exam in that academic year and is instructed to retake it in the next academic year.				

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="311 163 598 286"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </table>	Criteria	Weight share	Written exam	60%	Project	40%
Criteria	Weight share						
Written exam	60%						
Project	40%						
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. The exam is graded from 0 to 80 points, the preliminary exam from 0 to 40 points. Scale preliminary exam: 24 - 27 sufficient; 28 - 32 good; 33 - 36 very good; 37 - 40 excellent Scale exam: 48 - 55 sufficient; 56 - 64 good; 65 - 72 very good; 73 - 80 excellent During the semester, the student writes a project paper that is graded from insufficient (1) to excellent (5), and which carries 40% of the total course grade. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he/she wishes to apply for a higher grade.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information					VERN' University	
Program	Human resources management		Year	1	Semester	2
Course Name	Financial management and financial environment		Code	9403	ECTS	5
Lecturers	Asst. Prof. Melita Cita					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Acquire knowledge and skills for preparing, making and implementing optimal financial decisions on investing, financing and managing company assets and understand their connection with the field of human resources management. Focus on the application of principles, concepts, methods and techniques of business finance relevant to the human resources management system. Enable understanding of the impact of changes in the financial environment, especially in the functioning of financial institutions and financial markets, and key variables on the achievement of company goals. Achieve that by achieving the defined learning outcomes, competences are acquired on the basis of which human resources management would play a significant role in management and strategic planning at the level of the company as a whole.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: distinguish between the goals, concepts and techniques of financial management in the field of human resources management assess the impact of changes in the financial environment on the achievement of company goals and human resources management evaluate the basic concepts and methods of working capital management analyze the achievement of company goals and human resources management goals in the context of the company's exposure to financial risks evaluate the choice of financial instruments in the processes of investment and financing of companies analyze capital budgeting develop and present a project assignment on the assessment of the business operations of a selected company					
3. Content	Introduction to financial management: objectives, concepts and techniques of financial management and their connection with the field of human resources management. Structure, functions, regulation and functioning of financial institutions and financial markets as the financial environment of a company. Financial management in risk management: risk and return, investment return, total risk, diversification. Valuation of financial instruments: economic value, bonds, stocks, stock returns, fundamental rights of shareholders. Capital budgeting and their significance in the human resources management system: cost of capital, payback period. Working capital management: current asset management and short-term financing: trade credits, accruals, bank loans, commercial papers, factoring. Capital structure: long-term financing, capital structure and dividend policy.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises according to the regulations and internal acts of VERN' University, preparation and presentation of a project assignment, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Project	1
7. Required literature	Orsag, S. (2015), Business Finance, Zagreb: HUFA, Avantis. Workbook (2022). Financial Management and Financial Environment.					
8. Additional literature	Orsag, S. (2018), Securities, Sarajevo: Revicon. Brigham, E. F., Ehrhardt, M. C. (2011), Financial Management: Theory and Practice, 13th edn. Mason, OH: South-Western Cengage Learning.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The exam consists of a written part. The condition for taking the written exam is to attend classes for at least 20% of the total number of hours foreseen in the study program, and to submit and present a project assignment. The dates of the final exam are published on the student portal.					
11. Exam implementation and assessment criteria	The written exam is conducted using problem-based calculation tasks. If the teacher has reasonable suspicion that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written test, or does not respond, a score of 0 points is recorded. The exam is considered passed and a grade is recorded if all the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:					
	Criterion	Weight share				
	Written exam	70%				

	Project	30%

12. Assessment criteria - explanation

The grades for the written exam reflect the points achieved as follows:

Total points	Grade
0 – 60	insufficient (1)
61 – 70	sufficient (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
 The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
 During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Human resources management		Year	1	Semester	2
Course Name	Research methods in human resources management		Code	9405	ECTS	6
Lecturers	Prof. Toni Babarović					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To train students to understand research methods and to be able to critically interpret research results and their implications. To train students to apply their knowledge in the implementation of their own research projects.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. recognize the importance and purpose of the research approach in human resources management; 2. distinguish between research methods in the social sciences; 3. analyze different research approaches and segments within individual research methods; 4. evaluate research and be critical of it; 5. independently create a research plan in the field of human resources management; 6. choose an adequate method of statistical analysis of data collected through research and interpret the results					
3. Content	Fundamentals of scientific research. The role and importance of research in human resource management. Qualitative and quantitative research approaches. Characteristics of qualitative research. Basic types of qualitative research. Experimental research. Basic experimental designs. Quasi-experiments and evaluation research. Observation. Analysis of secondary data. Testing with standardized measuring instruments. Survey method. Basics of sampling. Methods of collecting survey data. Basics of statistical data processing. Basics of inferential statistics.					
4. Admission requirements	Previously passed exam in Business Statistics or a course of similar content that includes descriptive statistics material.					
5. Student obligations	Attendance of lectures and seminars, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4	Research	1
7. Required literature	(at the time of application for the study program proposal) 1. Milas, G. (2005 or newer) Research Methods in Psychology and Other Social Sciences. Jastrebarsko. Slap Publishing House.					
8. Additional literature	(at the time of submitting the study program proposal) 1. Bordens, K. S. & Abbott, B.B. (2010). Research Design and Methods: A Process Approach 8thed. New York: McGraw-Hill. 2. Frost, N. (2011). Qualitative Research Methods in Psychology. New York: McGraw-Hill. 3. Groves, R.M., Fowler, F.J., Couper, M.P., Lepkowski, J.M., Singer, E. & Tourangeau, R. (2004). Survey Methodology. Hoboken: Wiley & Sons. 4. Sanders, K., Cogin, J.A., & Bainbridge, H.T. (2013). Research methods in human resource management. Routledge/Taylor & Francis Group. 5. Anderson, Fontinha, R., & Robson, F. J. (2020). Research methods in human resource management investigating a business issue (Fourth edition.). Kogan Page.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The condition for taking the final exam is to achieve the minimum attendance in classes determined at the level of the Polytechnic for Specialist Graduate Professional Studies. The dates of the final exam are published on the student portal.					
11. Exam implementation and assessment criteria	Success is assessed on the final written exam. The final written exam consists of 25 short questions that test knowledge of the entire material. Each correct answer brings 1 point. The total possible number of points in the course is 25, and 12 points are required to pass. The grades on the final, written exam reflect the points achieved as follows:					
	Total points	Grade				
	0 – 12	insufficient (1)				
	13-15	sufficient (2)				
	16-19	good (3)				
	20-22	very good (4)				
	23-25	excellent (5)				

12. Assessment criteria - explanation	Although the oral exam is not a mandatory part of the assessment process, it will be held: if the student is unable to take the written exam for objective reasons.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Human resources management		Year	1	Semester	2								
Course Name	Macroeconomics and human resources		Code	9408	ECTS	5								
Lecturers	Lect. Anita Zelić													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The main objectives of the Course are to introduce students to the macroeconomic aspect of human resources management; to understand the broader context of integrated economies within the EU and the regional environment on labor mobility; and to clarify approaches to the labor market, wage determination, unemployment, and education spending from a macroeconomic perspective.													
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Identify macroeconomic concepts and the impact of changes in the macroeconomic environment on human resources management; 2. Analyze macroeconomic objectives from economic, political and social aspects; 3. Assess the importance of human resources in the national economy; 4. Identify the phases of business cycles and human resources management models in each phase of business cycles; 5. Compare different macroeconomic theories and models of achieving economic balance and economic growth; 6. Compare the ways in which brain drain and brain gain occur in a particular national economy; 7. Critically assess changes in economic policy from the perspective of human resources; 8. Valorize the macroeconomic effects of economic integration and their impact on human resources as human capital at the national level.													
3. Content	Macroeconomic concepts and mechanisms of the functioning of the national economy. Main macroeconomic components: GDP, economic growth, inflation, unemployment, business cycles, monetary and fiscal policy and their impact on human resource management. The impact of globalization and economic integration on labor mobility. Mechanisms of brain drain and inflow. Macroeconomic indicators in the national economy. Statistical indicators of (under)development of human resources.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attendance of lectures and exercises, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	2								
7. Required literature	1. Blanchard, O. (2011). <i>Macroeconomics</i> , Zagreb: Mate.													
8. Additional literature	1. Pletikosa, D. (2021). <i>DOPUT – working materials- internal script</i> . Zagreb: University of Vern' 2. Delač, D. (2014). <i>Macroeconomics for entrepreneurs and managers</i> , Zagreb: VERN. 3. Carline, W. Soskice, D, (1991). <i>MacroeconomicsandWageBargain</i> , London: Oxford University Press.													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The exam is conducted in written form. The condition for taking the final exam is the minimum attendance in classes determined at the Verna level for specialist graduate professional studies (20%), and the submitted, presented and positively evaluated seminar paper. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positively graded seminar paper and a passed written exam. In the process of acquiring the status of a passed exam, grades from the written and presented seminar paper, class activities, and the written exam are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>50%</td></tr><tr><td>Seminar</td><td>30%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>						Criteria	Weighting	Written exam	50%	Seminar	30%	Activities	20%
Criteria	Weighting													
Written exam	50%													
Seminar	30%													
Activities	20%													
12. Assessment criteria - explanation	The seminar paper is a mandatory individual work of the student, which is prepared on a selected macroeconomic topic in agreement with the lecturer.													

	The seminar paper is prepared according to the Instructions for Writing Seminar Papers by Vern'a and submitted to the lecturer via e-mail to the address: dijana.pletikosa@vern.hr at least two days before the presentation to the group. The presentation date for each student is determined in the first week of classes. The oral presentation should be accompanied by a power point presentation. The seminar paper is evaluated according to the following criteria: • quality, i.e. relevance and recency of the literature used • quality of argumentation and development of the topic and logical coherence of the topic • quality of application of theoretical knowledge and previous empirical studies within the given topics • quality of language and graphic design of text • creativity in the processing and presentation of information • quantity written in accordance with the required volume The final grade of the seminar work is derived from the individual grades of the written work and the public presentation. If a student is late with the seminar paper, the starting maximum grade is reduced by one grade for each week of delay, and if he/she does not present it orally by the end of the class, he/she is required to do so during consultations. IMPORTANT NOTE: If the teacher has reasonable suspicions that the result of the written exam was not achieved solely by the student's personal knowledge and without the help of others, the student may schedule an additional oral knowledge test. If in such a case the student demonstrates a significant lack of knowledge in relation to the written test, or does not take the additional oral knowledge test, he/she will receive a score of zero (0) points from the written exam.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Human resources management		Year	1	Semester	2		
Course Name	Organizational behavior		Code	9708	ECTS	5		
Lecturers	Asst. Prof. Maja Kolega							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	The aim of the course is to introduce students to the concept of organizational behavior, which explains and predicts behavior in organizations at three levels – individual, group, and within the organizational system as a whole. Furthermore, the aim is to achieve a good understanding of the characteristics of behavior at each of these three levels and to know the appropriate tools and techniques of organizational interventions to achieve optimal organizational effectiveness.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. discuss the concept of organizational behavior and its implications for organizational effectiveness; 2. distinguish the fundamental determinants of a successful organization - vision, mission and values; 3. distinguish between the concepts of organizational climate and culture, their influence on organizational behavior and apply some of the techniques for improving organizational climate and culture; 4. examine the influence of emotions, moods, personality and personal values on the organizational behavior of employees; 5. argue the advantages and limitations of various forms of material and non-material employee motivation; 6. propose how an organization can systematically influence the increase in the expertise, motivation, loyalty, satisfaction and efficiency of its members; 7. identify the factors of team behavior and systematic development within group and intergroup synergy; 8. explain the reasons for the outbreak of conflicts at different organizational levels and apply methods and techniques of negotiation and successful overcoming organizational conflicts; 9. connect leadership and organizational structure, strategy and culture.							
3. Content	Introduction to organizational behavior; Individual behavior and organization; Attitudes and job satisfaction; Motivation; Personality and values; Power and politics; Basic approaches to leadership; Contemporary issues in leadership; Perception and individual decision-making; Feelings and moods; Group formation, group behavior and teamwork; Organizational communication: conflict and negotiation; Vision, mission and organizational culture; Organizational structure and strategy; Change management.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attend lectures and exercises, pass a written exam, give a presentation.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Project	2		
7. Required literature	1. Robbins, S. P., Judge, T. A. (2009). Organizational behavior. Zagreb: Mate.							
8. Additional literature	1. Robertson, I.T., Callinan, M., Bartam, D. (eds) (2002). Organizational Effectiveness: The Role of Psychology, —2nd ed., Hoboken: John Wiley&Sons. 2. Cherniss, C., Goleman, D. (eds) (2001). The Emotionally Intelligent Workplace, San Francisco: Jossey-Bass - A Willey Company. 3. Mullins, J.I. (1996). Management and Organizational Behavior – Fourth Edition, London: Pitman Publishing. 4. Robbins, S. P. (1992). Essential elements of organizational behavior, Zagreb: Mate.							
9. Quality monitoring	Observation and evaluation of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The condition for obtaining a second signature and access to the written exam is a minimum of 20% attendance at classes. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. In addition to attendance, students are required to complete a project assignment that includes theoretical analysis, identifying key indicators of a particular problem, proposing innovative solutions and presenting a particular topic in collaboration with a partner company. Exam dates are published on the student portal.							
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr></table>						Criterion	Weight share
Criterion	Weight share							

	Written exam	70%
	Project	30%

12. Assessment criteria - explanation

The written part of the exam consists of questions that test knowledge of the theory and its application to some concrete practical situations. The criterion for a passing grade is 60% of a correctly solved exam.
The project task is evaluated according to the following criteria:

- quality, i.e. relevance and recency of the literature used
- quality of argumentation and development of the topic and logical coherence of the topic
- quality of language and graphic design of the text
- creativity in processing and presentation of information
- quantity written in accordance with the proposed scope.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Human resources management		Year	1	Semester	2
Course Name	Performance and career management		Code	9406	ECTS	5
Lecturers	Lect. Marino Miloš					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	The fundamental goal of this course is to introduce students to the elements, principles and methodology of performance management systems and to existing solutions for measuring work performance and career management in various business systems. The goal is also to encourage students to think analytically and connect theoretical and practical knowledge about performance management and careers with other functions and activities of human resources management. Experts in the field of human resources management will participate as guest lecturers in the course.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: - Differentiate between standards and tools for monitoring performance - Compare traditional and contemporary methods of measuring performance; - Develop a coherent system (framework) of competencies for individual positions; - Analyze concepts, methods and tools for career management; - Critically evaluate different talent management practices					
3. Content	Traditional models of work performance evaluation (Result Based Method; comparison methods, checklists...); workload measurement (WLA); newer models of work performance measurement (BARS and BOS scales; 360 degree method; MBO); determination and measurement of competencies and creation of a competency model; Balanced Scorecard business management concept; monitoring and management of employees' careers (procedures of succession, separation, retention, dismissal management, retirement); organization of professional development; talent management process and different talent management practices; case studies and examples from practice.					
4. Admission requirements	None.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Project	1
7. Required literature	1. Cook, M., Cripps, B., (2009). Psychological Assessment in the Workplace – A Guide for Managers, Zagreb: Školska knjiga					
8. Additional literature	- Noe, A. Raymond, Hollenbeck, R., John, Gerhart, Barry., Wright, M., Patrick, (2006). Management of human resources, Zagreb: Mate. Armstrong, M., (2006). A Handbook of Human Resource Management Practice - 10th ed., London and Philadelphia: Kogan Page Ltd. - Dahlgaard J. J., Kristensen K., Kanji K. G., (2002). Fundamentals of Total Quality Management Process analysis and improvement, London: Taylor & Francis. - Bouckaert, G., Halligan, J., (2008). Managing Performance: International Comparisons, London: Routledge. - Berger, I., Berger, D. (eds.) (2011). The Talent Management Handbook: Creating a Sustainable Competitive Advantage by Selecting, Developing, and Promoting the Best People. New York: McGraw-Hill.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The condition for taking the final exam is to have achieved the minimum attendance in classes set at the University level for specialist graduate professional studies. The dates of the final exam are published on the student portal					
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positive assessment of the written exam. The written exam is conducted in the form of an essay in such a way that each student demonstrates, through a separate topic that they will cover, the acquisition of thematic content and understanding of their practical applicability in a real business context. In addition, within the course, students will prepare a specific project assignment in the field of performance management, with the help of a lecturer (academic mentor). The task will be solved as a team (each team of 3-4 students), the quality and applicability of the presented solution will be evaluated, and the total grade assigned to the team will be the individual grade of each student. Project20% Activities20%					
12. Assessment criteria - explanation	The written exam is evaluated according to the following criteria: -quality of argumentation and development of the topic and logical coherence of the topic -quality of application of theoretical knowledge and empirical studies within the given topics -quality, i.e. relevance and recency of the literature used -quality of language and graphic formatting of the text -creativity in processing and presentation of information -quantity of written in accordance with the proposed scope.					

	Class activity is evaluated according to the following criteria: -constructive participation in group discussions -quality of participation in individual tasks -attitude towards the course, teacher, group colleagues and work obligations. Although the oral exam is not provided as a mandatory part of the evaluation process, it will be held: if the student is unable for objective reasons take the written exam, if with an achieved average with a written exam grade of 2.4 or 3.4 or 4.4, he/she wants a higher grade and if the subject teacher so assesses for some other reason.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Human resources management	Year	1	Semester	2
Course Name	Digital marketing	Code	6918	ECTS	4
Lecturers	Lect. Hrvoje Ratkić				
Teaching Method and Hours					
	Lectures	15	Exercises	15	Total

Course Description

1. Course objectives	The aim of the course is to acquaint students with digital marketing channels, which in today's practice are an integral part of integrated marketing communication. By acquiring knowledge that will be based on theoretical frameworks and examples from practice, students will be trained to independently create comprehensive communication plans, implement them and analyze their success.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define basic digital marketing concepts and channels 2. Integrate digital marketing channels into integrated marketing communications 3. Manage digital marketing channels 4. Analyze and evaluate digital marketing campaigns					
3. Content	Introduction to digital marketing, digital marketing trends, Creating a brief for a digital marketing campaign, Strategic planning in digital marketing, Integration of digital marketing channels, Influencer marketing, Content and content creation in digital marketing, Real time marketing, Native advertising, Evaluation in digital marketing					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2
7. Required literature	Teaching materials assigned during class					
8. Additional literature	1. Drago Ružić, Antun Biloš, Davorin Turkalj: E-marketing, Josip Juraj Strossmayer University, Faculty of Economics, 2014 2. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge. 3. Hinton, S.; Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 4. Lambert, J. (2013) Digital Storytelling. New York: Routledge 5. Lester, P.M. (2014) Digital Innovations for Mass Communication: engaging the user. New York: Routledge					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey					
10. Exam access requirements	Attendance at classes of at least 20%					
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions:					
	Criteria	Weighting				
	Oral exam	20%				
	Project assignment	80%				
12. Assessment criteria - explanation	Students present a project task that they work on as a team at the registered exam period. The grade of the whole team is entered for each member of the team. After the presentation of the project assignment, the students approach the oral part of the exam.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information						VERN' University	
Program	Human resources management		Year	1	Semester	2	
Course Name	EU project cycle		Code	3782	ECTS	4	
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić						
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30	
Course Description							
1. Course objectives	The course is conducted to empower students for local development, creating project ideas and projects, and successfully implementing projects in accordance with developed strategic plans at the local and regional level. Given the available funds in the EU and other funds, it is important that students are empowered and empowered for proactive and entrepreneurial action, designing projects, finding appropriate tenders, writing project proposals, and managing projects.						
2. Expected learning outcomes	After mastering all teaching content, students will: 1. analyze tender documentation 2. propose the sequence of actions necessary for the preparation of the project proposal 3. justify the relevance of the chosen topic in relation to the goals and priorities of the individual competition 4. prepare project documentation (logic matrix, application form, methodology, project budget) 5. create a concrete project proposal as a team 6. evaluate the quality of the prepared project proposal						
3. Content	Context of EU projects; EU, national and local context, stakeholders, prerequisites for entering projects, partnership (2+2 hours of exercises) Context analysis; stakeholders, problems, strategy objectives (4 + 4 hours of exercises) Defining the intervention logic of the project (3 + 3 hours of exercises) Logic matrix as a tool for project preparation (2+2 hours of exercises) Detailed activity plan (1+2 hours of exercises) Project budget (2+3 hours of exercises) Students develop a project proposal based on a real call for proposals and prepare complete project documentation in order to gain practical experience in applying for project proposals and receive relevant feedback on it. During the preparation, students work in teams of 3-6 members, and are monitored by a mentor.						
4. Admission requirements	Basic knowledge of English, min. level B1						
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam						
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2	
7. Required literature	• <i>European Commission 2004 Project Cycle Management Guidelines</i> • <i>Central State Office for Development Strategy and Coordination of EU Funds: European Funds for Croatian Projects: 2009 Handbook on Financial Cooperation and Programmes Supported by the European Union in Croatia, CODEF, Zagreb</i>						
8. Additional literature	• European Commission (2012), <i>The European Social Fund: investing in people - What it is and what it does</i>, European Commission. Retrieved from http://ec.europa.eu/esf/main.jsp?catId=3&langId=en (selected sections) • European Commission (2009), <i>Making a difference in life - The EU investing in people through the European Social Fund</i>, European Commission. Retrieved from http://ec.europa.eu/esf/main.jsp?catId=3&langId=en (selected sections) • Croatian Chamber of Commerce, 2013, "Common Agricultural Policy: What, why and how?", Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480						
9. Quality monitoring	Observations and evaluations of teaching; Student survey.						
10. Exam access requirements	The requirements for taking the written exam are: 1. A minimum of 20% attendance. 2. A positively graded seminar paper (project) For the purpose of taking the exam, a student can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time - no later than two weeks before the exam. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.						

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="316 136 935 255"> <thead> <tr> <th>Criteria</th><th>Weight proportion</th></tr> </thead> <tbody> <tr> <td>Activities</td><td>30%</td></tr> <tr> <td>Written exam</td><td>70%</td></tr> </tbody> </table>	Criteria	Weight proportion	Activities	30%	Written exam	70%
Criteria	Weight proportion						
Activities	30%						
Written exam	70%						
12. Assessment criteria - explanation	Final is the grade composed of the sum of points for all parameters and is the average of all obtained grades. If the teacher has reasonable doubts about the written result did not pass the exam without the help of others, can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a score of 0 points is recorded.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information							VERN' University			
Program	Human resources management			Year	1	Semester	2			
Course Name	Start-up management			Code	11001	ECTS	4			
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	12	Seminars and workshops	6	Excercises	14	Total	32		
Course Description										
1. Course objectives	To teach male and female students the knowledge of the theory of public communication and image creation with an emphasis on the analysis of the application of the theory on selected examples and the analysis of the image of public figures from the fields of politics, business, popular culture. The emphasis is on an overview of how individuals create and present their roles in society and the role of the media and the audience in the presentation. Create a portfolio based on a matrix to display the image of the selected person. Through the practical application of theoretical knowledge, the knowledge and skills necessary for creating and managing the image and reputation of persons and companies in public communication are acquired.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Compare similarities and differences in the concepts of impression, image, identity, social role, audience expectations, social role context, and perception through expectations. 2. Explain models of creating social stages and the roles of public perspectives from a sociolinguistic perspective. 3. Analyze image creation strategies with an emphasis on theories of agenda setting, framing, storytelling, spectacle construction, and stereotyping of social roles and activities. 4. Evaluate and analyze the tactics behind created images in relation to the selected media platform and communication and social framework. 5. Develop and present an image portfolio of a selected public figure or company.									
3. Content	Introduction to public communication. Analysis of media announcements and image construction in public communication. Theoretical foundations of the mechanisms and theories in the background of image creation with an emphasis on agenda-setting theories, framing, storytelling, constructing spectacles, stereotyping of social roles and activities. Media portraits of individuals, groups and business entities. Creating a portfolio of the image of a public person or company.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, creation and presentation of a project assignment (seminar work).									
6. Monitoring student progress and associated ECTS credits	Classes	1	Portfolio	1	Project	1	Presentation	1	Tasks	1
7. Required literature	1. Lecture materials 2. Borčić, N. (2023) The devil is in the details. Image and discourse in politics. Zagreb: TIM Press. 3. Relevant online sources.									
8. Additional literature	Selected professional and scientific articles and case studies.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from the activities during the classes. Activities during the classes include participation in the preparation of exercises and discussions during the classes, the preparation and presentation of a portfolio with an analysis of the image of a selected person / group or company. A student who has not achieved the right to sign (less than 70% attendance in class and/or a negative grade during the classes) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper (an additional task of analyzing a selected political image). Students will be informed about the details regarding the entrance paper after the lectures. This method of compensation depends on the percentage of regularity, and the task is assigned in accordance with the above.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result of the written exam (seminar paper) was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the									

	student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The grade for class activity is created according to the active participation in class that the lecturer observes and records individually for each student in each class. <table><tr><td>Criteria</td><td>Weighting</td><td></td></tr><tr><td>Assignments</td><td>30%</td><td></td></tr><tr><td>Presentation</td><td>35%</td><td></td></tr><tr><td>Portfolio</td><td>35%</td><td></td></tr><tr><td>Table</td><td>Criteria</td><td>Weighting</td></tr><tr><td>Table</td><td>Table</td><td></td></tr></table>	Criteria	Weighting		Assignments	30%		Presentation	35%		Portfolio	35%		Table	Criteria	Weighting	Table	Table	
Criteria	Weighting																		
Assignments	30%																		
Presentation	35%																		
Portfolio	35%																		
Table	Criteria	Weighting																	
Table	Table																		
12. Assessment criteria - explanation	The seminar paper includes a theoretical treatment of the selected topic, and is prepared individually. In addition to the quality of the selected topic according to the teacher's instructions and in particular the type and method of research, the final grade is also influenced by the form of the submitted assignment and (non)compliance with the deadlines for submission. In addition to the written project (portfolio), the final grade also includes the presentation of the project assignment. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																		

General information					VERN' University							
Program	Human resources management		Year	1	Semester	2						
Course Name	Stress management		Code	10028	ECTS	4						
Lecturers	Sr. Lect. Zoran Komar											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The fundamental goal of the course is to enable students to acquire contemporary knowledge about psychosocial risks at work and their individual (health) and organizational (business) consequences, with a special emphasis on the nature, causes and consequences of work-related stress. The secondary goal is, through practical exercises and examples from practice, to introduce techniques and methods for preventing, managing and resolving work-related stress and other negative psychosocial phenomena at work in order to increase the quality of work and the well-being of employees.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify psychosocial risks that arise from unfavorable organization, management and/or from an inappropriate social context at work, and produce negative psychological, physical, business and social effects; 2. analyze the sources of the emergence and development of stress in the workplace and the health, legal and business consequences of exposure to stress; 3. determine the severity of work-related stress in employees; 4. distinguish between primary, secondary and tertiary interventions that can eliminate sources of stress and/or mitigate its negative effects; 5. consider ways of coping with stress and the effectiveness of various techniques for reducing stress and tension; 6. assess the prevalence of <i>mobbing</i> , <i>bullying</i> , sexual harassment and other negative phenomena at work; 7. valuate the effects of managing stress and psychosocial risks at work on work motivation and organizational efficiency.											
3. Content	Psychophysiology of stress, contemporary concepts of stress. Sources of stress: environmental, life, work, organizational, social, global sources of stress. Burnout at work (<i>burnout</i>). Coping with and managing work stress. Procedures for measuring work stress. Primary, secondary and tertiary interventions in managing work stress. Psychosocial risks at work and their health, legal and business consequences (overwork, lack of time, conflicting demands and unclear work roles, mismatch between work demands and employee competencies - underestimation or overestimation of employee competencies and skills, non-involvement in decision-making that is important for employees, inability to influence the way work is done, <i>mobbing</i> , <i>bossing</i> , <i>bullying</i> , sexual harassment at work). Prediction, prevention and management of stress and psychosocial risks at work, work motivation and organizational efficiency. Methods and techniques for relaxation and reduction of tension and stress.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attending lectures and exercises, taking a written exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1						
7. Required literature	1. Hudek-Knežević J., Kardum I., (2006). <i>Stress and Physical Health</i> , Jastrebarsko: Naklada Slap. 2. European Agency for Safety and Health at Work, (2013). <i>Guide to the Campaign Managing Stress and Psychosocial Risks at Work</i> , , http://www.hzzo-net.hr/download/zastita_zdravlja/2_1_Vodic_za_Kampanju.pdf											
8. Additional literature	1. Bodiroga-Vukobrat, N., Francisković, T., Pernar, M., (2006). <i>Mobbing</i> , Zagreb: Society of Psychologists of the Primorje-Gorski Kotar County. 2. Cooper Cary L., Campbell Quick, James, Schabracq Marc J. (Eds), (2009). <i>International Handbook of Work and Health Psychology, Third Edition</i> , Chichester, West Sussex: Wiley-Blackwell. 3. Benson, Herbert, (2001). <i>Reaction of relaxation</i> , Zagreb: Algorithm.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The condition for taking the final exam is to achieve the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grade from the written exam and the grade from the class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>30%</td></tr></table>						Criteria	Weight share	Written exam	70%	Activities	30%
Criteria	Weight share											
Written exam	70%											
Activities	30%											

12. Assessment criteria - explanation	The exam consists of 10 essay-type questions that require knowledge and understanding of theoretical and practical knowledge as well as their application in concrete situations. The passing grade criterion is 60% of the exam being answered correctly. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what is written, or does not respond, a result of 0 points is recorded. Class activity is evaluated according to the following criteria: • constructive participation in group discussions • quality of participation in individual tasks • degree of engagement in group exercises Although the oral exam is not provided as a mandatory part of the evaluation process, it will take place: if the student is unable to take the written exam for objective reasons, if with an average written exam grade of 2.4 or 3.4 or 4.4 he/she wants a higher grade, and if the teacher in question decides so for some other reason.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Human resources management		Year	2	Semester	3		
Course Name	Controlling		Code	9539	ECTS	5		
Lecturers	Prof. Stud. Ivona Santini							
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30		
Course Description								
1. Course objectives	The course is designed to enable students to: (1) acquire specific knowledge and skills in the field of controlling as professional support to management within the practice of business management and decision-making in a changing and unpredictable business environment, (2) apply controlling models and techniques in the analysis of current potentials and in building future potentials for successful business, (3) connect the managerial function of controlling with the field of human resources management.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: - analyze the links and interaction of the controlling function with other business functions, with special emphasis on the human resources management function, - value the strategic position of the company by applying the analysis of the company's external and internal potential, - distinguish between the principle of coordination and the principle of integration of the management system and the execution system within the framework of the management-oriented controlling concept, - select instruments of strategic and operational controlling, - distinguish the contribution of the managerial controlling function in the field of human resources management.							
3. Content	Positioning controlling in the company. Controlling as a function and subsystem of company management VS controlling as a generic ownership function. The link and interaction of the controlling function with other business functions in the company (special emphasis on the human resources management function). Contingent theoretical model in the function of performing effectiveness (effectiveness) and efficiency (efficiency) in the work of management and positioning strategic and operational controlling. Modern business environment and analysis of external potentials of the company. Holistic approach in understanding the company and analysis of internal potentials of the company. Strategic alignment of the company through the controlling process. Concepts and basic principles of controlling. The principle of coordination and integration within the framework of the management-oriented concept of controlling. Strategic controlling and instruments of strategic controlling. Operational controlling and instruments of operational controlling. Controlling of personnel (human resources). Delimitation and coordination of the basic tasks of controllers and human resources managers.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Students are required to: (1) regularly attend lectures and exercises, (2) actively participate in classes, (3) complete independent assignments and submit them by the due date, (4) take the written and oral part of the exam, and (5) comply with all normative acts of VERN' University.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Oral exam	1		
					Tasks	1		
7. Required literature	Osmanagić-Bedenik, N. (2007), Controlling: the alphabet of business success, 3rd revised edition, Zagreb: Školska knjiga.							
8. Additional literature	- Blazek, A., Deyhle, A., Eiselmayer, K. (2014), Controlling and controller, Zagreb: Kontroling Kognosko (selected chapters) - Očko, J., Švigir, A. (2009), Controlling - management from the backstage, Zagreb: Altus savjetovanje i Kognosko (selected chapters). - Ziegenbein, K. (2008), Controlling, 9th revised and updated edition, Zagreb: RRiF Plus (selected chapters).							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The condition for taking the exam is to have achieved the minimum attendance in classes set at the VERN' University level for specialist graduate professional studies (min. 20% of the total number of hours foreseen in the study program). The dates of the final exam are published on the student portal.							
11. Exam implementation and assessment criteria	The knowledge assessment (final exam) in the Controlling course consists of a written and oral part of the exam. The condition for access to the oral part of the exam is the successful passing of the written part of the exam. In the process of acquiring the status of a passed exam, the grades from the written and oral parts of the exam are taken into account. The final grade is determined based on the grades achieved for each component with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr></table>						Criteria	Weight share
Criteria	Weight share							

	Written exam	70%
	Oral exam	30%

12. Assessment criteria - explanation

The written and oral exams, as well as the final grade, are expressed in grades from 1 to 5. The criterion for grading the written part of the exam is the number of points achieved according to the following scale:

Points	Grade
0 - 59	1
60 - 69	2
70 - 79	3
80 - 89	4
90 - 100	5

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Human resources management		Year	2	Semester	3		
Course Name	Application of information and communication technology in human resources management		Code	9543	ECTS	5		
Lecturers	Lect. Siniša Jovčić							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	The fundamental goal of the course is to introduce students to the possibilities of applying modern information and communication technology and electronic media in the development and management of human resources, as well as to the psychological and other aspects of computer communication and human-computer relations, taking into account the positive and negative effects of this interaction in relation to the aspect of human resources management.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. plan the use of information and communication technologies and media in human resources management; 2. analyze the types of electronic human resources management (e-HRM); 3. design and organize various forms of electronic learning (e-learning); 4. identify optimal computer software solutions for human resources management; 5. distinguish between types of online social networks and plan their use in the function of human resources management; 6. analyze psychological and other aspects of human-computer interaction; 7. identify the possible negative impact of new technologies and media in the work environment; 8. create <i>online</i> databases and use other sources on the Internet to conduct research in the field of human resources management.							
3. Content	Advantages of using new technologies in human resources management. Social networks and their use in human resources management. Using the Internet in the process of attracting new employees. Conducting selection using the Internet. Psychological aspects of e-communication and the impact of new technologies on communication between employees. Computer software solutions in human resources management. Online education and training (e-learning). Internet marketing in human resources management. Creation of online databases. Conducting research via the Internet in the function of human resources management. Business etiquette in electronic communication. Psychological aspects of remote work and "working from home" with the help of new technologies. Addiction to the Internet and social networks, virtual bullying in the business environment.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, seminar paper, written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	1.5	Tasks	0.5
7. Required literature	1. Čerić, V., Varga, M (2004): Information technology in business, Element, Zagreb							
8. Additional literature	• Miller V. D., Gordon, M. E., (2014), <i>Meeting the challenge of human resource management: A communication perspective</i>. New York: Routledge. • Bondarouk, T., Huub, R., Looise, J.K. (2011), <i>Electronic HRM in Theory and Practice</i>, Bingley: Emerald Group Publishing. • Torres-Coronas, T., Arias-Oliva, M. (2005), <i>E-Human Resources Management: Managing Knowledge People</i>, Hershey: IGI. • Torres-Coronas, T., (2005), <i>Encyclopedia of Human Resources Information Systems: Challenges in e-HRM</i>, Hershey: IGI. • Wallace, P., (2004), <i>The Internet in the workplace: How new technology is transforming work</i>. New York, Cambridge University Press. • Wallace, P., (1999), <i>The psychology of the Internet</i>. New York, Cambridge University Press. • Silva R.F. (2021) Power BI Academy - HR Recruitment							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	A student can take the exam if their regular attendance was greater than 20%. Students who have a minimum regular attendance may have additional assignments as a condition for taking the exam to make up for missed content, which is decided by the course lecturer. The dates of the final exam are published on the student portal.							
11. Exam implementation	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grades from the written exam, seminar paper and the grades from class activities and homework							

and assessment criteria	are taken into account with the following shares in the final grade:												
	<table> <tr> <th>Criteria</th><th>Weighting</th></tr> <tr> <td>Written exam</td><td>80%</td></tr> <tr> <td>Seminar</td><td>10%</td></tr> <tr> <td>Activities</td><td>10%</td></tr> </table>	Criteria	Weighting	Written exam	80%	Seminar	10%	Activities	10%				
Criteria	Weighting												
Written exam	80%												
Seminar	10%												
Activities	10%												
12. Assessment criteria - explanation	The final written exam consists of 14 questions that test knowledge of the entire material. Each correct answer brings between 5 and 15 points. The passing grade criterion is 60% of the exam correctly answered. <table> <tr> <th>Total points</th><th>Grade</th></tr> <tr> <td>0–60</td><td>insufficient (1)</td></tr> <tr> <td>61-70</td><td>sufficient (2)</td></tr> <tr> <td>71-80</td><td>good (3)</td></tr> <tr> <td>81-90</td><td>very good (4)</td></tr> <tr> <td>90-100</td><td>excellent (5)</td></tr> </table>	Total points	Grade	0–60	insufficient (1)	61-70	sufficient (2)	71-80	good (3)	81-90	very good (4)	90-100	excellent (5)
Total points	Grade												
0–60	insufficient (1)												
61-70	sufficient (2)												
71-80	good (3)												
81-90	very good (4)												
90-100	excellent (5)												
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information					VERN' University			
Program	Human resources management		Year	2	Semester	3		
Course Name	Compensation management		Code	9541	ECTS	5		
Lecturers	Asst. Prof. Dijana Pletikosa, Prof. Stud. Ivona Santini							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	The main goal of this course is to enable the acquisition of knowledge about a series of activities for designing, implementing and maintaining a system of material and non-material employee rewards that will have an encouraging effect on their work engagement and ensure loyalty to the company. In order to successfully master the basic techniques and methods used in developing a reward strategy and developing independence in applying the acquired knowledge, special attention will be paid to the activities of analyzing examples and comparisons from practice.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. analyze, describe and evaluate the value of work and forms of compensation; 2. identify the motivational impact of compensation fairness on employee attitudes and behavior as a basis for achieving an organization's competitive advantage; 3. analyze the goals, strategy and policy of reward management and identify the role of reward management as a component of human resources management; 4. propose salary systems based on the results of performance appraisals; 5. evaluate the strategy of managerial compensation and benefits; 6. analyze the goals, policies and types of benefits; 7. distinguish the relevant legislation underlying the development of salary systems and other material benefits.							
3. Content	Definition, components, structure and levels of salaries. Motivational and compensatory character of salary. Goals, strategy and policy of remuneration management. The role of compensation in the human resources management strategy. Analysis, description and assessment of job value as the starting point of the salary system; performance-based salary systems. Team remuneration. The role and support of managers in remuneration management. Forms of employee cooperation in the remuneration system. Fairness of compensation. Remuneration of managers. Goals and types of material and non-material forms of remuneration. Collective bargaining in determining material benefits. The impact of employee costs on the business results of the company. Legal aspects of determining and calculating salaries and rewards. Information support for compensation management.							
4. Admission requirements	There are no special requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Oral exam	2		
7. Required literature	(at the time of submitting the study program proposal) 1. Galetić, L., (2012). <i>Selected topics from compensation management</i> , Zagreb: EFZG.							
8. Additional literature	(at the time of application for the study program proposal) 1. Buble, M., Bakotić, D. (2013). <i>Compensation Management</i> . Split: Faculty of Economics. 2. Milkovich, G.T., Newman, J.M., (2006). <i>Wages and reward models</i> . Zagreb: Masmedia. 3. Tipurić, D. (ed.), (2004). <i>ESOP and the Croatian company</i> , Zagreb: Sinergija. 4. Armstrong, M., Stephens, T., (2005). <i>A Handbook of Employee Reward Management and Practice</i> , London: Kogan Page. 5. Galetić, L., Pavić, I., (1996). <i>Payroll Management</i> . Zagreb: RRIF.							
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.							
10. Exam access requirements	The exam consists of a written and an oral part. The condition for taking the final exam is to have achieved the minimum attendance in classes, determined at the level of the University for Specialist Graduate Professional Studies. The condition for taking the oral part of the exam is to have passed the written part of the exam. The dates of the final exam are published on the student portal.							
11. Exam implementation and assessment criteria	The exam consists of 5 essay-type questions that require understanding of the theory and its application, and 5 multiple-choice tasks. The status of a passed exam is recognized after passing the oral exam. In the process of acquiring the status of a passed exam, the grades from the written and oral exams are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr></table>						Criteria	Weight share
Criteria	Weight share							

	Written exam	60%
	Oral exam	40%

12. Assessment criteria - explanation

The grades for the written exam reflect the points achieved as follows:

Total points	Grade
0 – 60	insufficient (1)
61 – 70	sufficient (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
 The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
 During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Human resources management	Year	2	Semester	3	
Course Name	Knowledge management	Code	9540	ECTS	5	
Lecturers	Lect. Marino Miloš					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30

Course Description

1. Course objectives	The main goal of this course is to familiarize students with the basic principles of knowledge management in organizations. The elements and models of the knowledge management system will be explained to them, and the practical application of tools and methods for collecting, formalizing, storing and exchanging knowledge will be brought closer to them. Additionally, students will be taught advanced knowledge related to the concept of knowledge and knowledge management, implementation of the knowledge management model in the organization, strategic knowledge management and its role and significance for the competitive advantage of the company.										
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Distinguish between basic concepts, definitions, processes and classifications of knowledge management; 2. Select appropriate approaches, solutions and models of knowledge management in an organization; 3. Evaluate the role of intellectual capital in an organization and the challenges associated with it; 4. Identify and select tools and techniques for creating, acquiring, sharing and managing knowledge; 5. Create a context for the development, storage and application of knowledge in building competitive advantage. Apply knowledge management in the context of human resources development.										
3. Content	Knowledge economy, knowledge society and knowledge; knowledge as a source of competitive advantage for companies; evolution of knowledge management; concept, term and types of knowledge; experiential and explicit knowledge; creation of useful knowledge; knowledge life cycle and applications; definition and specification of knowledge management; elements and tools of knowledge management; knowledge management models; organizational learning and knowledge culture; knowledge management and culture; knowledge management and human resources development; implementation and management of knowledge in practice; tools and techniques of knowledge management.										
4. Admission requirements	There are no special requirements for enrolling in the course										
5. Student obligations	Attendance of lectures and exercises, taking a written exam.										
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Project	1					
7. Required literature	• North, Klaus (2008), Knowledge Management, Knowledge-Oriented Business Management, Slap Publishing, 2008.										
8. Additional literature	1. Blair, D. C. (2002): Knowledge Management: Hype, Hope, or Help, Journal of the American Society for Information Science and Technology, 53 (12) 2. Burgeron, Bryan (2003): Essentials of Knowledge Management, Canada: WILEY. 3. Dalkir, K. (2005), Knowledge management in theory and practice, Elsevier, UK 4. Fernandez, A. Gonzales, R. (2004), Sabherwal. Knowledge Management: Challenges, Solutions, and Technologies. Prentice Hall, 2004. 5. Wiig, Karl M. (1999) Introducing Knowledge Management into the Enterprise, published in Knowledge Management Handbook edited by Jay Leibowitz, CRC Press.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The condition for taking the final exam is to have achieved the minimum attendance in classes set at the University level for specialist graduate professional studies. The dates of the final exam are published on the student portal.										
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positively graded written exam. The written exam is conducted in the form of essays in such a way that each student, through a separate topic they will cover, demonstrates the adoption of thematic content and understanding of their practical applicability in a real business context. In addition, as part of the course, students will prepare a specific project task in the field of knowledge management, with the help of a lecturer (academic mentor). The task will be solved as a team (each team of 3-4 students), the quality and applicability of the presented solution will be evaluated, and the total grade assigned to the team will be the individual grade of each student. <table><tr><th>Criteria</th><th>Weight fraction</th></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project</td><td>20%</td></tr></table>					Criteria	Weight fraction	Written exam	60%	Project	20%
Criteria	Weight fraction										
Written exam	60%										
Project	20%										

	Activities	20%
12. Assessment criteria - explanation	The written exam is evaluated according to the following criteria: -quality of argumentation and development of the topic and logical coherence of the topic -quality of application of theoretical knowledge and empirical studies within the given topics -quality, i.e. relevance and recency of the literature used -quality of language and graphic formatting of the text -creativity in processing and presentation of information -quantity of written in accordance with the proposed scope. Class activity is evaluated according to the following criteria: -constructive participation in group discussions -quality of participation in individual tasks -attitude towards the course, teacher, group colleagues and work obligations. Although the oral exam is not provided as a mandatory part of the evaluation process, it will be held: if the student is unable for objective reasons take the written exam, if with an achieved average with a written exam grade of 2.4 or 3.4 or 4.4, he/she wants a higher grade and if the subject teacher so assesses for some other reason.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information					VERN' University									
Program	Human resources management		Year	2	Semester	3								
Course Name	Leadership and decision-making		Code	9544	ECTS	6								
Lecturers	Sr. Lect. Zoran Komar													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The main goal of the course is to familiarize students with different concepts and practical approaches in (manage) management and decision-making, taking into account the fact that human resource management jobs primarily involve working with people.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: - distinguish between the constructs of management, command, leadership and strategic leadership; - analyze the various tasks and roles of managers in interaction with subordinates and superiors; - analyze the sources of power and influence of managers; - identify the factors of failure in leadership and the negative aspects of performing the leadership role; - recommend rules for finding and developing successful leaders - selecting and training leadership skills and competencies; - evaluate the methods and factors of (business) decision-making; - examine the sources of various errors in decision-making.													
3. Content	The nature and content of (managerial) management. Development of the understanding of (managerial) management (from the "art of the chosen" to the work of the "well-trained"). Characteristics, abilities, skills and key competencies of successful leaders; selection and training of managers. Concepts and models of leadership ("managerial network", contingency model, situational leadership, charismatic and transformational leadership). Strategic leadership. Relationship between managers and subordinates (co-decision-making, joint goal setting, motivation, mentoring). Sources of power and influence of managers. Factors of failure in leadership. Decision-making process, methods and models of decision-making. Objective, subjective and environmental determinants of making (right and wrong) decisions.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attendance of lectures and exercises, seminar paper, written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	3	Seminar	2								
7. Required literature	1. Yukl, G., (2008). <i>Management in organizations</i> , Jastrebarsko: Naklada Slap.													
8. Additional literature	1. Northouse, P.G. (2016). <i>Leadership: Theory and Practice</i> (seventh edition). Los Angeles: Sage. 2. Kets de Vries, M., (2009). <i>The Secret of Leadership – Leadership Behavior in Entrepreneurship</i> , Zagreb: Profil International. 3. Kahneman, D., (2013). <i>Thinking, Fast and Slow</i> , Zagreb: Mozaik knjiga. 4. Yates J. F., (2012). <i>Business Decision-Making</i> , Zagreb: Mate. 5. Blanchard, K., (2010). <i>Leadership at the Higher Level</i> , Zagreb: Mate. 6. Haslam, A. S., Reicher, S., Platow, M., (2011). <i>The New Psychology of Leadership: Identity, Influence, and Power</i> , New York: Psychology Press.													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes determined at the level of the Polytechnic for Specialist Graduate Professional Studies and a positively graded seminar paper. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after passing the written or oral exam. In the process of acquiring the status of a passed exam, the grades from the written exam, seminar paper and class activity grades are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Seminar</td><td>30%</td></tr><tr><td>Activities</td><td>10%</td></tr></table>						Criteria	Weighting	Written exam	60%	Seminar	30%	Activities	10%
Criteria	Weighting													
Written exam	60%													
Seminar	30%													
Activities	10%													
12. Assessment criteria - explanation	The final written exam consists of 12 essay-type questions that test knowledge of the entire material. The criteria for a passing grade is 60% of the exam correctly solved.													

	In the case of an online exam, students will solve a project assignment/written exam covering knowledge of the entire material. The passing criterion is 60% of the successfully completed project assignment. The seminar paper is evaluated according to the following criteria: • quality, i.e. relevance and recency of the literature used • quality of argumentation and elaboration of the topic and logical coherence of the topic • quality of linguistic and graphic design of the text • creativity in processing and presenting information • quantity of writing in accordance with the proposed scope. Activity in class is evaluated according to the following criteria: • constructive participation in group discussions • quality of participation in individual assignments • degree of engagement in group exercises • attitude towards the course, teacher, colleagues in the group and work obligations. Although the oral exam is not envisaged as a mandatory part of the assessment process, it will held: if the student is unable to take the written exam for objective reasons, if with an average written exam grade of 2.4 or 3.4 or 4.4 she wants a higher grade, and if the teacher in question decides so for some other reason.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University		
Program	Human resources management			Year	2	Semester	3	
Course Name	EU funds and programs			Code	4085	ECTS	4	
Lecturers	Assoc. Prof. Irena Đokić							
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30		
Course Description								
1. Course objectives	Provide a comprehensive overview of the EU Structural Funds, Common Agricultural Policy funds intended for rural development and Union Programs. Deepen understanding of the possibilities of using Structural Funds as instruments of EU regional policy. Know how companies and other institutions in the fields of research, innovation, environmental protection, education, youth, media, culture and citizens can access Union funds and programs. Deepen understanding of the possibilities of financing projects from the European Social Fund, the field of culture and the EU Common Agricultural Policy and its implementation in the Republic of Croatia. Know how to use tools for evaluating project proposals.							
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. List the instruments of cohesion policy and explain the objectives of using EU funds and programs; 2. Identify ways in which EU funds (ESF, ERDF, EFRR) can be obtained and used in the implementation of individual activities; 3. Explain how investment and development-investment projects intended for development and industrial companies, in the field of culture and media, and projects in the agricultural and food sector are managed; 4. Discuss examples of regional cooperation projects and determine similarities and differences; 5. Review basic information about the procedure and purpose of the evaluation procedure, and evaluate the summary of the project proposal							
3. Content	This course will cover the following topics and subtopics: 1. Cohesion Policy Instruments: 1.1. General information about the European Social Fund (ESF) - Objectives and eligible regions of the ESF; Who applies and who uses ESF funds?; How to access ESF funds?; Benefits that the ESF can bring to an individual - examples 1.2. Transition and strengthening of institutions; 1.3. Human resources development 2. How to access European Regional Development Fund (ERDF) funds? - Innovation as a basis for company development in the project preparation phase; Preparing a company for project thinking in the project preparation phase; Examples of industrial and development projects. 3. Regional development and cross-border cooperation - how to finance cross-border, transnational and inter-regional cooperation projects (INTERREG)? 3.1. Regional development - what are regions and why are they important in the context of Cohesion Policy?; 3.2. Cross-border cooperation – objectives and programmes; 3.3. South-Eastern Europe (SEE) and Mediterranean (MED) – case studies/examples 4. How to finance projects through Union programmes? - Culture, Erasmus for All – basic information on programmes, examples of projects; HORIZON 2020 - Programme for research, technological development and innovation; COSME - Programme for the competitiveness of enterprises and SMEs 5. Common agricultural policy – funds intended for rural development 5.1. Common agricultural policy – historical context and development of rural development measures; 5.2. Rural development measures in the period 2014-2020. experiences – Rural development measures in the period 2023-2027; 5.3. Examples of projects financed from funds intended for rural development 6. Seminar paper/evaluation of project proposals - Instructions for writing a seminar paper, selection of topics; General information about evaluation, and instructions for evaluating the project summary and full project proposal; Example of an evaluated summary and full project proposal (example of a "hard" (infrastructure) and "soft" project (e.g. education, campaign, etc.)							
4. Admission requirements	There are no prerequisites that must be met in order to take this course.							
5. Student obligations	Attendance at classes, preparation of a seminar paper or evaluation of a complete project proposal, taking a written exam							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5	Continuous assessment	0.5
7. Required literature	1. European Commission - Directorate-General for Employment, Social Affairs and Inclusion (2016). European Social Fund - Investing in People. Retrieved from file:///C:/Users/idokic/Downloads/esf_brochure_hr.pdf (08.03.2018) 2. MRRFEU (2017). Regional Development Strategy of the Republic of Croatia for the period up to the end of 2020. https://razvoj.gov.hr/UserDocsImages/O%20ministarstvu/Regionalni%20razvoj/razvojne%20strategije/Strategija%20regional%20razvoja%20Republika%20Hrvatske%20za%20razdoblje%20do%20kraja%202020._HS.pdf (03/08/2018) 3. European Commission, (2021) Next generation EU, https://europa.eu/next-generation-eu/index_en 4. European Commission (2011). <i>Mini Country Report/Croatia, Thematic Report 2011 under Specific Contract for the Integration of INNO Policy Trend Chart with ERAWATCH (2011-2012)</i> , Brussels: European Commission. Retrieved from http://ec.europa.eu/enterprise/policies/innovation/files/countryreports/croatia_en.pdf (12/02/2016)							

	5. Aralica, Z. (2009). <i>The role of the R&D sector in Croatia's approach to the EU</i>, (pp. 101-108). Zagreb: Croatian Society for Systems 6. Christensen, C. M. (2011). <i>The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business</i>. New York: HarpersBusiness Essentials, ISBN 0062060244 (selected chapters) 7. Devin, L., Austin Dee, R. (2012), <i>The Soul of Design: Harnessing the Power of Plot to Create Extraordinary Products</i>, Stanford: Stanford University Press. ISBN: 9780804757201 (selected chapters) 8. Croatian Chamber of Commerce (2013). <i>Common Agricultural Policy: What, Why and How?</i>, Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480								
8. Additional literature	1. Ulwik, W. A. (2005). <i>What Customers Want; Using Outcome Driven Innovation to Create Break through Products and Services</i>. New York: McGraw-Hill (selected chapters) 2. European Commission (2014). <i>Erasmus+ Programme Guide</i>, Retrieved from http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus-plus-programme-guide_en.pdf 3. European Commission-Directorate-General for Research and Innovation (2014). Horizon 2020 in brief. Retrieved from https://ec.europa.eu/programmes/horizon2020/sites/horizon2020/files/H2020_HR_KI0213413HRN.pdf (08.03.2018.) 4. Ministry of Agriculture (2015) Rural Development Programme: list of measures with basic information. Zagreb: Ministry of Agriculture Retrieved from http://ruralnirazvoj.hr/files/documents/MPS_program-ruralnog-razvoja-RH_200x275_v6-LQ.pdf 5. European Commission (2021), Directorate-General for Agriculture: https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_hr								
9. Quality monitoring	Evaluation of course performance by student survey.								
10. Exam access requirements	A student is required to attend at least 20% of the total number of teaching hours provided for in the study program. A student who has attended less than 20% of the classes may exceptionally make up for the lack of teaching hours, in a manner determined by the course instructor. A student who has attended less than 15% of the total number of teaching hours during an academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Entry seminar paper</td><td>30%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	60%	Entry seminar paper	30%	Activity	10%
Criteria	Weight share								
Written exam	60%								
Entry seminar paper	30%								
Activity	10%								
12. Assessment criteria - explanation	WRITTEN EXAM: The written part of the exam can be taken in advance after completing the course. The grade for the written part of the exam is positive if the student has achieved at least 60% accuracy in the answers from the three exam sections (collectively). The grading scale according to the accuracy of the answers: sufficient (60-70%), good (71-83%), very good (84-94%), excellent (95-100%). A passed written part of the exam is valid until the end of the current academic year. ENCLOSURE SEMINAR PAPER: 'Objectives of using cohesion policy instruments'; 'Possibilities of using cohesion policy instruments in the Republic of Croatia' and other topics in agreement with the lecturer. CLASS ACTIVITY - includes: regular class attendance, student preparation for class in the form of reading assigned literature, class activity, contribution to the success of class through presentation of results and active and constructive participation in problem discussions.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Human resources management	Year	2	Semester	3
Course Name	Creative tools in management	Code	10603	ECTS	4
Lecturers	Prof. Stud. Sendi Deželić				
Teaching Method and Hours	Lectures	15	Exercises	15	

Course Description

1. Course objectives	The aim of the course is to introduce students to the processes of creativity, their importance in the 21st century as one of the main characteristics that separates humans from artificial intelligence. The course teaches how to encourage, develop, and maintain creativity in a business context. Students will be introduced to various creative techniques and tools that serve to extract maximum creative potential. Special emphasis will be placed on developing techniques, generating ideas, and selecting and evaluating techniques.														
2. Expected learning outcomes	Upon successful completion of the course, students will: • Argue the importance of creativity, its encouragement and maintenance in modern business. • Evaluate the elements of creative culture and new ways of collaboration and communication. • Apply and implement creative tools and techniques on an example in an organization. 1. Choose a specific creative technique and use it to solve a problem or create a new product or service of your choice.														
3. Content	Creativity, idea, innovation, new age. Other people's ideas, modification. Ethics. Encouraging, developing and maintaining creativity. Good and bad ideas. Obstacles to creativity. Creative team, creative culture and organization. New ways of collaboration, communication and marketing of ideas. Creative processes (5I). Creative techniques (Disney Strategy, Hall of Fame, Brainstorming, Brainwriting, Mind Map, etc.)														
4. Admission requirements	There are no special requirements for enrolling in the course.														
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes														
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Activities	0.5	Activities	0.5							
7. Required literature	Green, A. (2007): Creativity in public relations. HUOJ, Zagreb (selected chapters) Korkut, D., Kopal, R. (2018). Creativity 4.0: evolution and revolution, Kerschhoffset, Zagreb (selected chapters)														
8. Additional literature	Antoljak, V., Kosović, M., (2018): Design thinking for non-designers – how to solve business problems and innovate successfully. Školska Byres, T.H., Dorf, R.C., Nelson, A.J. (2015): Technological entrepreneurship: from idea to company. Technical University, Zagreb Srića, V. (2004): Inventive manager in 100 lessons. Delfin Znanje, Zagreb														
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.														
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Written essay														
11. Exam implementation and assessment criteria	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>10%</td></tr><tr><td>Exercises and presentations</td><td>10%</td></tr><tr><td>Essays</td><td>10%</td></tr></table>					Criteria	Weight share	Written exam	70%	Activities	10%	Exercises and presentations	10%	Essays	10%
Criteria	Weight share														
Written exam	70%														
Activities	10%														
Exercises and presentations	10%														
Essays	10%														
12. Assessment criteria - explanation	/														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.														

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Human resources management		Year	2	Semester	3
Course Name	Creating and managing the image of celebrities		Code	10566	ECTS	4
Lecturers	Asst. Prof. Mirela Holy					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	The aim of the course is to introduce students to the basic guidelines related to the concepts of celebrity and fame, the criteria according to which people are considered famous and famous in Croatia and abroad (actors, musicians, athletes, politicians, TV personalities, models, designers, artists, entrepreneurs), the interrelationship between mass media and the concept of celebrity, and to introduce them to the basic guidelines on how the image of celebrities is created and how the image of celebrities is managed. The course will cover the modern history of celebrities from the beginning of the 20th century to today's trends in celebrities and the famous. The intention is to see how communication trends related to celebrities and the famous are changing, in relation to the roles they represent in society. The connection between roles in society, the influence of mass media and parts of identity such as gender, nationality, race, religion, sexual orientation will be analyzed. Students will evaluate the role of different media in creating and managing the image of celebrities and their impact on the public through case studies and essays.					
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Analyze key features of celebrity studies: historical context, role of media, social context; 2. Distinguish and comment on the characteristics of different categories of celebrities; 3. Describe the tactics behind creating celebrity images; 4. Identify different ways of managing celebrity images; 5. Comment on and evaluate the images of selected celebrities and the ways of creating and maintaining their images; 6. Evaluate how different elements of identity, and in particular sex/gender, are related to the construction of celebrity images.					
3. Content	Introduction to celebrity studies: who are celebrities, what are their characteristics, how do you become famous? Historical overview of celebrity culture Sociolinguistic matrices (the role of archetypes) in creating celebrity images The role of mass media in creating, developing, maintaining and destroying celebrity images. Analysis of case studies of creating and managing celebrity identities (from the world of entertainment, politics, business, culture, media) Presentation of student analyses of selected individuals through the perspective of creating and managing celebrity images (case studies).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Seminar	0.5
7. Required literature	Course script Rojek, C. (2001). <i>Celebrity</i> . London: Reaktion Books Ltd.					
8. Additional literature	Inglis, F. (2010). A short history of celebrities. Princeton: Princeton University Press Turner, G. (2010). "Approaching celebrity studies", <i>Celebrity Studies</i> , (1/1): 11-20, DOI: 10.1080/19392390903519024 Cashmore, E. (2006). <i>Celebrity / Culture</i> . Abingdon / New York: Routledge Kellner, D. (2008). "Media culture and the triumph of the spectacle", in: <i>European Herald</i> : 261-279. Kent, M. (2015). "The power of storytelling in public relations: Introducing the 20 master-plots", in: <i>Public Relations Review</i> . DOI: 10.1016/j.pubrev.2015.05.011 Bromley, D. (1993), <i>Reputation, Image, and Impression Management</i> , New York: John Wiley & Sons Ltd. Hromadžić, Hajrudin (2014), <i>Media construction of social reality: social-ideological implications of media spectacle production</i>					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.					
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Assignments and exercises – analyses of celebrity communication case studies.					
11. Exam implementation	The exam is a written project exam / analysis of celebrity communication creation according to key elements. The condition for taking the exam is a minimum attendance in class (20%).					

and assessment criteria	If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, or with one's own knowledge, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the result is recorded as 0 points. In the process of acquiring the status of a passed exam, the grades from the assignments and exercises and the written exam are taken into account with the following shares in the final grade: <table border="1" data-bbox="308 264 539 353"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Project</td><td>100%</td></tr> </table>	Criteria	Weight share	Project	100%
Criteria	Weight share				
Project	100%				
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.				

General information					VERN' University	
Program	Human resources management		Year	2	Semester	3
Course Name	Teamwork		Code	10088	ECTS	4
Lecturers	Asst. Prof. Maja Kolega					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	The main goal of the course is to introduce students to the determinants and characteristics of group behavior as a basis for analyzing, understanding, and managing the various phases of the team process. In addition, the goal is to introduce students, through direct experience, to the dynamics of interpersonal relationships in order to develop skills for more effective teamwork and team leadership.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Analyze the basic organizational and individual factors that influence teamwork performance 2. Distinguish the phases of team development and propose guidelines for working with teams in each phase; 3. Argue the advantages and disadvantages of teamwork, with special emphasis on the specificities of contact and virtual teams; 4. Evaluate the strengths and weaknesses of team decision-making, considering the type of organization and the specifics of the situation; 5. Compare team roles and their contribution in different group work situations; 6. Propose various tools for diagnosing the state of the team and techniques for increasing team effectiveness. 7. Formulate a teamwork methodology for solving certain problem situations Situation 1. Compile an evaluation of the team process					
3. Content	Emergence and characteristics of groups, differences between a group and a team. Group processes; possible negative phenomena in group work. Stages of development of a group into a team. Determinants of group decision-making, advantages and disadvantages in relation to individual decision-making. Common types of teams in organizations and their specificities. Specifics of working in virtual teams. The process of creating and developing successful teams, building trust among members and dedication to the team purpose, prerequisites for creating a team atmosphere in the organization. Team roles and their contribution to team performance. Management of team communication and relationships within the team. Team supervision. Team process evaluation.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Research	1.5
7. Required literature	1. Miljković D., Rijavec, M. (2001). <i>Organizational Psychology</i>, Zagreb: IEP. 2. Robbins S. P., Judge T.A. (2009) <i>Organizational behavior</i>, MATE, Zagreb					
8. Additional literature	1. Holpp L. (2014). <i>Team Management</i>, Zagreb: Mate. 2. Blanchard K.H. (2005). <i>Winners: The Magic of Teamwork</i>, Ljubljana: Orbis. 3. Brown R., Gaertner, S. (2003). <i>Intergroup Processes</i>, Boston: Blackwell Publishers. 4. Hogg MA, Tindale RS (2001). <i>Blackwell Handbook of Social Psychology: Group Processes</i>, Boston: Blackwell Publishers. 5. Tudor, G., Srića V. (2006). <i>Manager and the Winning Team: The Magic of Teamwork</i>, Zagreb: MEP Consult. 6. West, M. (2005). <i>Secrets of Successful Team Management</i>, Zagreb: Školska Knjiga.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The exam consists of a written part in which students are asked to reflect on their own experience of participating in various team activities, leading teams and designing a methodology for working with teams and connect it to theory. The condition for taking the final exam is a minimum attendance of 20% in class, set at the University level for specialist graduate professional studies. In addition to attendance, students are required to complete a research task that includes field research, analysis of a specific team, identification of key challenges of that team and proposing innovative solutions for better team performance. Exam dates are published on the student portal.					

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Pi meni exam	40%
Research assignment	40%
Class activity	20%

12. Assessment criteria - explanation

The written exam consists of essay-type questions that require knowledge and understanding of theory, reflection and application to some specific situations.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Human resources management		Year	2	Semester	4
Course Name	Strategic human resources management		Code	9884	ECTS	6
Lecturers	Assoc. Prof. Irena Miljković Krečar					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	To introduce students to: 1) the basic model of strategic management of an organization and the process of determining strategic position, shaping strategic directions, and implementing and evaluating strategies; 2) the interrelationship between business strategy and human resources strategy; 3) the differences between strategic and operational planning and human resources management; 4) the process model of comprehensive human resources management in an organization.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Explain the relationship between human resources management and organizational effectiveness; 2. Explain the model and phases of the strategic management process; 3. Apply a strategic model to determine the mission, vision and strategic intentions of an organization; 4. Link the strategic business plan with operational planning and human resources management; 5. Analyze the human resources management process model; 6. Review the status and interrelationship of human resources management processes and systems in an organization; 7. Evaluate the importance of strategic human resources management when changing business strategy; 8. Design and plan necessary improvements to human resources management processes and systems.					
3. Content	Success and vitality of the organization: the role of human resources management. Strategic management: definition, model and process phases. Strategic planning: determining the mission, vision and strategic intentions. Operational planning and management: organization, goals and action plans. Business strategies and human resources management strategies: interdependence. Process model of human resources management: integrative approach. Interdependence of functions, areas, processes and systems of human resources management and development. Current state and future of human resources management in Croatian companies.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and seminars, preparation and presentation of a seminar paper, taking a written and oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	2
7. Required literature	1. Bahtijarević-Šiber, F. (2014). <i>Strategic Human Resources Management</i> . Zagreb: Školska knjiga.					
8. Additional literature	1. Armstrong, M. (2006). <i>Strategic Human Resource Management: A Guide to Action, 3rd Edition</i> . London: Kogan Page. 2. Stewart, G. L., Brown, K. G. (2011). <i>Human Resource Management: Linking Strategy to Practice, 2nd Edition</i> . Hoboken: John Wiley and Sons, Inc. 3. Thompson, A. A., Strickland, A. J., Gamble, J. E. (2008). <i>Strategic management: In search of competitive advantage</i> . Zagreb: Mate. 4. Agile Workforce planning (2021) by Adam Gibson : Kogan Page 5. Redefining HR: transforming people teams to drive business performance (2021) by Lars Schmidt 6. The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions (2018), by Shonna D. Waters					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The exam consists of a written part. The condition for taking the final exam is the minimum attendance in classes, determined at the University level for specialist graduate professional studies, and a positively graded seminar paper. The dates of the final exam are published on the student portal.					
11. Exam implementation and assessment criteria	The preparation and presentation of a seminar paper on the topic of analyzing the connection between the current business strategy and the state of human resources management in a specific organization, as well as knowledge from the written and oral parts of the final exam, are evaluated. The status of a passed exam is recognized after passing the written exam. In the process of acquiring the status of a passed exam, the grades from the seminar paper, class activities, and the grade of the written exam are taken into account with the following shares in the final grade:					
	Criteria	Weight share				

	Seminar	40%
	Written exam	40%
	Activities	20%

12. Assessment criteria - explanation

The grades for the written exam reflect the points achieved as follows:

Total points	Grade
0 – 60	insufficient (1)
61 – 70	sufficient (2)
71 – 80	good (3)
81 – 90	very good (4)
91 – 100	excellent (5)

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University					
Program	Human resources management		Year	2	Semester	4				
Course Name	Guerrilla communication		Code	6913	ECTS	4				
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30				
Course Description										
1. Course objectives	Students will develop the necessary competencies to recognize all forms of guerrilla communication and their successful use as part of integrated communications for the purpose of achieving the organization's business goals.									
2. Expected learning outcomes	After successfully completing the course, students will: 1. Determine the basic terms and theories of guerrilla communication 2. Plan tools, tactics and methods used in guerrilla communication 3. Argue the ways of using guerrilla communication on the Internet 4. Judge the benefits and advantages of guerrilla communication communications 5. Propose specific examples and break down case studies of guerrilla communication 6. Create a guerrilla campaign on a given topic.									
3. Content	1) Defining the topic; the concept of guerrilla communication 2) The history of guerrilla communication 3) The use of guerrilla communication on the Internet 4) The benefits and advantages of guerrilla communication 5) The tools, tactics and methods of guerrilla communication 6) Designing and planning a guerrilla campaign.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Project	3						
7. Required literature	Holy, M. and Antolić, A. (2017). Croatian Communication Agencies and Guerrilla Communication Tactics. <i>Media, culture and public relations</i> . 8(2), 142-154. Holy, M. (2009), article 'Guerrilla Communication Tactics' in the book "Public Relations for Civil Society Organizations", PRint, Zagreb, 2009. Levinson, J.C., (2008), Guerrilla Marketing: Simple and Cheap Methods for Making Big Money from Your Small Business, Algoritam, Zagreb									
8. Additional literature	Hutter, K., Hoffmann, S. (2011) Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research. <i>Asian Journal of Marketing</i> , 39-54. Nufer, G., (2013) Guerrilla Marketing – Innovative or parasitic marketing? <i>Modern Economy</i> , 1-6.									
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.									
10. Exam access requirements	1. Regular class attendance – minimum 20% attendance 2. Preparedness for exercises and active participation in class.									
11. Exam implementation and assessment criteria	Conditions for signing and taking the exam: minimum 20% class attendance. Method of taking the exam: project written exam - creation of a guerilla communication project according to key elements. Evaluation methods: <table><tr><td>Criteria</td><td>Weighted share</td></tr><tr><td>Project written exam</td><td>100%</td></tr></table>						Criteria	Weighted share	Project written exam	100%
Criteria	Weighted share									
Project written exam	100%									
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.									
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.									

General information					VERN' University					
Program	Human resources management		Year	2	Semester	4				
Course Name	Business consulting / consulting skills		Code	2650	ECTS	4				
Lecturers	Lect. Kristian Šustar									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	The course aims to equip students with an understanding of the theory, practice, tools and techniques of business consulting and to help them achieve successful careers in both profit and non-profit organizations. Attending the course will help students understand and determine the requirements for business consulting in organizations, and introduce them to the issues and stage of development of business consulting as a propulsive scientific and professional discipline. The course also aims to introduce students to the architecture and phases of the consulting process and to present the elements of business consulting as part of the organizational development process.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - clearly identify and characterize the needs for business consulting and explain the role of business consulting in improving organizational performance; - analyze and evaluate types of business consulting and identify problems and initiatives related to the introduction and use of business consulting techniques in organizations; - define and correctly apply the phases of the consulting process - identify and identify appropriate tools for business consulting and techniques for creating solutions to consulting problems - correctly evaluate and argue for the importance of business consulting in gaining competitive advantage for organizations; - create and design methods for approaching business consulting management - define criteria for selecting and using business consulting									
3. Content	The content of the course Business consulting-consulting skills is divided into 3 modules: (1) Basics of business consulting: Basic elements of the consulting service market, understanding of business consulting, mechanistic and systemic view of consulting, profiling and mindset of a business consultant. Framework and processes for implementing the necessary changes within the framework of the consulting project, Leadership in organizations undergoing change: an integrated approach to implementing change, dealing with resistance, the basics of implementing effective strategic leadership, planning and implementing effective change, ensuring successful integration, rounding off the transition process; conflict management and resistance to change. (2) Advisory process: types and types of advisory processes, elements of the advisory process, intervention methods and techniques. Architecture of counseling processes, Comparison of different types of counseling, familiarization with different systems from the point of view of the counselor, the client and the counseling process itself, designing counseling processes, intervention methods and techniques. (3) Advisory tools: Tools for overcoming complex problems, tools for solving problems, tools for making decisions. Application of different tools and methods in different phases of the counseling process. Examples of tools and recommendations for application. Data collection techniques, effective presentations, facilitation.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and possibly a written and oral exam in the event of failure to pass the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.0	Written exam	1.0	Oral exam	0.5	Seminar	0.5	Continuous assessment	0.5
	Critical review	0.5								
7. Required literature	Lectures (lecture handouts) Cope, M. (2003). The Seven Cs of Consulting, The definitive guide to the consulting process. London: FT Prentice									
8. Additional literature	Kubr, M. (ed.) (2002). Management Consulting, A Guide to the Profession. (4th edition). Geneva: ILO. Senge, P. M. (2003). The fifth discipline - principles and practice of the learning organization. Zagreb: Mozaik knjiga. Biech, E. (1997). The Business of Consulting. San Francisco: John Wiley. Rasiel, E.M. (1999), The McKinsey Way, New York: McGraw Hill Roam, D. ((2013), The Back of the Napkin, Edmonton: Portfolio									
9. Quality monitoring	Observations and evaluations of teaching. Evaluation of the course. Student survey.									
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 60%* and positive activity in class. b) Positively graded seminar paper c) Positively graded critical review of scientific/professional work d) Submitted and positively graded exercises For the purpose of taking the written exam, a student who has less than 60% regular attendance in class (50%-59%) can make up for absences by writing and submitting an additional assignment. Students who have a regular attendance									

	between 41% - 49% must re-attend the lectures they missed and write an additional assignment, while students who have a regular attendance of less than 40% must re-attend the entire course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria mentioned are evaluated positively. The student passed the written part of the exam, the student's activity was evaluated, all the tasks for independent work were submitted and evaluated. <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>30%</td></tr> <tr> <td>Critical presentation of scientific/professional of work</td><td>20%</td></tr> <tr> <td>Advisory task and presentation</td><td>30%</td></tr> <tr> <td>Exercises; Activity and creation of exercise tasks</td><td>20%</td></tr> </table>	Criteria	Weight share	Written exam	30%	Critical presentation of scientific/professional of work	20%	Advisory task and presentation	30%	Exercises; Activity and creation of exercise tasks	20%
Criteria	Weight share										
Written exam	30%										
Critical presentation of scientific/professional of work	20%										
Advisory task and presentation	30%										
Exercises; Activity and creation of exercise tasks	20%										
12. Assessment criteria - explanation	The written exam is taken in one section from the entire course. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The grade from the written exam is positive if the student has achieved at least 50 points in the test. Before being converted into a grade, the points achieved through classes are added to the points from the written exam. The total points are converted into a grade as shown in the table. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a result of 0 points is recorded.) Activity and regularity. During the course, the subject teacher evaluates students through group work based on the following criteria: - interactivity and participation in classes and exercises - teamwork, social competences - approach to classes, acceptance and fulfillment of obligations (critical reviews and seminar papers) - interest in learning, deepening knowledge The advisory assignment and critical review of scientific or professional work are submitted no later than two weeks before the scheduled exam date, and their value and quality are assessed, as well as the quality of the presentation / oral defense of the work.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

Program	Human resources management	Year	2	Semester	4	
Course Name	Application for the competition	Code	5341	ECTS	4	
Lecturers	Assoc. Prof. Irena Đokić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30

Course Description

1. Course objectives	Knowledge and understanding of parts of the tender documentation for the selected tender Knowledge of the methodology for preparing a project proposal Learned to create a logical matrix, fill out the application form, prepare the methodology and project budget Experience in preparing project documentation for the selected tender Experience in teamwork on a complex task					
2. Expected learning outcomes	After completing the semester, students will be able to: 1. analyze the tender documentation 2. propose the sequence of actions required to prepare a project proposal 3. explain the relevance of the selected topic in relation to the goals and priorities of each tender 4. prepare project documentation (logical matrix, application form, methodology, project budget) 5. develop a specific project proposal in a team 6. evaluate the quality of the prepared project proposal					
3. Content	This course rounds off the elective course "EU module" by applying what has been learned in the previous three semesters in a practical way. Students develop a project proposal based on a real call for proposals and prepare complete project documentation in order to gain practical experience in submitting project proposals and receive relevant feedback on this. During the preparation, students work in teams of 3-4 members, with continuous support from their mentors.					
4. Admission requirements	Previous EU module courses completed, successfully passed exam in previous 2 or 3 semesters					
5. Student obligations	Active participation in teamwork during the group preparation of the project proposal					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Project	1
7. Required literature	European Commission (2008) Guidelines for Project Cycle Management, Brussels: European Commission. (https://struktrunifondovi.hr/wp-content/uploads/2017/06/Smjernice_z_a_.pdf)					
8. Additional literature	European Commission - Center of Excellence in Project Management (CoEPM ²) (2023) Project Management Methodology - Guide 3.1, Brussels, Luxembourg: European Commission (https://op.europa.eu/en/publication-detail/-/publication/97cc2f12-c648-11ee-95d9-01aa75ed71a1)					
9. Quality monitoring	Continuous monitoring through work with a mentor throughout the semester					
10. Exam access requirements	Active participation in teamwork					
11. Exam implementation and assessment criteria	Students present the final version of the project proposal in front of a committee of two members.					
12. Assessment criteria - explanation	The grade will be a combination of the final presentation of the project proposal, the active engagement of individuals in teamwork in developing the project proposal, and regular class attendance.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

Program	Human resources management	Year	2	Semester	4	
Course Name	Start-up management	Code	9304	ECTS	4	
Lecturers	Sr. Lect. Gordana Ćorić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30

Course Description

1. Course objectives	<i>Start-ups</i> start as small entrepreneurial ventures, but from the very beginning they have a clear tendency to grow and multiply (scalability). Since they differ from the way of working/doing business in large corporations, it is necessary to gain new insight into the issues of launching and managing a sustainable <i>start-up</i> entrepreneurial venture, and how to enable continuous exposure to innovative activities, introduce innovations (e.g. by using the <i>design thinking</i> approach), use available resources and incentive programs (incubators, hubs, <i>co-working spaces</i>, etc.), and become familiar with different and alternative sources of financing (business angels, venture capital, ethical banks, <i>crowdfunding</i>, etc.). The importance of developing an innovation system and capacity as a necessary platform for producing innovations and constantly discovering one's own creative potential and systematic innovation in order to add new value will be highlighted. The main objectives of this course are to enable students to manage their business and/or entrepreneurial future by integrating the knowledge acquired during their studies and directing them towards designing and managing a <i>start-up</i> project, and to gain competitive advantages in the labor market by adopting and using specific entrepreneurial knowledge and skills in planning <i>start-up</i> ventures.
2. Expected learning outcomes	After completing the course and completing the assignment, students will be able to 1. Describe the conditions and business climate that encourage and support creativity, creative thinking and innovation, map the ecosystem for encouraging innovative <i>start-up</i> entrepreneurship, and provide recommendations for its greater efficiency 2. Present an innovative idea, identify a business opportunity, consider potentials and realization factors, demonstrate an understanding of the resources needed to transform an idea into an innovative venture, and develop an appropriate business model 3. Indicate the possible development of a company's innovative capacity, argue for the need to develop awareness of the importance of investing in a company's innovation capacity, and make recommendations for the implementation and financing of projects to improve a company's innovation capacity, 4. Prepare the implementation of a Design Thinking project in practice to solve complex business problems, and make a plan for applying the <i>design thinking</i> process to create concrete solutions in a business environment, for a specific product or service 5. Develop and apply their own innovation model that will enrich the existing <i>start-up</i> project or venture, and in addition to its success and sustainability, contribute to the development of the company in which the venture will operate. Present a project proposal for running an innovative company (from finding potential to commercializing potential innovations) 6. Evaluate the suitability of various innovative sources of growth financing for a specific <i>start-up</i> company, and recommend the most appropriate ones for the implementation and financing of innovation and development projects
3. Content	MODULE 1: <i>Start-up</i> entrepreneurship. Motives for entry into entrepreneurship. Mapping sources of resources and encouragement of start-up entrepreneurship. Innovations and entrepreneurship; Practice, sources, types and examples of innovative <i>start-ups</i>. Examples of innovations. Intellectual property, assessment of innovation capacity, technology transfer. Learning from mistakes. Coopetition. Initial definition of the concept and framework of a <i>start-up</i> entrepreneurial venture (<i>Effectuation entrepreneurship</i>, <i>Technopreneurship</i>. <i>Momentum effect</i>. <i>Reinvention</i>.) MODULE 2: Business idea - from idea and innovation to project, entrepreneurial opportunity, needs research, creation and testing of solution proposals, etc. Tools for developing a <i>start-up</i> entrepreneurial venture (<i>Business Model Canvas</i>, <i>Lean management</i>, ...). MODULE 3: Elaboration of the organization's strategy for innovation management, their commercialization, obtaining the necessary resources and venture development, communication with stakeholders and partners. Finalizing proposals for the development of an innovative company, making recommendations for the long-term improvement of innovation capacities at the company level. MODULE 4: Introduction to <i>Design Thinking</i> (tools, processes, step-by-step application). Integration of <i>Design Thinking</i> into company strategy. Examples of the development of new services. Development of appropriate business model(s) for innovation management, testing and verification, scenario sketching. Organizing for innovation – formal and informal organization, coordination. MODULE 5: Business models. Innovation output, processes and innovation strategies (new product strategies, proactive new product development process, practices that shorten product development cycles and assess actual progress). Making recommendations for the development of an innovative company and long-term improvement of innovation capacities at the company level. Business incubators and accelerators. MODULE 6: Sources of financing for start-up companies. Microcrediting. <i>Bootstrapping</i> funding. FFF. Venture capital funds. Business angels. Group funding (<i>crowdfunding</i>). <i>Crowdsourcing</i>. Alternative sources of financing. Ethical banks. Cryptocurrencies - virtual currencies. Local currencies. Financial consulting. Finalization of management and financing proposals for <i>start-up</i> ventures.
4. Admission requirements	There are no prerequisites for taking this course.

5. Student obligations	Attendance at classes, participation in fieldwork, conducting assigned research, participation in the preparation, development and presentation of projects (individually or in pairs).										
6. Monitoring student progress and associated ECTS credits	Classes 1	Written exam 1	Project 2								
7. Required literature	1. Script based on current literature (compilation): - Golob, B. (2009). <i>Innovation from idea to market. A handbook for creating new products, services and business models</i>. Rijeka: Dragon doo - Osterwalder, A. and Pigneur, Y. (2014). <i>Creating business models</i>. Školska knjiga, Zagreb - Ries, E. (2013). <i>Lean startup: how today's entrepreneurs use continuous innovation to create fully successful businesses</i>. Zagreb: Mate.										
8. Additional literature	- Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). <i>Report on Small and Medium-Sized Enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019</i>. Zagreb: CEPOR – Center for the Development of Small and Medium-Sized Enterprises and Entrepreneurship Policy (retrieved from: www.cepor.hr/wp-content/uploads/2021/01/izvjesce-2020-HR-web.pdf). - Alpeza, .M. et al. (2022). <i>Report on small and medium-sized enterprises in Croatia - 2021: "SMALL AND MEDIUM-SIZED ENTERPRISES IN CROATIA UNDER THE CONDITIONS OF THE COVID-19 DISEASE PANDEMIC"</i>. Zagreb: CEPOR CEPOR – Center for the Development Policy of Small and Medium Enterprises and Entrepreneurship (taken from: http ps://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf) - Golob, B. (2012). <i>Innovation of business models</i>. Rijeka: University of Rijeka Science and Technology Park/EEN - Nikolić, G. and Zorić, D. (2014). <i>Development of start-up culture in Croatia in the function of economic development</i>. Practical management (professional journal for management theory and practice 5.2, pp. 98-102). - Entrepreneurial notebooks published by the Osijek Entrepreneurship Center, PODI, Center for Civil Initiatives, etc. - Senor, D. (2014). <i>Start-up nation: the secret of the Israeli economic miracle</i>. Zagreb: Profil. - Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2021). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2019-2020</i>. Zagreb: CEPOR. (retrieved from: http://www.cepor.hr/wp-content/uploads/2015/03/WEB-GEM-201920.pdf) - StartupReport-2022-Q1, StartupReport-2022-Q2, StartupReport-2022-Q3, StartupReport-2022-Q4 - Thiel, P. (2015). <i>Zero to one: observations on startup companies, or how to build the future</i>. Zagreb: Večernji list - Tupek, K.L. and Čorić, G. (2018). The impact of entrepreneurial incubators on idea generation and the success of start-up projects in Croatia. <i>Entrepreneurship Education - E4E</i>, 8 (1), 125-152. Retrieved from https://hrcak.srce.hr/202733.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The opportunity to write a midterm exam can be used by students who have an attendance rate of more than 50%. A minimum of 20% attendance is required, as well as positive participation in classes and assigned research, and continuous work on the project. For the purpose of taking the exam, a student can compensate for insufficient activity by preparing and submitting an entrance (seminar) paper or similar assignment. The entrance paper is assigned after missed class participation, and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose attendance rate is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>20%</td></tr><tr><td>Start-up projects</td><td>50%</td></tr><tr><td>Class activity and research</td><td>30%</td></tr></table>			Criteria	Weight share	Written exam	20%	Start-up projects	50%	Class activity and research	30%
Criteria	Weight share										
Written exam	20%										
Start-up projects	50%										
Class activity and research	30%										
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between multiple answers and essay questions. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. Evaluation of the <i>start-up</i> project (collection of points - part of the points is collected based on compliance with the set deadlines, part for quality, part as <i>feedback</i> or feedback on the presentation) and Evaluation of class activities is carried out in every class, because the teaching is of the workshop type. Individual activities, pair activities, and team/group activities are conducted. Students who do not come to class will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. The evaluation of research for project and teaching purposes is carried out after receiving initial instructions and guidelines, and is conducted based on meeting deadlines, assessing the effort put in, the quality of the results, and comparing them with the best papers/research in the group.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.										

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Human resources management		Year	2	Semester	4								
Course Name	Organizational change management		Code	10052	ECTS	4								
Lecturers	Sr. Lect. Zoran Komar													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The fundamental goal of this course is to shed light on the psychological and other mechanisms behind the introduction of organizational changes that are largely responsible for the success or failure of reform and/or transition processes, especially in crisis situations and periods. In addition, students will be introduced to recent findings on the change (and crisis) management process, positive and negative examples of the introduction of organizational changes, and the activities of people responsible for managing human resources before, during, and after the introduction of changes.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, types, drivers, processes and models of introducing organizational changes; 2. identify psychosocial and other causes of success and failure of planned organizational changes; 3. connect the factors of organizational crisis and change and analyze their cause-and-effect relationships; 4. critically assess the dimensions of organizational capacity for change; 5. recognize the role of the human factor in the processes of reorganization, restructuring, takeover, merger and other organizational changes; 6. value the importance and role of leadership in the process of introducing organizational changes; 7. select the tasks and responsibilities of human resources management in introducing organizational changes.													
3. Content	Nature, types, drivers, processes and models of introducing organizational changes. The influence of psychosocial factors - abilities, experiences, emotions, values, motivation, social perception, interpersonal relationships, intragroup dynamics on the final outcomes of planned changes. External and internal causes of organizational crises, consequences of crises and their effects on the planning and implementation of organizational changes. Criteria and dimensions of the organization's ability (capacity) to implement changes. Behavior of organizational leadership before, during and after the transition. Key activities and responsibilities of human resources management in the process of organizational change.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attending lectures and exercises, seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1								
7. Required literature	1. Kotter, John P., (2009). <i>Leading changes</i> , Zagreb: Lider press.													
8. Additional literature	1. Lawson, Emily, Price, Colin, (2003). The psychology of change management, McKinsey Quarterly. Luecke, Richard, (2004). <i>Change and transition management</i> , Zagreb: Zgombić & partners. 2. Kotter, John P., (2009). <i>The sense of urgency</i> , Zagreb: Lider press..													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies, and a positively graded seminar paper. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positive grade in the written exam. In the process of acquiring the status of a passed exam, the grades from the written exam, the project assignment, and the grade of class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project assignment</td><td>30%</td></tr><tr><td>Class activity</td><td>10%</td></tr></table>						Criteria	Weighting	Written exam	60%	Project assignment	30%	Class activity	10%
Criteria	Weighting													
Written exam	60%													
Project assignment	30%													
Class activity	10%													
12. Assessment criteria - explanation	The written exam consists of 10 essay-type questions that require understanding and application of acquired theoretical and practical knowledge. The criterion for a passing grade is 60% of a correctly solved exam. The project task is evaluated according to the following criteria: • originality in the approach and processing of the project task • quality, i.e. relevance and recency of the information sources used • quality of argumentation and development of the topic and logical coherence of the topic													

- quality of language and graphic design of the content
- creativity in presentation of information

Class activity is evaluated according to the following criteria:

- constructive participation in group discussions
- quality of participation in individual tasks
- degree of engagement in group exercises
- attitude towards the course, teacher, group colleagues and work duties.

Although the oral exam is not provided as a mandatory part of the evaluation process, it will be held: if the student is from objective reasons for not being able to take the written exam, if with an average written exam grade of 2.4 or 3.4 or 4.4 they want a higher grade and if the subject teacher so assesses for some other reason.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Human resources management	Year	2	Semester	4
Course Name	Professional practice	Code	9547	ECTS	5
Lecturers					
Teaching Method and Hours	Total			160	

Course Description

1. Course objectives	The main goal of the student internship is to apply the acquired knowledge and skills of management and work in human resources departments, coordination and supervision of human resources management activities in the segment of selection of future personnel, employment, education and professional and personal development of employees, professional support for work in existing human resources departments, as well as the formation and development of future departments, in accordance with economic development, work-place design, retention, succession, separation, rationalization and retirement of employees, marketing, mentoring, statistics and prevention of negative effects of work stress and burnout, etc. The goals of the internship are also aimed at concretizing the preparation of the graduate thesis.
2. Expected learning outcomes	1. Apply acquired specialized knowledge in solving specific work tasks in a real work environment in which the internship is carried out. 2. Solve more complex business processes independently or in a team. 3. Demonstrate an understanding of social responsibility, sustainability and ethical action within the work process. 4. Choose a method of communication appropriate to the business environment and situation. 5. Apply new technologies and creative solutions in business. 6. Demonstrate the ability to adapt to work in an international environment. 7. Prepare a Report on the completed specialist internship.
3. Content	A) INTERNSHIP REPORT (written by unemployed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution) 2. Description of the company/institution 3. Description of the tasks the student performed during the internship 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could have from the thesis 7. Conclusion B) WORK REPORT (written by employed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution/department) 2. Description of the company/institution/department 3. Description of the job/jobs that the student does 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could gain from the graduate thesis 7. Conclusion The recommended scope of the report is about 5 pages, with technical formatting according to the instructions for writing seminar papers published on student portals.
4. Admission requirements	Correctly completed and signed consent from the organization to accept the student for student internship
5. Student obligations	Attending internships, performing assignments and work at internships, writing internship reports, appropriate behavior in the organization.
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held student internship. Evaluation of mentors in the organization.
10. Exam access requirements	Delivered documents Consent of the organization, Certificate of completed student internship and Report.
11. Exam implementation	There is no numerical grade, only a passing grade of 'DONE'.

and assessment criteria	
12. Assessment criteria - explanation	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University								
Program	Business communications management		Year	1	Semester	1								
Course Name	Integrated marketing communication		Code	2149	ECTS	5								
Lecturers	Assoc. Prof. Diana Plantić Tadić													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	Through a theoretical framework and business case studies, introduce students to the concept of integrated marketing communication, i.e. the development, process and application of different forms of marketing communication with the market. Develop an understanding of the importance of integrating different forms of marketing communication, including alternative forms of promotion. Enable students to understand marketing communication for the needs of branding (brand management) of a modern, market-oriented business organization.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish the basic theoretical concepts of integrated marketing communication 2. Compare the basic forms of integrated marketing communication with a focus on their advantages and disadvantages 3. Assess the importance and role of each individual IMK form in promoting a particular organization/product (advertising, PR and publicity, sales promotion, personal selling and direct marketing) 4. Evaluate the significance of alternative forms of digital channels in the promotion of a particular organization/product 5. Critically judge the role of marketing communication for the purpose of branding a particular organization/product 6. Design an integrated marketing communication strategy for a particular organization/product													
3. Content	1. The concept and meaning of integrated marketing communication (integrated marketing communication); 2. Advertising as part of integrated marketing communication; 3. The importance of direct marketing, sales promotion and personal selling within integrated marketing communication; 4. PR and publicity from the aspect of integrated marketing communication; 5. Alternative forms of promotion in the function of integrated marketing communication; 6. Marketing communication for the needs of brand management - (re)branding and (re)positioning; 7. Digital channels of integrated marketing communication													
4. Admission requirements	None													
5. Student obligations	Attendance of lectures and exercises, active preparation and participation in classes, preparation and development of a project, taking an oral exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Activities	0.5	Oral exam	2	Project	1.5	Activities	0.5				
7. Required literature	1. Hall, R. (2015). Brilliant Marketing, 2nd edition, Pearson Education Limited. 2. Teaching materials													
8. Additional literature	1. Chaffey, D. and Fiona Ellis-Chadwick (2019). Digital Marketing: Strategy, Implementation and Practice, 7th edition, Pearson Education Limited. 2. Kotler, Keller, Martinović (2014). Marketing Management, 14th edition, Zagreb: Mate. 3. Kotler, P., Keller, .K. L. (2016). A Framework for Marketing Management, 6th edition, Pearson Education Limited. 4. Ružić, D, Biloš, A. and D. Turkalj (2014). E-marketing, 3rd revised and supplemented edition, Osijek: EFOS.													
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.													
10. Exam access requirements	The condition for taking the exam is to attend classes for at least 20% of the total number of hours provided for in the study program. In addition to 70% attendance, to take the exam in advance, it is necessary to process one of the offered business cases in the form of a seminar paper and prepare a presentation of the entrance paper with a ppt presentation. To take the regular exam period, it is necessary to create a project assignment and send it in an e-version to the email diana.plantic-tadic@vern.hr no later than 7 days before the exam period, and submit a printed version of the work, written in the form of a seminar paper, at the exam itself. A ppt presentation is not prepared for regular exam periods.													
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Project</td><td>35%</td></tr><tr><td>Oral exam</td><td>55%</td></tr><tr><td>Activities</td><td>10%</td></tr></table>						Criteria	Weight share	Project	35%	Oral exam	55%	Activities	10%
Criteria	Weight share													
Project	35%													
Oral exam	55%													
Activities	10%													
12. Assessment criteria - explanation	ENTRANCE WORK - for the pre-term - consists of a professional treatment and analysis of one of two or more offered business cases in the form of a seminar paper that is submitted to the exam in a printed version, and a presentation of the student's solutions and recommendations for the selected business case, with a ppt presentation at the exam itself. The entrance work (business case treatment) is valid only once for the pre-term.													

	ORAL EXAM - In addition to the presentation and discussion on the given topic, during the pre-term and each regular exam period, the student is asked at least one theoretical question (depending on the student's level of commitment to the class and the demonstrated acquired knowledge. If the student does not pass the oral exam in the pre-term, he/she prepares a project assignment for the next regular exam period, where he/she will be orally examined again. PROJECT ASSIGNMENT - for the regular exam period - represents the design of an integrated marketing communication strategy in the function of branding the selected products/organizations. The work is prepared in the form of a seminar paper and the e-version of the work is sent to the email address diana.plantic-tadic@vern.hr by the given deadline (no later than one week before the exam date), and the printed version of the work is brought to the exam itself. ACTIVITIES IN CLASS include: active participation in class, observation of the student's preparation for class, results achieved in regular short tests, exercises or questionnaires, contribution to the success of class through active and constructive participation in problem discussions.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Business communications management		Year	1	Semester	1								
Course Name	Public relations in integrated communications		Code	6828	ECTS	5								
Lecturers	Assoc. Prof. Ivan Tanta													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	Public Relations in Integrated Communications encompasses the analysis, planning, implementation and impact analysis of key communication tools in public relations, depending on the medium and publics. Accordingly, students will analyze, compare, evaluate and propose content in detail for the purpose of constructing individual content of selected communication tools.													
2. Expected learning outcomes	After successfully completing the course, students will: 1. Compare and analyze forms, types and tools of communication; 2. Compare and find similarities and differences, i.e. evaluate the characteristics of individual internal and external communication channels in relation to context and media interpretations; 3. Develop a framework for analysis, connect effects with usage analysis, and classify the persuasiveness of individual communication tools and tactics; 4. Assess and discuss the possibilities of new communication trends in accordance with the principles of modern communication channels and the needs of the global market; 5. Present the acquired theoretical knowledge and skills through concrete examples													
3. Content	Public relations and integrated communication; Public relations techniques and tools in integrated communications; Analysis of application and effectiveness; Written techniques; speaking techniques; visual techniques; event techniques; new technologies; evaluation of tool use; Content analysis in relation to persuasion techniques; case study analysis													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attendance of lectures and exercises, preparation of a seminar paper, taking a written and oral exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Continuous assessment	1	Tasks	1						
7. Required literature	• Tomić, Zoran (2016). Public Relations - Theory and Practice, Zagreb: Synopsis. • Holy, Mirela (2019). Public Relations Agencies, Zagreb: Školska knjiga Professional and scientific articles on selected topics													
8. Additional literature	1. Bovée, C. L., Thill, J. V., (2012). Contemporary Business Communication, Zagreb: Mate. 2. Leinert-Novosel, S., (2012). Communication Compass, Zagreb: Plejade. 3. Winkler, M., (2008). Communication-Psychological Rhetoric – How to Speak Publicly, Present, and Present Well, Zagreb: Erudita. 4. Osredečki, E., (2000). Business Communication and Business Etiquette, Zagreb: Manager.hr.													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The exam consists of a project-based written exam. The condition for taking the written exam is the minimum attendance in classes established at the University level. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The analysis and presentation of the selected project topic are assessed, followed by active participation in solving various tasks during the academic year, and a written exam. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, a result of 0 points is recorded. In the process of acquiring the status of a passed exam, the grades are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>50%</td></tr><tr><td>Project</td><td>30%</td></tr><tr><td>Activities</td><td>20%</td></tr></table>						Criteria	Weight share	Written exam	50%	Project	30%	Activities	20%
Criteria	Weight share													
Written exam	50%													
Project	30%													
Activities	20%													
12. Assessment criteria - explanation														

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Business communications management		Year	1	Semester	1
Course Name	Psychology of communication		Code	6830	ECTS	5
Lecturers	Assoc. Prof. Irena Miljković Krečar					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	Raising the general level of communication skills - for the purpose of improving interpersonal relationships in a personal and business context					
2. Expected learning outcomes	After successfully completing the course content, students will be able to: 1. Categorize the determinants of successful communication in different social situations; 2. Critically assess typical barriers to communication at the individual level 3. Identify key factors of cultural differences in communication and intercultural competence 4. Evaluate theories and strategies of persuasion					
3. Content	Introduction to communication (what and why we communicate; characteristics and types of interpersonal communication (with special emphasis on non-verbal communication) Interpersonal communication competence (cognitive and behavioral skills, communication styles) Typical barriers to communication at the individual level with special emphasis on social perception and gender differences in communication Cultural differences in communication (dimensions of cultural differences; differences in verbal and non-verbal communication; intercultural competence) Communication in the family (types of relationships, establishment and decline of relationships) Persuasion (the emergence and change of attitudes; theories and strategies of persuasion)					
4. Admission requirements	None					
5. Student obligations	Regular attendance and active participation in classes; preparation of a seminar paper					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Activities	1
					Seminar	1
					Activities	1
7. Required literature	Reardon, K.K.: Interpersonal communication. Zagreb, Alinea, 1998. Miljković Krečar, I., Kolega, M. Psychology in the business environment. Zagreb, Vern', 2013.					
8. Additional literature	Stanton, N.: Mastering communication. London, Macmillan Press Ltd., 1996. Stiff, J.B.: Persuasive communication. New York - London, The Guilford Press, 1994.					
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.					
10. Exam access requirements	Minimum attendance of 20%. Attendance below 20% cannot be made up (regardless of the reason for absences), and in that case it is necessary to re-enroll and attend the course in the next academic year. Students who are scholarship holders must achieve higher attendance, in accordance with the Rector's Decision.					
11. Exam implementation and assessment criteria	The exam is taken in writing and can be applied for by all students who have achieved 20% attendance in class. Students who have an attendance of 60% or more are exempt from the obligation to write a seminar. Instead of a seminar, their activity in class is graded (with a participation in the final grade of 20%). Students with an attendance of 59% or less write a seminar. The essay is written on a freely chosen topic from the required literature Interpersonal Communication. In addition to the book, in developing the topic, it is necessary to use at least 3 professional-scientific sources (from professional/scientific databases such as Emerald, Hrčak, etc.). The length of the seminar is at least 5 pages + title page + list of literature. The grade is influenced by the quality of the selected sources, the quality of the development of the topic, the writing style, and the technical elements of the seminar design, especially the rules related to citing literature (see the Working Instructions for preparing seminar papers on student portals). The exam is considered passed and a grade is entered if all the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: Criterion Weighting Exam 80% Seminar 20%					
12. Assessment criteria - explanation	Communication via student portals and email irena.miljkovic@vern.hr . Oral consultations by appointment.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University							
Program	Business communications management		Year	1	Semester	1						
Course Name	Mass media theory		Code	6829	ECTS	5						
Lecturers	Asst. Prof. Marija Slijepčević											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The course will introduce students to individual media theories in terms of an interdisciplinary approach to studying media, which means: what media are; how, when and why they emerged and how they function today; how they create and transmit meanings; what effects they have on audiences and how these effects are observed and measured; how and why media are used for mass communication; what are the implications of media products on social reality; how media are changing and what media convergence brings; media freedom and the democratic process. Understanding and problematizing the listed topics will enable students to develop media literacy, i.e. awareness of the ways of using them, the necessary analysis of complex messages, their evaluation, audience research and the possibilities of creating media messages that will enrich their private and professional lives.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Distinguish between the most important theories of mass media, their origins and applicability. 2. Explain basic concepts in media theory and know the main theorists and their approaches. 3. Understand the ways in which media messages are constructed, for whom and with what goals. 5. Analyze the ways in which messages are conveyed, observe and measure the effects on the audience. 6. Critically evaluate the role and significance of the media and public opinion in the contemporary environment.											
3. Content	The following topics will be covered in the lectures: Media - types, development, roles. Basic concepts in media theory. Approaches to studying media. Media construction of social reality. Methods and goals of creating media messages. Analyzing media messages. Audience - interaction, communication, transfer, reception, feedback. Audience research and new audience research.											
4. Admission requirements	There are no special requirements for enrolling in the course, but for the sake of additional literature and media examples, knowledge of the English language is desirable.											
5. Student obligations	Regular and active attendance at classes; studying texts, examples and literature; writing a seminar paper and taking exams.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	2						
7. Required literature	1. Vertovšek, Nenad (2017) <i>Noam Chomsky and the Critique of Contemporary Mass Media – The Production of an Image of Reality and Necessary Illusions</i> , Golden Marketing – Technical Book, Zagreb.											
8. Additional literature	1. McQuial (2010) <i>Mass Communication Theory</i> . Sage 2. Hromadžić, Hajrudin (2014) <i>Media construction of social reality, Social-ideological implications of the production of media spectacle</i> , AGM, Zagreb. 3. Briggs, Asa and Burke, Peter(2011) <i>Social history of media</i> , Pelago, Zagreb. 4. Carr, Nicholas (2011) <i>Plitko</i> , Naklada Jesenski i Turk, Zagreb. 5. Peruško, Zrinjka (2011) <i>Introduction to media</i> , ed. Jesenski i Turk and Croatian Sociological Society, Zagreb. 6. McLuhan, Marshall (2008) <i>Understanding media</i> , Golden marketing, Zagreb. 7. Chomsky, Noam (2006) <i>Media, propaganda and the system</i> , What are you reading?, Zagreb. 8. <i>Empire media - collection of texts (2012) edited by Dražen Katunarić, Litteris, Zagreb.</i> 9. <i>According to the needs and interests of students, the lecturer will suggest additional literature.</i>											
9. Quality monitoring	Observations and evaluations of teaching. Course evaluation. Student survey.											
10. Exam access requirements	The requirements for taking the written exam are regular attendance of at least 20% and a submitted individual seminar paper. A student whose regular attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.											
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Seminar</td><td>30%</td></tr></table>						Criterion	Weight share	Written exam	70%	Seminar	30%
Criterion	Weight share											
Written exam	70%											
Seminar	30%											
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in the lecture are assessed. The exam is graded from 0 to 40 points. Exam scale: 24 - 27 sufficient; 28 - 31 good; 32 - 35 very good; 36 - 40 excellent.											

	The seminar paper is written according to the Instructions for Writing a Seminar Paper of VERN' University. The paper also includes an oral presentation, after which it is graded with grades from insufficient (1) to excellent (5). The student may take an agreed oral exam if he/she wants a higher final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Business communications management	Year	1	Semester	1
Course Name	Introduction to integrated communications	Code	6826	ECTS	6
Lecturers	Asst. Prof. Mirela Holy				
Teaching Method and Hours					
	Lectures	15	Exercises	15	Total

Course Description

1. Course objectives	Students will be introduced to the theory and practice, as well as the history of integrated communications, and will learn to distinguish integrated communications from non-integrated public relations and non-integrated marketing. They will learn to distinguish between the ways in which public relations and marketing affect target audiences, public relations and marketing tools, and how to achieve synergy between the effects of public relations and marketing.								
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. distinguish integrated from non-integrated communications 2. connect public relations tools 3. connect marketing communication tools 4. discuss the theory, practice and history of integrated communications 5. argue how synergy is achieved through the use of integrated communications 6. assess the factors in market communication that led to the emergence of integrated communications 7. create a proposal for an integrated communications plan								
3. Content	Theory and practice of integrated communications - defining the concept, history and reasons for the development of the idea; Public relations (tools, methods of action, case studies); Marketing communications (tools, methods of action, case studies); Synergy of marketing and public relations (planning of integrated communications); Presentation and defense of student projects								
4. Admission requirements	There are no special requirements for enrolling in the course								
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, development and presentation of integrated promotion projects.								
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Project	2			
7. Required literature	Hodak, S. and Holy, M. (2012). Communication (strategies) of magic.								
8. Additional literature	Kesić, T. /2003). Integrated Marketing Communication. Percy, L. (2008). Strategic Integrated Marketing Communication: Theory and practice. Pickton, D. and Broderick, A. (2005). Integrated Marketing Communications. Selected Articles and Essays								
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.								
10. Exam access requirements	The teaching will be conducted interactively, i.e. through lectures illustrated with PowerPoint presentations, presentation of case studies for each segment of the course, open discussion and communication between the lecturer and students, and the implementation of specific tasks and exercises. The condition for taking the exam is the minimum attendance in class in accordance with the Study Regulations.								
11. Exam implementation and assessment criteria	Grading criteria: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>100%</td></tr></table>					Criteria	Weighting	Written exam	100%
Criteria	Weighting								
Written exam	100%								
12. Assessment criteria - explanation	During classes, students' activity in processing teaching topics and active participation in the development of project tasks and exercises is assessed. The exam is a written project. The condition for taking the exam is the minimum attendance in class in accordance with the Study Regulations. In the process of acquiring the status of a passed exam, the grades from the written project and the oral defense of the project (project presentation and linking theory and practice) are taken into account, with their subsequent shares in the final grade.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University				
Program	Business communications management		Year	1	Semester	1				
Course Name	Design thinking		Code	6855	ECTS	4				
Lecturers	Sr. Lect. Gordana Ćorić									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	By attending the interactive, mosaic Design Thinking course, students will upgrade existing knowledge and gain a broader insight into solving business (and other) problems, and learn new approaches to creating innovative sustainable products, services and companies. This dynamic course will be useful for those who want to get acquainted with innovative techniques and activities, and think about adding new value in entrepreneurial ventures. By mastering the techniques of systematic stimulation and nurturing of creativity, students will become familiar with the concept of design thinking and the application of relevant tools that will enrich their skills in effectively responding to different types of challenges. The course is designed to guide students through all stages of the process of design reflection and action (empathizing with customers/clients/partners, defining challenges, shaping ideas, creating prototypes, testing solutions and incorporating improvements based on feedback). In the practical part of the course, students will work in groups to solve selected problems and case studies, and demonstrate the practical application of design thinking and innovation development in response to specific challenges from the real business world. The concept of the course combines theoretical and practical content. In the theoretical part, through presentations, lectures and discussions, students will be introduced in detail to the concept of Design Thinking, and will be guided through all stages of the process with the application of Design Thinking tools. In the practical part of the course, students will be divided into working groups (teams) that will work on the practical application of Design Thinking for specific challenges from the real business world and/or other areas.									
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Identify opportunities for innovation and problem-solving in organizational and social structures. 2. Analyze user needs and behaviors through observation and research to understand their experiences. 3. Define problems and challenges by formulating meaningful and concrete statements that guide the solution process. 4. Explore and generate different potential solution options using creative ideation techniques. 5. Create and test prototypes with the aim of materializing ideas and collecting feedback from users to improve solutions. 6. Create an implementation plan using innovative tools from all phases of design thinking to analyze, synthesize, and apply developed solutions in complex business and social contexts.									
3. Content	MODULE 1: Introduction to the Design Thinking concept, method and tools, Examples of use, and insight into the complete method and workshop with the aim of going through all phases of Design Thinking MODULE 2: Identifying opportunities for introducing innovations and solving problems, Defining problems and developing empathy, Exercise MODULE 3: Redefining challenges and ideation phases, Exercise MODULE 4: Sketching ideas for solutions, Design prototype, Preparation for testing, Exercise MODULE 5: Testing, Seeking, obtaining and evaluating the usefulness of feedback, Learning from mistakes, Improving the solution, Presentation of the solution, Exercise									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and taking exams.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Activities	0.5	Project	1.5	Activities	0.5
7. Required literature	Script and working materials based on literature (compilation): Antoljak, V. and Kosović, M. (2018). Design thinking for non-designers – how to solve business problems and innovate successfully. Zagreb: Školska knjiga.									
8. Additional literature	Brown, T. (2008). Design Thinking. Harvard Business Review (June 2008 issue; reprint R0806E). (pp 1-10) 2 Supplementary literature • Brown, T. (2009). Change by design: how design thinking transforms organizations and inspires innovation. New York: Harper business. Brown, T. (2018). Change by design = Designing custom changes. Zagreb: Mate. Cross, N. (2011). Design thinking: understanding how designers think and work. Oxford: Berg. Holloway, M. (2009). How tangible is your strategy? How design thinking can turn your strategy into reality. Journal of Business Strategy, Vol. 30, Iss 2/3 (pp. 50 – 56) Howkins, J. (2003). The creative economy: how people make money from ideas. Zagreb: Binoza press. Leavy, B. (2010). Design thinking – a new mental model of value innovation. Strategy & Leadership, Vol. 38 Iss3 (pp. 5 – 14) Liedtka, J. (2014). Innovative ways companies are using design thinking. Strategy & Leadership, Vol. 42 Iss 2(pp. 40 – 45)									

	Liedtka, J. (2018). Why Design Thinking Works? Harvard Business Review, September–October 2018 Issue, (pp.72–79) Liedtka, J. and Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool Kit for Managers. New York: Columbia Business School Publishing								
9. Quality monitoring	Observations and evaluations of classes after each module. Course performance evaluation. Student survey.								
10. Exam access requirements	Regular attendance at classes as prescribed by the regulations, positive participation in classes, assigned research and participation in team work, and continuous work on the project are required. In order to take the exam, the student must compensate for insufficient activity by preparing and submitting an entrance (seminar) paper, project or similar assignment. The entrance paper is assigned after missed class participation and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares <table border="1"> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>40%</td></tr> <tr> <td>Project</td><td>40%</td></tr> <tr> <td>Activities</td><td>20%</td></tr> </table>	Criterion	Weight share	Written exam	40%	Project	40%	Activities	20%
Criterion	Weight share								
Written exam	40%								
Project	40%								
Activities	20%								
12. Assessment criteria - explanation	Students who do not participate in workshops and teamwork will take a written exam, and the written exam will be graded according to a given scale of points. The written exam is a combination of different tasks (choice between multiple answers, definitions, explanations, essay questions, etc.). If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral exam. If in such a case the student shows a significant lack of knowledge in relation to written, or does not respond, a result of 0 points is recorded. Evaluation of the team project is carried out on the basis of the quality and depth of research conducted for the needs of the projects and classes (after receiving the initial instructions and instructions), compliance with the given deadlines, assessment of the effort invested, feedback on the presentation of the results, quality of the results, and comparison with the best team work/research in the study group. Evaluation of activities and exercises in the class is carried out in every class, because the teaching is workshop-type. Individual activities, pair activities, and team/group activities are conducted). Students who do not attend classes will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. Reviewing each module via e-form represents an opportunity to reflect on the experience and skills acquired during each module. The individual assignment represents an opportunity to round off what has been learned and to find additional relevant sources to supplement the acquired knowledge and skills, and the grade depends on comprehensiveness and avoiding superficiality in the selection of solutions, answers and examples.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Business communications management		Year	1	Semester	1
Course Name	Diplomacy and diplomatic communication		Code	10895	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures		15	Exercises		15
				Total		30

Course Description

1. Course objectives	This course aims to introduce students to the basic concepts and theories of diplomacy, as well as to key practices of diplomatic communication. Through lectures and interactive seminars, students will analyze various forms of diplomatic communication in the context of bilateral and multilateral diplomacy, negotiations, and public diplomacy. The impact of media and new technologies on diplomacy in the contemporary world will also be addressed.								
2. Expected learning outcomes	After successful completion of the course, the student will be able to: 1. Understand key terms and theories of diplomacy. 2. Recognize different types of diplomatic communication and their application. 3. Critically analyze international relations through the prism of diplomatic communication. 4. Apply diplomatic techniques in negotiations and crisis situations. 5. Interpret the role of the media and public diplomacy in shaping international policy.								
3. Content	The course content includes: 1. Introduction to diplomacy: Historical overview and basic concepts. 2. Diplomatic institutions and protocol: Ministries, diplomatic missions, international organizations and the European diplomatic service, basics of protocol. 3. Diplomatic work: Bilateral, multilateral and economic diplomacy and consular service. 4. Public diplomacy and the media: The role of the media and social networks in diplomatic communication. 5. Diplomatic negotiation: Strategies and tactics.								
4. Admission requirements	There are no special requirements for enrolling in the course.								
5. Student obligations	Attendance of lectures and taking exams.								
6. Monitoring student progress and associated ECTS credits	<table><tr><td>Classes</td><td>1</td><td>Written exam</td><td>3</td></tr></table>					Classes	1	Written exam	3
Classes	1	Written exam	3						
7. Required literature	Working materials and literature.								
8. Additional literature									
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll								
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.								
11. Exam implementation and assessment criteria	<table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>100%</td></tr></table>					Criteria	Weight share	Written exam	100%
Criteria	Weight share								
Written exam	100%								
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are evaluated.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

General information						VERN' University		
Program	Business communications management		Year	1	Semester	1		
Course Name	EU funding policies and EU terminology		Code	3621	ECTS	4		
Lecturers	Assoc. Prof. Irena Đokić, Lect. Dinka Krčelić							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	To ensure an understanding of the European integration process, with a special emphasis on knowledge of European Union policies and their financing, European Structural and Investment Funds, and the opportunities that EU funds open up for Croatia through its membership in the Union. As English is one of the working languages of the European Union, the aim of this course is to improve students' language skills by introducing them to the specific jargon of European integration.							
2. Expected learning outcomes	After mastering all the course content, students will: 1. Name current events and the presence of the topic of European integration 2. Apply EU terminology in funding programs and describe the role of EU institutions in Croatian and English 3. Recognize the main characteristics of the EU budget 4. Explain EU policies and describe which EU programs finance individual EU policies 6. Explain the significance of EU regional and cohesion policies 7. Distinguish between the Structural Funds and the Cohesion Fund 8. Understand the significance of the Common Agricultural Policy 9. Compare the basic mechanisms for financing programs and projects and how individual phases of the mechanism can be influenced 10. Communicate about EU funding programs in English							
3. Content	EU development, EU institutions – actors in decision-making at the EU level – jargon of EU institutions (6 hours) EU budget – budgetary system, where does EU money come from and where does it go, adoption of the EU budget (2 hours) + vocabulary related to the budget in English (2 hours) EU policies + EU programs (overview, financing methods) (4 hours) – vocabulary related to policies and programs (2 hours) EU structural and cohesion policy – what, why, how it works, funds (4 hours) + terminology related to EU funds (2 hours) Common agricultural policy – what, significance, funds (2 hours) + CAP jargon (2 hours) How to get EU funds? – cycle of programming, design, implementation and evaluation of programs and projects, how to influence individual phases, lobbying, negotiating, adopting strategic documents, etc. (4 hours) workshop (2 hours)							
4. Admission requirements	Basic knowledge of English, min. level B1							
5. Student obligations	Regular class attendance, active participation, preparation of a group presentation on a given topic, written exam							
6. Monitoring student progress and associated ECTS credits	Classes	0.5	Written exam	2	Continuous assessment	0.5	Presentation	1
7. Required literature	1. McCormic, J., Understanding the European Union, Palgrave Macmillan/Mate d.o.o., 2010. 2. ECHO PCM Manual, European Commission, Directorate-General for Humanitarian Aid - ECHO, selected sections							
8. Additional literature	Daily and weekly newspapers in English: - EC Newsroom: https://europa.eu/newsroom/home_en - Euronews: https://www.euronews.com/news/europe - Financial Times: http://www.ft.com/home/uk ; - Politico: https://www.politico.eu/ ; - The Economist: http://www.economist.com/ ; - Der Spiegel (in English): http://www.spiegel.de/international/0,1518,,00.html ; - EU observer: http://euobserver.com/ ; Eurotopics: http://www.eurotopics.net/en/home/presseschau/aktuell.html							
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll							
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 20%. b) Positively graded seminar paper For the purpose of taking the written exam, a student can make up for absences by preparing and submitting an entrance paper. The entrance paper is assigned by the teacher, and is submitted and explained during the regular consultation period with the subject lecturer. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper in a timely manner - no later than two weeks before the exam. A student whose regular attendance at classes is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.							

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Group presentation</td><td>20%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	70%	Group presentation	20%	Activity	10%	Total	100%
Criteria	Weight share										
Written exam	70%										
Group presentation	20%										
Activity	10%										
Total	100%										
12. Assessment criteria - explanation	The written exam also consists of tasks in which the student's theoretical knowledge is checked, as well as his actual understanding of concepts and procedures. The tasks are designed in such a way that they also check the understanding of the material, not only the acquisition of techniques. The grade from the written exam is positive if the student scored at least 30 points in the test. The points obtained through the classes are added to the points from the test before being converted into the grade. The total points are converted into the grade of the written exam in the manner shown in the table. Students who want a higher grade take the oral part of the exam. If the student gets a negative grade on the oral exam, he can take it again at the scheduled time, which cannot be before the next time for taking the written exam. additional oral test. If in such a case the student shows a significant lack of knowledge compared to the written one, or does not respond, the result is 0 points.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University
Program	Business communications management	Year	1	Semester	1
Course Name	Risk management - project risk management	Code	10900	ECTS	4
Lecturers	Mario Đaković, Asst. Prof. Dijana Pletikosa				
Teaching Method and Hours	Lectures	15	Exercises	15	Total 30
Course Description					
1. Course objectives	The course introduces students to the basic methodological approach to risk management and project risk management. The goal is for students to gain knowledge about the significance of risk in an organization (risk classification, quantitative and qualitative, identification and presentation of modern risk theories, risk management in an organization through the application of modern methods and techniques for recognition, measurement and regulation of risk, crisis management with clear goals and impact on time and cost share) and new techniques specific to the real sector through project work. The ultimate goal is to learn to apply risk management skills and tools to projects and effectively use the acquired knowledge in practice. Special attention will also be paid to the methodology for presenting papers through practical tasks.				
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. describe the concept and basic functions of risk, 2. differentiate risks by category, 3. classify risks based on the observed impact of project management and all the features of mitigating the impact of risk in individual project phases, 4. compare risk types and principles of systematic risk management on projects during the execution of the entire project, 5. analyze the process of assessing project management risks and ensuring project completion and the production of all accompanying documents, diagrams, graphs, etc., in accordance with the selected management model 6. differentiate between working with one of the information and communication support tools for competent management, risk transfer on projects and risk analysis (operational and financial), 7. design a project (risk and analysis), based on theoretical knowledge and examples of good practice 8. assess the success of risk treatment on a project with a presentation of conclusions.				
3. Content	1. Basics of risk management: introduction to risk management; integration of functional knowledge about risks; standard phases and process groups managed by project risk, 2. project life cycle and risk identification: stakeholders involved in project risk identification; planning risk analysis on projects: scope, structural elaboration of risks, list of activities, risk assessment, impact on time plan, impact on project organization; quantitative and qualitative process of risk analysis with impact on the integrity of the project, 3. risk response planning, control and action development processes for improvements, options and mitigations to reduce threats to project objectives, 4. profitability of the project: the procedure for implementing plans for monitoring the identified risks, assessing the effectiveness of the risk process during the entire duration of the project, 5. simulations of risk management models on projects. General managerial skills in project risk management; development of teams and team roles in risk management.				
4. Admission requirements	There are no special requirements for enrolling in the course.				
5. Student obligations	Attendance of lectures and exercises, taking a written and oral exam.				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar 1
7. Required literature	1. Dale Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Managements Guidelines", Managing Risk in Large projects and complex procurements, British Library Cataloging in Publication Data, HD61.P765 (2004), ISBN 0-470-02281-7 2. PMBOK/ Project Management Body of Knowledge,: "A Guide to the Project Management Body of Knowledge (PMBOK)", 5th ed. Newtown Square, (2011) PA: 11th chapter (PRM) - PROJECT RISK MANAGEMENT				
8. Additional literature	1. David L. Olson., Desheng Wu.: "Enterprise Risk Management Models", Springer Heidelberg Dordrecht London New York, Library of Congress Control Number: 20109228025 (2010), ISBN 978-3-642-11473-1 2. Dale F. Cooper., Stephen Grey., Geoffrey Raymond., Phil Walker.: "Project Risk Management Guidelines: Managing Risk in Large Projects and Complex Procurements", John Wiley & Sons Ltd. HD61.P765 2004, ISBN 0-470-02281-7.				
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll				
10. Exam access requirements	The student is required to attend at least 20% of the total number of teaching hours provided for in the study program. The requirements for taking the written exam are regular attendance of at least 20% and two practical exercises submitted and graded. A student whose regular attendance is less than 20% cannot take the exam in that academic year and is instructed to retake it in the next academic year.				

11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1" data-bbox="311 163 596 282"> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Project</td><td>40%</td></tr> </table>	Criteria	Weight share	Written exam	60%	Project	40%
Criteria	Weight share						
Written exam	60%						
Project	40%						
12. Assessment criteria - explanation	The exam is taken by writing an exam questionnaire consisting of questions that determine knowledge of the material. Each question carries a certain number of points that is clearly indicated on the questionnaire. Knowledge of the material and understanding of the topics covered in lectures and seminars are assessed. The exam is graded from 0 to 80 points, the preliminary exam from 0 to 40 points. Scale preliminary exam: 24 - 27 sufficient; 28 - 32 good; 33 - 36 very good; 37 - 40 excellent Scale exam: 48 - 55 sufficient; 56 - 64 good; 65 - 72 very good; 73 - 80 excellent During the semester, the student writes a project paper that is graded from insufficient (1) to excellent (5), and which carries 40% of the total course grade. The sum of the points for all parameters and the average of all grades obtained makes up the final grade. The student can take an oral exam if he/she wishes to apply for a higher grade.						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

Program	Business communications management	Year	1	Semester	2	
Course Name	Copywriting	Code	6974	ECTS	5	
Lecturers	Asst. Prof. (Art) Branimir Lazanja					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30

Course Description

1. Course objectives	Getting to know the historical, social and communicative foundations of advertising communication. Getting to know the basic terms of advertising and the process of creating and designing advertisements from the perspective of a copywriter, that is, the perspective of a 'creative' in the advertising industry. Gaining insight into the basic stages and methodology of the so-called of the creative process of designing advertisements in the advertising industry through the simulation of work in a creative team and practical work on designing advertisements.																
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify the basic historical, social and communication foundations of advertising. 2. Analyze basic advertising concepts from a copywriter's perspective. 3. Comment on the position of the creative/creative team/department in the advertising industry and interactions with other participants in the process of creating marketing communication. 4. Compare characteristic advertising forms and communication channels with their specificities. 5. Analyze advertising works at an elementary communication level. 6. Identify the basic phases of the creative process of designing advertisements and approaches to designing advertising communication. 7. Design and create basic advertising concepts at the pre-production level.																
3. Content	Historical, social and communicative foundations of advertising Basic concepts of advertising and copywriting: the position and perspective of the copywriter Analysis of advertising works: communication, production and creative-form perspective Designing advertising communication - how to make a 'good' advertisement? Advertising forms and communication channels: specifics of copywriting for individual media Practical work on print advertisements, TV and radio synopses at the pre-production level - simulation of work in a creative team Designing a transmedia concept for an integral advertising campaign.																
4. Admission requirements	There are no special requirements for enrolling in the course.																
5. Student obligations	Attendance of lectures and exercises, completion of practical work, preparation and execution of a radio commercial recording project, oral exam.																
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Portfolio	2											
7. Required literature	1. Belak, B. (2008). Who the hell comes up with these commercials? Zagreb: Rebel. (selected chapters)																
8. Additional literature	• Sullivan, L. (2008). Hey Whipple Squeeze This. A Guide to Creating Great Advertising. New Jersey: AdweekMedia/Wiley. • Aitchison, J. (2003). Cutting Edge Advertising II. Prentice Hall. • Belak, B. (2013). An idea in a labyrinth. Zagreb: Rebel.																
9. Quality monitoring	Observation and evaluation of classes, course evaluation, student survey.																
10. Exam access requirements	1. adequate attendance at classes (lectures and exercises), 2. completed and submitted practical work (print ads, TV and radio spot synopses, etc.).																
11. Exam implementation and assessment criteria	The final exam is taken in written form after fulfilling all pre-accession conditions (under 1.10). <table><tr><td>Criteria</td><td>Weight share</td><td></td></tr><tr><td>Written test</td><td></td><td>50%</td></tr><tr><td>Practical work</td><td>30%</td><td></td></tr><tr><td>Activities</td><td>20%</td><td></td></tr></table>					Criteria	Weight share		Written test		50%	Practical work	30%		Activities	20%	
Criteria	Weight share																
Written test		50%															
Practical work	30%																
Activities	20%																
12. Assessment criteria - explanation	The exam consists of tasks in written form that test the students' theoretical knowledge and their actual understanding of concepts and procedures from the course's subject matter. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If, in such a case, the student shows a significant deviation in knowledge compared to what was written, or does not appear at the scheduled oral examination, a result of 0 points is recorded.																

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Business communications management	Year	1	Semester	2	
Course Name	Design in visual communications	Code	9706	ECTS	5	
Lecturers	Asst. Prof. (Art) Branimir Lazanja					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30

Course Description

1. Course objectives	Identify the role of design (from sign to advertising) in business communication. Through independent projects, analyze the design and communication of a particular brand, in order to understand its meaning and values.												
	Through practical exercises using design tools: sign (logo), color, typography, independently create a template for MS Office programs (Word, PowerPoint, Outlook).												
2. Expected learning outcomes	After successful completion of the course, students will be able to: 1. Identify the role of design within business communication and branding. 2. Critically analyze typography, color, symbols and arrangement of elements within design. 3. Integrate basic technical formats and concepts in design and advertising. 4. Design a presentation in accordance with design guidelines 5. Formulate your ideas and requirements and convey professional designers. 6. Evaluate public space and the influence of visual media on its pollution.												
3. Content	Historical, social and communication foundations of visual culture and media. Analysis of individual works and media throughout history: communication, production and creative-design perspectives. Practical work through the use of basic design elements: color, symbols, photography, composition, typography.												
4. Admission requirements	There are no special requirements for enrolling in the course.												
5. Student obligations	Attendance of lectures and exercises, completion of practical work (assignments), preparation and implementation of the project, oral exam.												
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Project	1.5	Practical work	0.5					
7. Required literature	Lasanje, B. (2023). Script: Design in visual communications												
8. Additional literature	Žiljak Gršić, J. Jugović, M. Leiner Maksan, U. (2022). Visual Communications Design. Zagreb: Školska knjiga. Hembree, R. (2008). Complete Graphic Design. Belgrade: Don Vas.												
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.												
10. Exam access requirements	The requirement for taking the exam is to complete all practical work and assigned projects that are set during the semester. Practical work is designed as independent exercises during the semester: analysis of a domestic brand from the business and public sectors. Projects are independent works on assigned topics: typography, anomaly, advertising, visual pollution.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>55%</td></tr><tr><td>Practical work</td><td>20%</td></tr><tr><td>Project</td><td>25%</td></tr></table>					Criterion	Weight share	Written exam	55%	Practical work	20%	Project	25%
Criterion	Weight share												
Written exam	55%												
Practical work	20%												
Project	25%												
12. Assessment criteria - explanation	To access the final written exam, it is necessary to satisfy all assigned projects and practical works that have been announced during the semester. The criteria for evaluating projects and practical works are as follows: 1 – The student has not completed the assigned tasks during the semester. 2 – The student recognizes the basics of the course, but poorly reproduces them in the exercises. 3 – The student recognizes the basics of the course and solidly reproduces them in the exercises. 4 – The student has a solid understanding of the course content, logically connects them and applies them in the exercises. 5 – The student skillfully interprets and applies knowledge in the exercises and demonstrates originality.												

	A student has the opportunity to take the written exam a limited number of times during the academic year – as stipulated in the teaching activity calendar and University regulations. If the student is not satisfied with the final grade, he/she can retake some of the elements that make up the final grade.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Business communications management		Year	1	Semester	2
Course Name	Integrated business communication strategies		Code	6973	ECTS	5
Lecturers	Asst. Prof. Stana Odak Krasić					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30

Course Description

1. Course objectives	Students will be introduced to the theory and practice of business planning and the connection between business planning and communication planning, as well as ways to develop communication strategies. They will learn to develop an integrated business communication strategy with a special emphasis on developing communication tools that integrate target audiences into the company's specific communication activities and designing synergies between advertising activities and the company's public relations activities.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: Review basic concepts, theories, and definitions of business and communication planning Plan tools and tactics used in strategic communication Develop methods for creating communication strategies and plans Distinguish integrated communication strategies from non-integrated strategies (those in which there is no synergy between advertising content and public relations and in which there is no integration of target audiences into communication) Evaluate case studies of successful integrated corporate communications Create an integrated business communication strategy					
3. Content	Defining the topic; planning of integrated corporate communication. Mandatory literature, 5 hours of lectures, 5 hours of case analysis and exercises Defining strategic communication tools and tactics and ways of creating integrated communication strategies. Mandatory reading, 5 hours of lectures, 5 hours of case analysis and exercises Designing an integrated business communication strategy and presentation of works. Mandatory literature, 5 hours of lectures, 5 hours of presentations.					
4. Admission requirements	There are no special requirements for enrolling in the course					
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, development and presentation of the project - communication strategies					
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	2	Project	2
7. Required literature	Jugo, D. (2012). Public Relations Strategies. Zagreb: Profil.					
8. Additional literature	Selected articles and book chapters					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.					
10. Exam access requirements	Regular class attendance 2. Preparedness for exercises and active participation in class 3. Project in the field of strategic business communication.					
11. Exam implementation and assessment criteria	Requirements for signing and taking the exam: - minimum 20% attendance in class. Exam method: written project - development of an integrated business-communication plan, presentation and oral defense of the project. Assessment methods: Written project exam: 50% of the total grade Oral defense (project presentation): 50% of the total grade.					
12. Assessment criteria - explanation						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

Program	Business communications management	Year	1	Semester	2
Course Name	Manipulation and communication	Code	6972	ECTS	6
Lecturers	Asst. Prof. Mirela Holy				
Teaching Method and Hours					
	Lectures	15	Exercises	15	Total

Course Description

1. Course objectives	Students will be introduced to the theory and practice, historical development, definitions and methods of use (tactics/methods) of propaganda, persuasion, spin, or manipulation in communications. They will learn to recognize manipulation, or manipulative tactics in mass and new media, and understand what they serve in politics, cultural, and social life.				
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Discuss basic concepts, theories and definitions of manipulation in communication 2. Classify the tools and methods (methods and means) of manipulative communication techniques (propaganda, spin doctoring, persuasion) 3. Connect the principles of propaganda 4. Differentiate between propaganda, spin doctoring and persuasion 5. Argue the psychological assumptions and limitations of manipulative action in communication 6. Evaluate examples and methods of state (war and political) propaganda, state control and the role of censorship 7. Compare political and economic propaganda				
3. Content	Introduction: basic concepts and definitions: propaganda, persuasion, spin doctoring History of manipulative techniques in communication: from antiquity to modern times History of manipulative techniques in communication 2 History of manipulative techniques in communication 3 The relationship between propaganda and spin The relationship between propaganda and persuasion Methods and means (tools and tactics) of propaganda, spin doctoring and persuasion Socio-psychological aspect of propaganda Media and propaganda Political propaganda and personality cults in political propaganda Economic propaganda War propaganda Religious propaganda, propaganda in culture and sports.				
4. Admission requirements	There are no special requirements for enrolling in the course				
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes				
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4	
7. Required literature	Cottle, S. (2009). Information, Public Relations and Power Course Notes				
8. Additional literature	Chomsky, N. (2003). Media, Propaganda and the System Škarica, M. (2012). Propaganda through European History. Jowett, G.S. and O'Donnell, V. (2012). Propaganda and Persuasion. Bernays, E. (1928). Propaganda. Kunczik, M. (2007). Public Relations – Theories and Concepts.				
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.				
10. Exam access requirements	1. Regular class attendance 2. Preparedness for exercises and active participation in class 3. Project – case study essay on the topic of propaganda.				
11. Exam implementation and assessment criteria	Requirements for signing and taking the exam: minimum 20% attendance in class. Exam method: written project exam. Assessment methods: Written exam: 100% of the final grade. Course grading scale (in percentages): sufficient (2): minimum 51-60%; good (3): 61-74%; very good (4): 75-89%; excellent (5): 90-100%. Activity in class implies that students come prepared to class - read the literature scheduled for that week, actively follow the class and participate in the discussion.				

	The written exam is based on mandatory literature and one book of optional literature of their own choice.	
12. Assessment criteria - explanation	Criteria	Weighted share
	Written exam	100%
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

Program	Business communications management		Year	1	Semester	2
Course Name	Consumers, market and public opinion		Code	2352	ECTS	5
Lecturers	Asst. Prof. Krešimir Žnidar					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30

Course Description

1. Course objectives	To introduce students to the use of applied social and market research in contemporary business practices. This includes teaching about the modalities of using market, media and public opinion research in the work of business organizations, media, and other organizations and institutions. The main goal of the course is to enable students to be able to use market, media and public opinion research in concrete business practice after completing their education as business tools important in the context of contemporary marketing business practices. All of the above will be included in the research project that will be carried out through the course.												
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Analyze a wide range of research methods and techniques used in social and market research 2. Relate research design and research methods to solving specific business or social problems. 3. Evaluate the elements of the research process, design, and methods in relation to their role and significance in the decision-making process. 4. Integrate research conclusions and make management decisions with the help of research.												
3. Content	The main purpose of public opinion and consumer research, the use of research in business processes, an overview of basic research methods, an overview of the application of different research methods depending on goals and marketing strategies. The market research process, research designs, problems and research objectives. Defining the problem and research objectives of the Project. Types of research and data sources. Methods of collecting primary data. Exploratory and qualitative research. Conducting focus groups for the needs of the Project. Samples, questionnaires, measurement scales and research tools in quantitative research. Collecting primary survey data for the needs of the Project. Methods of analyzing market research data from descriptive to multivariate analysis. Analysis of primary survey data for the Project. Visualization, data interpretation, reporting and implementing research into the decision-making process. Trends in market research in the 21st century.												
4. Admission requirements	There are no special requirements for enrolling in the course												
5. Student obligations	Attendance of lectures and exercises, active participation in classes, taking an oral exam												
6. Monitoring student progress and associated ECTS credits	Classes	1	Oral exam	1.5	Research	0.5	Project	2					
7. Required literature	• Vranešević, T., (2014): Market research in business management. Zagreb: Accent • Vesna Lamza Posavec (1995) Public opinion, pp. 7 - 67. Zagreb: Alinea. • Tkalc Verčič, Sinčić Ćorić, Pološki Vokić (2010) Handbook of research methodology. Zagreb: M.E.P • Teaching materials												
8. Additional literature	• Marušić M., Prebežac D., Mikulić J. (2019): Research on tourism markets, Zagreb, EFZG • Malhotra. N.K, (2019): Marketing Research: An Applied Orientation, 7th Edition, Pearson Education												
9. Quality monitoring	Observations and evaluations of teaching; Student survey.												
10. Exam access requirements	The conditions for successfully completing the course requirements are regular attendance of at least 20% and the implementation of their own research project. A student whose regular attendance is less than 20%, as well as students who do not implement their own research project, is required to re-enroll and take the course.												
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Project</td><td>55%</td></tr><tr><td>Oral exam</td><td>35%</td></tr><tr><td>Activities</td><td>10%</td></tr></table>					Criterion	Weight share	Project	55%	Oral exam	35%	Activities	10%
Criterion	Weight share												
Project	55%												
Oral exam	35%												
Activities	10%												
12. Assessment criteria -	PROJECT TASK - represents a report of the research conducted. The work is prepared in the form of a predefined research report and a short presentation for the oral exam. Both documents are sent in e-version to the email												

explanation	krznidar@vernet.hr by the given deadline (no later than one week before the exam deadline). ORAL EXAM - In addition to the presentation and discussion on the given topic, the student is asked at least two theoretical questions (depending on the student's level of commitment to the class and the demonstrated acquired knowledge). CLASS ACTIVITIES include: active participation in class, observation of the student's preparation for class, results achieved in regular short tests, exercises or questionnaires, contribution to the success of the class through active and constructive participation in problem discussions.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Business communications management		Year	1	Semester	2
Course Name	Digital marketing		Code	6918	ECTS	4
Lecturers	Lect. Hrvoje Ratkić					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The aim of the course is to acquaint students with digital marketing channels, which in today's practice are an integral part of integrated marketing communication. By acquiring knowledge that will be based on theoretical frameworks and examples from practice, students will be trained to independently create comprehensive communication plans, implement them and analyze their success.					
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Define basic digital marketing concepts and channels 2. Integrate digital marketing channels into integrated marketing communications 3. Manage digital marketing channels 4. Analyze and evaluate digital marketing campaigns					
3. Content	Introduction to digital marketing, digital marketing trends, Creating a brief for a digital marketing campaign, Strategic planning in digital marketing, Integration of digital marketing channels, Influencer marketing, Content and content creation in digital marketing, Real time marketing, Native advertising, Evaluation in digital marketing					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, completion of assigned tasks/exercises, and taking a written and/or oral exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Project	2
7. Required literature	Teaching materials assigned during class					
8. Additional literature	1. Drago Ružić, Antun Biloš, Davorin Turkalj: E-marketing, Josip Juraj Strossmayer University, Faculty of Economics, 2014 2. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge. 3. Hinton, S.; Hjorth, L. (2013) Understanding Social Media. New York: SAGE Publications; 4. Lambert, J. (2013) Digital Storytelling. New York: Routledge 5. Lester, P.M. (2014) Digital Innovations for Mass Communication: engaging the user. New York: Routledge					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey					
10. Exam access requirements	Attendance at classes of at least 20%					
11. Exam implementation and assessment criteria	The exam will be considered passed and a grade will be entered if all of the criteria listed are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade in the following proportions:					
	Criteria	Weighting				
	Oral exam	20%				
	Project assignment	80%				
12. Assessment criteria - explanation	Students present a project task that they work on as a team at the registered exam period. The grade of the whole team is entered for each member of the team. After the presentation of the project assignment, the students approach the oral part of the exam.					
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.					

General information					VERN' University	
Program	Business communications management		Year	1	Semester	2
Course Name	Geopolitical and geoeconomic trends in the world		Code	10983	ECTS	4
Lecturers	Prof. Vlatko Cvrtila					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The course provides students with a deeper understanding of the key dynamics that shape global politics and economics. The course analyzes the mutual influence of geopolitics and geoeconomics through topics such as great power rivalry, economic blocs, energy policy, technological conflicts, trade wars and climate change. Special emphasis is placed on the role of new powers (China, India, Brazil) in the international order, the implications of globalization and regionalization, as well as the growing influence of the digital economy. Through a multidisciplinary approach, students will develop critical thinking about global trends and their consequences for countries, regions and international organizations. The course includes case studies, discussions and analysis of current events in order to apply theoretical knowledge in a practical context.					
2. Expected learning outcomes	Upon successful completion of the course, the student will be able to: 1. Explain key terms and theories. 2. Critically analyze global politics and economics. 3. Analyze the mutual influence of geopolitics and geoeconomics through different topics. 4. Distinguish the role of global trends and their consequences for countries, regions and international organizations.					
3. Content	Global politics and economics; great power rivalry, economic blocs, energy policies, technological conflicts, trade wars and climate change; The role of new powers (China, India, Brazil) in the international order; Implications of globalization and regionalization, Digital economy; global trends (...)					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and taking exams.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Seminar	1.5
7. Required literature	Working materials and literature.					
8. Additional literature	Articles, reports and academic papers Geopolitics and the Geometry of Global Trade: 2025 update — McKinsey Global Institute McKinsey & Company GEO-ECONOMIC STRUCTURE OF THE GLOBAL MARKET: CHALLENGES AND PROSPECTS (PANDEMIC AND MILITARY & POLITICAL SHOCKS, 2010–2022) — Oleksandr Sharov nasu-periodicals.org.ua Geopolitical Barriers to Globalization — Tianyu Fan, Mai Wo, Wei Xiang (pre-print paper) arXiv Impact of Geopolitics in the World Economy — S&P Global report S&P Global Contemporary Geopolitical Alignment in the Global South: Security, Peace and Sustainable Development — collection of articles / book (Springer, 2025)					
9. Quality monitoring	Observation and evaluation of teaching; course evaluation; student poll					
10. Exam access requirements	The requirements for taking the written exam are: A minimum of 20% attendance at classes. For the purpose of taking the written exam, students can make up for absences by writing and submitting an entrance paper. The entrance paper is assigned by the teacher and is submitted and explained during the regular consultation period with the subject lecturer.					
11. Exam implementation and assessment criteria	Criteria	Weight share				
	Written exam	100%				
12. Assessment criteria -	The exam is taken by writing an exam questionnaire that consists of questions that determine knowledge of the material. Each question carries a certain number of points, which is clearly indicated on the questionnaire. Knowledge of the					

explanation	material and understanding of the topics covered in lectures and seminars are evaluated. The essay carries 30% of the total points, while the written exam carries the remaining 70%.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Business communications management		Year	1	Semester	2				
Course Name	Start-up management		Code	11001	ECTS	4				
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	12	Seminars and workshops	6	Excercises	14	Total	32		
Course Description										
1. Course objectives	To teach male and female students the knowledge of the theory of public communication and image creation with an emphasis on the analysis of the application of the theory on selected examples and the analysis of the image of public figures from the fields of politics, business, popular culture. The emphasis is on an overview of how individuals create and present their roles in society and the role of the media and the audience in the presentation. Create a portfolio based on a matrix to display the image of the selected person. Through the practical application of theoretical knowledge, the knowledge and skills necessary for creating and managing the image and reputation of persons and companies in public communication are acquired.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. Compare similarities and differences in the concepts of impression, image, identity, social role, audience expectations, social role context, and perception through expectations. 2. Explain models of creating social stages and the roles of public perspectives from a sociolinguistic perspective. 3. Analyze image creation strategies with an emphasis on theories of agenda setting, framing, storytelling, spectacle construction, and stereotyping of social roles and activities. 4. Evaluate and analyze the tactics behind created images in relation to the selected media platform and communication and social framework. 5. Develop and present an image portfolio of a selected public figure or company.									
3. Content	Introduction to public communication. Analysis of media announcements and image construction in public communication. Theoretical foundations of the mechanisms and theories in the background of image creation with an emphasis on agenda-setting theories, framing, storytelling, constructing spectacles, stereotyping of social roles and activities. Media portraits of individuals, groups and business entities. Creating a portfolio of the image of a public person or company.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, creation and presentation of a project assignment (seminar work).									
6. Monitoring student progress and associated ECTS credits	Classes	1	Portfolio	1	Project	1	Presentation	1	Tasks	1
7. Required literature	1. Lecture materials 2. Borčić, N. (2023) The devil is in the details. Image and discourse in politics. Zagreb: TIM Press. 3. Relevant online sources.									
8. Additional literature	Selected professional and scientific articles and case studies.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	The student is required to participate in at least 70% of the total number of teaching hours provided for in the study program and to achieve an overall positive grade from the activities during the classes. Activities during the classes include participation in the preparation of exercises and discussions during the classes, the preparation and presentation of a portfolio with an analysis of the image of a selected person / group or company. A student who has not achieved the right to sign (less than 70% attendance in class and/or a negative grade during the classes) can exceptionally compensate for the lack of engagement by preparing and defending an entrance paper (an additional task of analyzing a selected political image). Students will be informed about the details regarding the entrance paper after the lectures. This method of compensation depends on the percentage of regularity, and the task is assigned in accordance with the above.									
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: If the teacher has reasonable suspicions that the result of the written exam (seminar paper) was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral examination. If in such a case the									

	student shows a significant lack of knowledge in relation to what is written, or does not respond, a score of 0 points is recorded. The grade for class activity is created according to the active participation in class that the lecturer observes and records individually for each student in each class. <table><tr><td>Criteria</td><td>Weighting</td><td></td></tr><tr><td>Assignments</td><td>30%</td><td></td></tr><tr><td>Presentation</td><td>35%</td><td></td></tr><tr><td>Portfolio</td><td>35%</td><td></td></tr><tr><td>Table</td><td>Criteria</td><td>Weighting</td></tr><tr><td>Table</td><td>Table</td><td></td></tr></table>	Criteria	Weighting		Assignments	30%		Presentation	35%		Portfolio	35%		Table	Criteria	Weighting	Table	Table	
Criteria	Weighting																		
Assignments	30%																		
Presentation	35%																		
Portfolio	35%																		
Table	Criteria	Weighting																	
Table	Table																		
12. Assessment criteria - explanation	The seminar paper includes a theoretical treatment of the selected topic, and is prepared individually. In addition to the quality of the selected topic according to the teacher's instructions and in particular the type and method of research, the final grade is also influenced by the form of the submitted assignment and (non)compliance with the deadlines for submission. In addition to the written project (portfolio), the final grade also includes the presentation of the project assignment. A student whose regular attendance in classes is less than 40% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.																		
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.																		

General information					VERN' University							
Program	Business communications management		Year	1	Semester	2						
Course Name	Stress management		Code	10028	ECTS	4						
Lecturers	Sr. Lect. Zoran Komar											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The fundamental goal of the course is to enable students to acquire contemporary knowledge about psychosocial risks at work and their individual (health) and organizational (business) consequences, with a special emphasis on the nature, causes and consequences of work-related stress. The secondary goal is, through practical exercises and examples from practice, to introduce techniques and methods for preventing, managing and resolving work-related stress and other negative psychosocial phenomena at work in order to increase the quality of work and the well-being of employees.											
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. identify psychosocial risks that arise from unfavorable organization, management and/or from an inappropriate social context at work, and produce negative psychological, physical, business and social effects; 2. analyze the sources of the emergence and development of stress in the workplace and the health, legal and business consequences of exposure to stress; 3. determine the severity of work-related stress in employees; 4. distinguish between primary, secondary and tertiary interventions that can eliminate sources of stress and/or mitigate its negative effects; 5. consider ways of coping with stress and the effectiveness of various techniques for reducing stress and tension; 6. assess the prevalence of <i>mobbing</i> , <i>bullying</i> , sexual harassment and other negative phenomena at work; 7. valuate the effects of managing stress and psychosocial risks at work on work motivation and organizational efficiency.											
3. Content	Psychophysiology of stress, contemporary concepts of stress. Sources of stress: environmental, life, work, organizational, social, global sources of stress. Burnout at work (<i>burnout</i>). Coping with and managing work stress. Procedures for measuring work stress. Primary, secondary and tertiary interventions in managing work stress. Psychosocial risks at work and their health, legal and business consequences (overwork, lack of time, conflicting demands and unclear work roles, mismatch between work demands and employee competencies - underestimation or overestimation of employee competencies and skills, non-involvement in decision-making that is important for employees, inability to influence the way work is done, <i>mobbing</i> , <i>bossing</i> , <i>bullying</i> , sexual harassment at work). Prediction, prevention and management of stress and psychosocial risks at work, work motivation and organizational efficiency. Methods and techniques for relaxation and reduction of tension and stress.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attending lectures and exercises, taking a written exam.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1						
7. Required literature	1. Hudek-Knežević J., Kardum I., (2006). <i>Stress and Physical Health</i> , Jastrebarsko: Naklada Slap. 2. European Agency for Safety and Health at Work, (2013). <i>Guide to the Campaign Managing Stress and Psychosocial Risks at Work</i> , , http://www.hzzo-net.hr/dload/zastita_zdravlja/2_1_Vodic_za_Kampanju.pdf											
8. Additional literature	1. Bodiroga-Vukobrat, N., Francisković, T., Pernar, M., (2006). <i>Mobbing</i> , Zagreb: Society of Psychologists of the Primorje-Gorski Kotar County. 2. Cooper Cary L., Campbell Quick, James, Schabracq Marc J. (Eds), (2009). <i>International Handbook of Work and Health Psychology, Third Edition</i> , Chichester, West Sussex: Wiley-Blackwell. 3. Benson, Herbert, (2001). <i>Reaction of relaxation</i> , Zagreb: Algorithm.											
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.											
10. Exam access requirements	The condition for taking the final exam is to achieve the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies. The dates of the final exam are published on the student portal.											
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after the written exam has been passed. In the process of acquiring the status of a passed exam, the grade from the written exam and the grade from the class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>30%</td></tr></table>						Criteria	Weight share	Written exam	70%	Activities	30%
Criteria	Weight share											
Written exam	70%											
Activities	30%											

12. Assessment criteria - explanation	The exam consists of 10 essay-type questions that require knowledge and understanding of theoretical and practical knowledge as well as their application in concrete situations. The passing grade criterion is 60% of the exam being answered correctly. If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge compared to what is written, or does not respond, a result of 0 points is recorded. Class activity is evaluated according to the following criteria: • constructive participation in group discussions • quality of participation in individual tasks • degree of engagement in group exercises Although the oral exam is not provided as a mandatory part of the evaluation process, it will take place: if the student is unable to take the written exam for objective reasons, if with an average written exam grade of 2.4 or 3.4 or 4.4 he/she wants a higher grade, and if the teacher in question decides so for some other reason.
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University			
Program	Business communications management		Year	2	Semester	3		
Course Name	Community management		Code	9187	ECTS	6		
Lecturers	Prof. Domagoj Bebić							
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30		
Course Description								
1. Course objectives	The aim of the Community Management course is to familiarize students with new forms of communication that have come along with the communication revolution of new and social media. Exponential growth in digital media has created the possibility that individuals can also manage and lead online communications of corporations, institutions, companies, brands... For professions dealing with marketing, public relations, corporate communications and crisis communications, this means the possibility of direct, fast and direct communication with the target public and with the end user, without intermediaries. The communication and information change that took place not only introduced changes in communication platforms, standard ways of communication and content creation, but also opened up new opportunities on the labor market. Practitioners and young students dealing with communications today must be familiar with fast, dynamic and direct communication that takes place in real time. Since this segment of communication is becoming more and more important and necessary and affects the very value of a product, organization or brand, there is a need for new skills and knowledge that a communication professional should possess. This implies a good knowledge of new trends (both technological and communication) and skillful adaptation to the rapid change of communication platforms and networks. Also, this new profession requires a good knowledge of the nature of management and the creation of content for a target audience. Today, in the labor market, there is a great need and demand for professional communicators who are able to create, shape, implement and manage content on these new platforms and also research, analyze and monitor the dynamics of conversations and needs of target groups according to pre-determined communication goals. Through this course, students will be introduced to the knowledge and skills necessary to work in social media for the benefit of an organization or brand. Also, through lectures, they will learn how to create effective, useful and especially shareable content, how to manage a community through online communication and how to highlight content in an increasingly competitive communication market. In addition, they will learn to monitor and supervise digital content, measure communication, carefully record mentions of an organization or brand, constantly keep up with trends and thus improve the reputation of the organization itself and work on connecting and creating deeper and therefore better quality connections with users.							
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. evaluate new media tools for the purpose of communicating more effectively and better with target audiences; 2. create communication on social networks, and raise and create an online brand reputation; 3. examine communication on social networks 4. plan activities on social networks through environmental analysis, audience targeting and setting communication goals 5. create innovative and shareable content for the target audience							
3. Content	Change of media, change of communication; Planning communication on social media; Analysis of user needs for a specific brand; Identity and reputation on social media; Use of social media in business; Community management; Content management; Implementation and setup of digital campaigns: Crisis management on social media; Digital marketing for PR practitioners; 'Influencers' and 'haters' as a platform for brand communication; Social media communication measurement and evaluation							
4. Admission requirements	There are no requirements for enrolling in the course.							
5. Student obligations	Attendance of lectures, seminars and exercises, writing/preparing presentations/seminars, written exam.							
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5	Project	1.5
7. Required literature	Teaching materials compiled from: 1. Burges, J., Marwick, A. Poell, T. (2019) The SAGE Handbook of Social Media. London: Sage Publications 2. Harris, J.L. (2018) Social Media Communication: Concepts, Practices, Dana, Law and Ethics. New York: Routledge 3. Bebić, D. (2018) Cyberturist: New Media in Tourism. InMed: Zagreb.							
8. Additional literature	1. Alan T. Belasen & Ariel R. Belasen (2019): The Strategic Value of Integrated Corporate Communication: Functions, Social Media, and Stakeholders, International Journal of Strategic Communication, 1553-1198 2. Lipschultz, J. H. (2018) Social Media Communication: Concepts, Practices, Today, Law and Ethics. Routledge: New York (selected chapters) 3. Jason McDonald (2016) Social Media Marketing Workbook: How to Market Your Business on Social Media. JM Internet group: San Francisco 4. Henry Jenkins, Sam Ford, Joshua Green (2013) Spreadable Media: Creating Value and Meaning in a Networked Culture. NYU Press: New York and London 5. CIPR (2012) Share This: The Social Media Handbook for PR Professionals, edited by Waddington, S. Chichester. John Wiley & Sons: London							

	6. Blanchard, O. (2012) Social Media ROI: Managing and Measuring Social Media Efforts. Que Biz-Tech: Indianapolis (selected chapters) 7. Kember, S.; Zylinska, J. (2012) Life after New Media: Mediation as vital process. The MIT Press: Cambridge						
9. Quality monitoring	Evaluation of course performance. Student survey.						
10. Exam access requirements	Attendance at classes of at least 20%						
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed criteria participate in the calculation of the final grade with the following shares: <table border="1"> <tr> <th>Criterion</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>70%</td></tr> <tr> <td>Project</td><td>30%</td></tr> </table>	Criterion	Weight share	Written exam	70%	Project	30%
Criterion	Weight share						
Written exam	70%						
Project	30%						
12. Assessment criteria - explanation	The exam consists of a written exam and work on a student project. The seminar part of the exam can be taken regularly during classes according to agreed criteria, or subsequently by developing a PR strategy for a product or project in digital media. The written exam consists of questions that determine knowledge and understanding of the material. Each question carries a certain number of points that is clearly indicated on the written exam. Grading scale: 51-60 = 2 61-75 = 3 76-85 = 4 86-100 = 5						
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.						

General information					VERN' University					
Program	Business communications management		Year	2	Semester	3				
Course Name	Crisis communication and trend management		Code	9188	ECTS	5				
Lecturers	Asst. Prof. Tamara Kunić									
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30				
Course Description										
1. Course objectives	The course introduces students to key theoretical concepts and practical implications of crisis situations in organizations and presents the basic types and characteristics of crisis situations, their causes and consequences; cycles and laws. The course breaks down the process of communicating in crises with special reference to the time before the outbreak of a crisis situation. Students are directed to follow trends and open issues as a communication preparation for crisis situations, select strategic responses to the crisis and create crisis communication plans and communication management during the crisis. Attention is paid to the role of new and old media in the crisis and their influence on the course of the crisis, as well as the most common mistakes in the crisis. The course also indicates how public relations can help organizations in long-term strategic planning of business communications with an emphasis on successful prevention and management of crisis situations.									
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Identify a crisis and its impact on the work of organizations 2. Analyze the types of crises, their causes, phases and the crisis management process 3. Assess the importance of communication before, during and after a crisis 4. Predict a crisis and communication preparation for a crisis 5. Choose an adequate strategic communication response to a crisis 6. Categorize key publics in a crisis and the determinants of communication with them 7. Compare the role of new and old media in crisis communication 8. Analyze the most common mistakes in crisis communication 9. Propose a plan for crisis communication									
3. Content	Introduction to the course. About the discipline of crisis communication. Definition of crisis. Life cycle of crises and stages of crisis. The importance of crisis management in organizations. Crisis management process. The role of communication in the crisis management process. Communication before a crisis and the importance of preparation. Communication during a crisis and the importance of the right response to a crisis. Post-crisis communication and the importance of analysis. Traditional media in the context of communication in crisis. New media in the context of communication in crisis. The most common mistakes in crisis communication. Creating a plan for communicating in a crisis.									
4. Admission requirements	There are no special requirements for enrolling in the course									
5. Student obligations	Active participation in classes and exercises, preparation of seminar papers, taking an oral exam									
6. Monitoring student progress and associated ECTS credits	Classes	1	Activities	0.5	Oral exam	1.5	Seminar	2	Activities	0.5
7. Required literature	Coombs, W. Timothy; Ongoing Crisis Communication: Planning, Managing, and Responding; SAGE Publications, 2018									
8. Additional literature	1. Fink, Steven; Crisis Communications: The Definitive Guide to Managing the Message, McGraw-Hill, 2013 2. Fearn-Banks, Kathleen: Crisis Communications: A Casebook Approach, Lawrence Erlbaum Associates, 2001. 3. Barton, Laurence: Crisis in Organizations. South-Western College Pub, 2000									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	Class attendance. Active participation in class exercises. Prepared, submitted and graded seminar paper (before taking the oral exam)									
11. Exam implementation and assessment criteria	The seminar (written) paper must demonstrate and contain: 1. Own research and assessment of the communication preparation of the selected organization or own research and analysis of a specific crisis situation with an emphasis on crisis communication management 3. Proposal for the application of the proposed solution and plan for the selected organization or presentation of key errors and a proposal for a more successful future resolution of the specific situation Oral exam - quality answers must demonstrate the ability to: 1. Identify and compare the main theoretical determinants of crisis management 2. Distinguish key concepts in crisis communication 3. Evaluate specific examples of communication in crisis situations									
12. Assessment criteria - explanation	In the process of acquiring the status of passed exam, the grades from the seminar paper and oral exam, as well as active participation in classes, are taken into account with the following shares in the final grade: 15% of the grade - Active participation in classes									

	50% of the grade - Seminar on the topic of preparing a crisis plan or analyzing communication in a crisis situation 35% of the grade - Oral exam
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Business communications management		Year	2	Semester	3
Course Name	New sustainable trends - promotion of fashion, tourism and civil society		Code	9538	ECTS	6
Lecturers	Asst. Prof. Mirela Holy					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The aim of the course is to introduce students to new, sustainable trends in communication, with a special focus on contemporary fashion and tourism promotion and ways of communicating by civil society organizations. Students will define basic concepts related to the concept of sustainable development and the application of the concept of sustainability in fashion (sustainable fashion, eco fashion, green fashion, ethical fashion, slow fashion) and tourism (sustainable tourism, conscious tourism, responsible tourism, humane tourism). Given the fact that the concept of sustainability has a great influence on the activities of influential civil society organizations, students will explore how associations implement sustainable development guidelines in their communication activities. The course will cover the history and role of fashion and tourism in society and analyze the communication messages transmitted by the consumption of fashion and tourist content. The intention is to point out the change in communication trends related to the consumption of fashion and tourism in relation to globalization trends. Through case studies, students will assess the role of different media (traditional and new) in creating new sustainable trends in the promotion of fashion, tourism and civic movements.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Define the basic terms related to the concept of sustainable development and its application in fashion, tourism and civic activism; 2. Determine the fundamental determinants of clothing as a form of communication and social stratification; 3. Differentiate the main forms of activity and communication of civil society organizations; 4. Differentiate the characteristics of different types and forms of sustainability in fashion (sustainable fashion, eco fashion, green fashion, ethical fashion, slow fashion) and tourism (sustainable tourism, conscious tourism, responsible tourism, humane tourism); 5. Compare the main theoretical concepts of fashion and clothing (class theories, modernist theories, anthropological theories, psychoanalytic theories, semiotic theories, feminist theories, postmodernist theories); 6. Argue how new, sustainable trends in the field of fashion and tourism are promoted and explain the role of civil society organizations in promoting these concepts; 7. Evaluate the historical role of fashion and tourism in the development of a consumer society; 8. Critically assess the role of different media (traditional and new) in creating new sustainable trends in the promotion of fashion, tourism, and civic movements.					
3. Content	Introduction to basic terms and definitions - sustainable development, history of the concept and methods of application in the economy and society; Clothing as a form of communication and social stratification; Forms of activity and communication of civil society organizations; Sustainability in fashion (sustainable fashion, eco fashion, green fashion, ethical fashion, slow fashion); Sustainability in tourism (sustainable tourism, conscious tourism, responsible tourism, human tourism); Theories of fashion and clothing (class theories, modernist theories, anthropological theories, psychoanalytic theories, semiotic theories, feminist theories, postmodernist theories); Methods of promoting sustainable trends in the field of fashion and tourism; The role of civil associations in the promotion of sustainable fashion and sustainable tourism; 7. The role of fashion and tourism for the development of consumer society; 8. The role of different media (traditional and new) in creating sustainable trends in the promotion of fashion, tourism and civic movements.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	4		
7. Required literature	- Hoskins, Tansy (2015). <i>Stitched to the bone: an anti-capitalist fashion book</i>. Zagreb: Sandorf / Misanthrop - Coursework.					
8. Additional literature	- Cvitan-Černelić, Mirna (2002). <i>Fashion: History, Sociology and Fashion Theory</i>. Zagreb: Školska knjiga - Blewitt, John. (2017). <i>Understanding Sustainable Development</i>. Zagreb: Jesenski and Turk - Hajoš, Boris and Skoko, Božo (2009). <i>Public Relations for Civil Society Organizations</i>. Zagreb: HUOJ and National Foundation for Civil Society Development					

9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.												
10. Exam access requirements	1. Minimum 20% attendance in classes out of the total number of hours. 2. Preparation for exercises and active participation in classes. 3. Project exam and oral defense of the project.												
11. Exam implementation and assessment criteria	During classes, students' activity in processing teaching topics and active participation in the development of project tasks and exercises is assessed. The exam is a written project exam. The condition for taking the exam is the minimum attendance in class in accordance with the Study Regulations. In the process of acquiring the status of a passed exam, the following elements are taken into account with their shares in the final grade: <table> <tr> <th>Criteria</th><th>Weight share</th></tr> <tr> <td>Written exam</td><td>100%</td></tr> </table>	Criteria	Weight share	Written exam	100%								
Criteria	Weight share												
Written exam	100%												
12. Assessment criteria - explanation	<table> <tr> <th>PERCENTAGE</th><th>GRADE</th></tr> <tr> <td>0%-50%</td><td>1 (insufficient)</td></tr> <tr> <td>50%-60%</td><td>2 (sufficient)</td></tr> <tr> <td>61%-74%</td><td>3 (good)</td></tr> <tr> <td>75%-89%</td><td>4 (very good)</td></tr> <tr> <td>90%-100%</td><td>5 (excellent)</td></tr> </table>	PERCENTAGE	GRADE	0%-50%	1 (insufficient)	50%-60%	2 (sufficient)	61%-74%	3 (good)	75%-89%	4 (very good)	90%-100%	5 (excellent)
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61%-74%	3 (good)												
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13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.												

General information						VERN' University						
Program	Business communications management		Year	2	Semester	3						
Course Name	Political communication		Code	9189	ECTS	4						
Lecturers	Asst. Prof. Nikolina Borčić											
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30						
Course Description												
1. Course objectives	The goal of the course includes studying and mastering the key concepts of this scientific discipline as well as different forms of communication between political parties and individuals. Attention will be devoted to models, strategies, techniques and methods of communication in election campaigns and their application to the project assignment.											
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Analyze key features of political communication: historical context, role of media and social context; 2. Assess the characteristics of different stakeholders in public political discourse; 3. Present an assessment of communication tools and tactics and how to use them in relation to the context; 4. Valorize the effects and results of political communication strategies. 5. Propose a draft integrated communication strategy based on a selected example;											
3. Content	Definition of political communication and historical development of political communication. Historical cases as examples of good and bad practices of political communication. Contemporary theories of political communication. Political speeches and the power of communication. Strategies of political campaigns and organization of election headquarters. Political appearances. Influence through communication - political storytelling. Communication strategies within political campaigns. Evaluation of media agendas and development of strategic communication guidelines. Creating and managing image on social networks. Leadership potential and communication.											
4. Admission requirements	There are no special requirements for enrolling in the course.											
5. Student obligations	Attendance at lectures and exercises, participation in discussions on case studies, analysis and discussion of selected case studies.											
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1	Seminar	1	Tasks	1				
7. Required literature	1. McNair, Brian: Introduction to Political Communication, Zagreb, Faculty of Political Sciences, 2003.											
8. Additional literature	1. Kišiček, Gabrijela: Rhetoric and Politics, Jesenski i Turk Publishing House, Zagreb, 2018. 2. Šiber, Ivan.: Political Marketing. Political Culture, Zagreb, 2003. + Selected Scientific and Professional Papers											
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.											
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Assignments and exercises – analyses of celebrity communication case studies.											
11. Exam implementation and assessment criteria	During the class, students' activity in processing teaching topics and active participation in the development of project tasks and exercises is assessed. During the class, students are required to participate in the analysis of the communication creation of the selected party/politician according to key elements and to present it. The exam is a project exam. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, or with their own knowledge, they may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points. The condition for taking the exam is the minimum attendance in class (20%) and positively graded tasks and exercises.											
12. Assessment criteria - explanation	In the process of acquiring the status of a passed exam, grades from assignments and exercises and the written exam are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weight Ratio</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Tasks</td><td>40%</td></tr></table>						Criteria	Weight Ratio	Written exam	60%	Tasks	40%
Criteria	Weight Ratio											
Written exam	60%											
Tasks	40%											
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.											

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information						VERN' University				
Program	Business communications management		Year	2	Semester	3				
Course Name	Branding strategy		Code	9185	ECTS	5				
Lecturers	Assoc. Prof. Jadranka Ivanković									
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30				
Course Description										
1. Course objectives	The course is designed to introduce students to the basic assumptions and principles of the brand phenomenon and branding as a process, in relation to historical circumstances and in contemporary cultural contexts, with special regard to the mass production of courses and meanings. Students are introduced to the basic elements, methods and concepts of creating, managing and analyzing brand value. Didactically, the course is based on encouraging students' analytical and critical thinking, both through verbal dialogue and through analysis of the results of the branding process. In this sense, the seminar paper is also designed, which students work on by choosing a "case" that they analyze, conceptually establish and create strategic principles and tactical recommendations for further brand maintenance and management. The knowledge and knowledge base from the course should create a basis on which students can operationally rely in mastering specific skills in brand management.									
2. Expected learning outcomes	After completing and mastering the course, students will be able to: 1. Analyze the issues of identity and identity systems in the public and private sectors; 2. Classify factors (important circumstances in the context) and critically assess them; 3. Formulate quantitative and qualitative research relevant to understanding the functioning of identity systems; 4. Evaluate the ways of forming meaning in identity systems and the functioning of identity systems in a social context; 5. Critically assess the functioning of identity systems in a social context 6. Develop a proposal for a branding strategy in the private and public sectors or in their own projects, taking into account the needs of managing identity systems; 7. Propose ways of communicating with all relevant factors and collaborators in complex projects of creating and managing identity systems.									
3. Content	INTRODUCTION TO BRANDING: Branding - development and spread, basic concepts Brand as a sociological and cultural phenomenon Brand and identity in the era of globalization and digitalization BRANDING STRATEGY: Strategy of strategic brand management (analysis, diagnosis, recommendation) Four steps in building a brand (identity, meaning, reaction, relationship) Brand positioning Metrics in the service of brand management Improvement of image; brands / corporations / place brands - city, region, nation IMPLEMENTATION: Communication as a link between positioning and target audience Aspects of brand management through time and space (brand architecture and brand extensions) Brand value									
4. Admission requirements	All courses completed from the previous semester									
5. Student obligations	According to the regulations and internal acts of VERN' University (Attendance of classes, preparation of seminars and project assignments, and oral presentation of the selected case study) .									
6. Monitoring student progress and associated ECTS credits	Classes	1	Activities	0.5	Oral exam	1	Seminar	0.5	Research	0.5
	Project	1.5	Activities	0.5						
7. Required literature	1. Olins, W. (2008). Brands - Marks in the Modern World. Zagreb: Golden Marketing-Technical Book.									
8. Additional literature	1. Vranešević, T. (2007). Brand management. Zagreb: Accent. 2. Pavlek, Z. (2008). Branding - how to build the best brand. Zagreb: MEP Consult. 3. Lindstrom, M. (2009). Brand sense - the revolution of sensory marketing. Zagreb: MEP Consult. 4. Gad, T. (2005). 4-D Branding - breaking the corporate code of the network economy. Zagreb: Differo. 5. Anholt, S. (2009). Competitive identity - new brand management of countries, cities and regions. Zagreb: M Plus. 6. Vukić, F. (2008). Croatian specificities, Theory and practice of identity systems. Zagreb: Privredni vjesnik. 7. Vukić, F. (2013). City as an identity system, According to the method of systematic design of community identity. Zagreb: Faculty of Architecture.									
9. Quality monitoring	Observations and evaluations of teaching; Course evaluation; Student survey.									
10. Exam access requirements	1. The student is required to attend at least 20% of the total number of teaching hours provided for in the study program. (20% of attendance must be collected BEFORE the last week of classes, i.e. before arriving for the presentation of project									

	tasks). 2. The student is required to independently prepare, submit and orally present a seminar on the topic of the selected case study (the topic is selected in agreement with the lecturer at the beginning of the semester). 3. The student is required to participate in teamwork (team project task) solving a specific business task for the selected company, according to the lecturer's instructions.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Project</td><td>30%</td></tr> <tr> <td>Oral exam</td><td>30%</td></tr> <tr> <td>Seminar</td><td>20%</td></tr> <tr> <td>Presentation</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Project	30%	Oral exam	30%	Seminar	20%	Presentation	20%
Criteria	Weight share										
Project	30%										
Oral exam	30%										
Seminar	20%										
Presentation	20%										
12. Assessment criteria - explanation	PROJECT ASSIGNMENT (approach work): The topic is assigned by the subject teacher in agreement with the students at the beginning of the class. The approach work includes connecting the theoretical foundations from the branding strategy and applying the appropriate methodology to solve the specific challenges of the chosen business case. The project assignment is written in the form of an entrance paper. The ORAL part of the exam consists of an oral presentation of the project solution (in front of academic and business mentors as part of the project teaching). IMPORTANT: the project assignment is an integral part of the project teaching (if provided). The quality of the work, following the given guidelines, and respecting the given deadlines are assessed. Irregular attendance, lack of preparation, late submission of the project assignment or seminar and presentation affect the reduction of grades from the mentioned components of the final grade. SEMINAR PAPER and PRESENTATION: in agreement with the lecturer, a specific example is selected that the student solves and presents during the exercises (according to the previously established schedule for presentations). FINAL GRADE: A positively assessed seminar paper and presentation, the written part of the project assignment and its oral defense - are a condition for concluding final grade. A positive grade from any component of the final grade is valid only until the end of the current academic year.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information						VERN' University	
Program	Business communications management		Year	2	Semester	3	
Course Name	EU funds and programs		Code	4085	ECTS	4	
Lecturers	Assoc. Prof. Irena Đokić						
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30	
Course Description							
1. Course objectives	Provide a comprehensive overview of the EU Structural Funds, Common Agricultural Policy funds intended for rural development and Union Programs. Deepen understanding of the possibilities of using Structural Funds as instruments of EU regional policy. Know how companies and other institutions in the fields of research, innovation, environmental protection, education, youth, media, culture and citizens can access Union funds and programs. Deepen understanding of the possibilities of financing projects from the European Social Fund, the field of culture and the EU Common Agricultural Policy and its implementation in the Republic of Croatia. Know how to use tools for evaluating project proposals.						
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: 1. List the instruments of cohesion policy and explain the objectives of using EU funds and programs; 2. Identify ways in which EU funds (ESF, ERDF, EFPRR) can be obtained and used in the implementation of individual activities; 3. Explain how investment and development-investment projects intended for development and industrial companies, in the field of culture and media, and projects in the agricultural and food sector are managed; 4. Discuss examples of regional cooperation projects and determine similarities and differences; 5. Review basic information about the procedure and purpose of the evaluation procedure, and evaluate the summary of the project proposal						
3. Content	This course will cover the following topics and subtopics: 1. Cohesion Policy Instruments: 1.1. General information about the European Social Fund (ESF) - Objectives and eligible regions of the ESF; Who applies and who uses ESF funds?; How to access ESF funds?; Benefits that the ESF can bring to an individual - examples 1.2. Transition and strengthening of institutions; 1.3. Human resources development 2. How to access European Regional Development Fund (ERDF) funds? - Innovation as a basis for company development in the project preparation phase; Preparing a company for project thinking in the project preparation phase; Examples of industrial and development projects. 3. Regional development and cross-border cooperation - how to finance cross-border, transnational and inter-regional cooperation projects (INTERREG)? 3.1. Regional development - what are regions and why are they important in the context of Cohesion Policy?; 3.2. Cross-border cooperation – objectives and programmes; 3.3. South-Eastern Europe (SEE) and Mediterranean (MED) – case studies/examples 4. How to finance projects through Union programmes? - Culture, Erasmus for All – basic information on programmes, examples of projects; HORIZON 2020 - Programme for research, technological development and innovation; COSME - Programme for the competitiveness of enterprises and SMEs 5. Common agricultural policy – funds intended for rural development 5.1. Common agricultural policy – historical context and development of rural development measures; 5.2. Rural development measures in the period 2014-2020. experiences – Rural development measures in the period 2023-2027; 5.3. Examples of projects financed from funds intended for rural development 6. Seminar paper/evaluation of project proposals - Instructions for writing a seminar paper, selection of topics; General information about evaluation, and instructions for evaluating the project summary and full project proposal; Example of an evaluated summary and full project proposal (example of a "hard" (infrastructure) and "soft" project (e.g. education, campaign, etc.)						
4. Admission requirements	There are no prerequisites that must be met in order to take this course.						
5. Student obligations	Attendance at classes, preparation of a seminar paper or evaluation of a complete project proposal, taking a written exam						
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5	
					Continuous assessment	0.5	
7. Required literature	1. European Commission - Directorate-General for Employment, Social Affairs and Inclusion (2016). European Social Fund - Investing in People. Retrieved from file:///C:/Users/idokic/Downloads/esf_brochure_hr.pdf (08.03.2018) 2. MRRFEU (2017). Regional Development Strategy of the Republic of Croatia for the period up to the end of 2020. https://razvoj.gov.hr/UserDocsImages/O%20ministarstvu/Regionalni%20razvoj/razvojne%20strategije/Strategija%20regional%20razvoja%20Republika%20Hrvatske%20za%20razdoblje%20do%20kraja%202020._HS.pdf (03/08/2018) 3. European Commission, (2021) Next generation EU, https://europa.eu/next-generation-eu/index_en 4. European Commission (2011). <i>Mini Country Report/Croatia, Thematic Report 2011 under Specific Contract for the Integration of INNO Policy Trend Chart with ERAWATCH (2011-2012)</i> , Brussels: European Commission. Retrieved from http://ec.europa.eu/enterprise/policies/innovation/files/countryreports/croatia_en.pdf (12/02/2016)						

	5. Aralica, Z. (2009). <i>The role of the R&D sector in Croatia's approach to the EU</i>, (pp. 101-108). Zagreb: Croatian Society for Systems 6. Christensen, C. M. (2011). <i>The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business</i>. New York: HarpersBusiness Essentials, ISBN 0062060244 (selected chapters) 7. Devin, L., Austin Dee, R. (2012), <i>The Soul of Design: Harnessing the Power of Plot to Create Extraordinary Products</i>, Stanford: Stanford University Press. ISBN: 9780804757201 (selected chapters) 8. Croatian Chamber of Commerce (2013). <i>Common Agricultural Policy: What, Why and How?</i>, Zagreb: Croatian Chamber of Commerce, ISBN: 9789537622480								
8. Additional literature	1. Ulwik, W. A. (2005). <i>What Customers Want; Using Outcome Driven Innovation to Create Break through Products and Services</i>. New York: McGraw-Hill (selected chapters) 2. European Commission (2014). <i>Erasmus+ Programme Guide</i>, Retrieved from http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus-plus-programme-guide_en.pdf 3. European Commission-Directorate-General for Research and Innovation (2014). Horizon 2020 in brief. Retrieved from https://ec.europa.eu/programmes/horizon2020/sites/horizon2020/files/H2020_HR_KI0213413HRN.pdf (08.03.2018.) 4. Ministry of Agriculture (2015) Rural Development Programme: list of measures with basic information. Zagreb: Ministry of Agriculture Retrieved from http://ruralnirazvoj.hr/files/documents/MPS_program-ruralnog-razvoja-RH_200x275_v6-LQ.pdf 5. European Commission (2021), Directorate-General for Agriculture: https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_hr								
9. Quality monitoring	Evaluation of course performance by student survey.								
10. Exam access requirements	A student is required to attend at least 20% of the total number of teaching hours provided for in the study program. A student who has attended less than 20% of the classes may exceptionally make up for the lack of teaching hours, in a manner determined by the course instructor. A student who has attended less than 15% of the total number of teaching hours during an academic year cannot take the knowledge assessment procedure, but is required to re-enroll and take the course in the following academic year.								
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>60%</td></tr> <tr> <td>Entry seminar paper</td><td>30%</td></tr> <tr> <td>Activity</td><td>10%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	60%	Entry seminar paper	30%	Activity	10%
Criteria	Weight share								
Written exam	60%								
Entry seminar paper	30%								
Activity	10%								
12. Assessment criteria - explanation	WRITTEN EXAM: The written part of the exam can be taken in advance after completing the course. The grade for the written part of the exam is positive if the student has achieved at least 60% accuracy in the answers from the three exam sections (collectively). The grading scale according to the accuracy of the answers: sufficient (60-70%), good (71-83%), very good (84-94%), excellent (95-100%). A passed written part of the exam is valid until the end of the current academic year. ENCLOSURE SEMINAR PAPER: 'Objectives of using cohesion policy instruments'; 'Possibilities of using cohesion policy instruments in the Republic of Croatia' and other topics in agreement with the lecturer. CLASS ACTIVITY - includes: regular class attendance, student preparation for class in the form of reading assigned literature, class activity, contribution to the success of class through presentation of results and active and constructive participation in problem discussions.								
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.								

Program	Business communications management	Year	2	Semester	3
Course Name	Creative tools in management	Code	10603	ECTS	4
Lecturers	Prof. Stud. Sendi Deželić				
Teaching Method and Hours	Lectures	15	Exercises	15	

Course Description

1. Course objectives	The aim of the course is to introduce students to the processes of creativity, their importance in the 21st century as one of the main characteristics that separates humans from artificial intelligence. The course teaches how to encourage, develop, and maintain creativity in a business context. Students will be introduced to various creative techniques and tools that serve to extract maximum creative potential. Special emphasis will be placed on developing techniques, generating ideas, and selecting and evaluating techniques.														
2. Expected learning outcomes	Upon successful completion of the course, students will: • Argue the importance of creativity, its encouragement and maintenance in modern business. • Evaluate the elements of creative culture and new ways of collaboration and communication. • Apply and implement creative tools and techniques on an example in an organization. 1. Choose a specific creative technique and use it to solve a problem or create a new product or service of your choice.														
3. Content	Creativity, idea, innovation, new age. Other people's ideas, modification. Ethics. Encouraging, developing and maintaining creativity. Good and bad ideas. Obstacles to creativity. Creative team, creative culture and organization. New ways of collaboration, communication and marketing of ideas. Creative processes (5I). Creative techniques (Disney Strategy, Hall of Fame, Brainstorming, Brainwriting, Mind Map, etc.)														
4. Admission requirements	There are no special requirements for enrolling in the course.														
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes														
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Activities	0.5	Activities	0.5							
7. Required literature	Green, A. (2007): Creativity in public relations. HUOJ, Zagreb (selected chapters) Korkut, D., Kopal, R. (2018). Creativity 4.0: evolution and revolution, Kerschhoffset, Zagreb (selected chapters)														
8. Additional literature	Antoljak, V., Kosović, M., (2018): Design thinking for non-designers – how to solve business problems and innovate successfully. Školska Byres, T.H., Dorf, R.C., Nelson, A.J. (2015): Technological entrepreneurship: from idea to company. Technical University, Zagreb Srića, V. (2004): Inventive manager in 100 lessons. Delfin Znanje, Zagreb														
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.														
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Written essay														
11. Exam implementation and assessment criteria	If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>70%</td></tr><tr><td>Activities</td><td>10%</td></tr><tr><td>Exercises and presentations</td><td>10%</td></tr><tr><td>Essays</td><td>10%</td></tr></table>					Criteria	Weight share	Written exam	70%	Activities	10%	Exercises and presentations	10%	Essays	10%
Criteria	Weight share														
Written exam	70%														
Activities	10%														
Exercises and presentations	10%														
Essays	10%														
12. Assessment criteria - explanation	/														
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.														

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University	
Program	Business communications management		Year	2	Semester	3
Course Name	Creating and managing the image of celebrities		Code	10566	ECTS	4
Lecturers	Asst. Prof. Mirela Holy					
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30
Course Description						
1. Course objectives	The aim of the course is to introduce students to the basic guidelines related to the concepts of celebrity and fame, the criteria according to which people are considered famous and famous in Croatia and abroad (actors, musicians, athletes, politicians, TV personalities, models, designers, artists, entrepreneurs), the interrelationship between mass media and the concept of celebrity, and to introduce them to the basic guidelines on how the image of celebrities is created and how the image of celebrities is managed. The course will cover the modern history of celebrities from the beginning of the 20th century to today's trends in celebrities and the famous. The intention is to see how communication trends related to celebrities and the famous are changing, in relation to the roles they represent in society. The connection between roles in society, the influence of mass media and parts of identity such as gender, nationality, race, religion, sexual orientation will be analyzed. Students will evaluate the role of different media in creating and managing the image of celebrities and their impact on the public through case studies and essays.					
2. Expected learning outcomes	Upon successful completion of the course, students will: 1. Analyze key features of celebrity studies: historical context, role of media, social context; 2. Distinguish and comment on the characteristics of different categories of celebrities; 3. Describe the tactics behind creating celebrity images; 4. Identify different ways of managing celebrity images; 5. Comment on and evaluate the images of selected celebrities and the ways of creating and maintaining their images; 6. Evaluate how different elements of identity, and in particular sex/gender, are related to the construction of celebrity images.					
3. Content	Introduction to celebrity studies: who are celebrities, what are their characteristics, how do you become famous? Historical overview of celebrity culture Sociolinguistic matrices (the role of archetypes) in creating celebrity images The role of mass media in creating, developing, maintaining and destroying celebrity images. Analysis of case studies of creating and managing celebrity identities (from the world of entertainment, politics, business, culture, media) Presentation of student analyses of selected individuals through the perspective of creating and managing celebrity images (case studies).					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers in case of insufficient participation in classes					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2.5	Seminar	0.5
7. Required literature	Course script Rojek, C. (2001). <i>Celebrity</i> . London: Reaktion Books Ltd.					
8. Additional literature	Inglis, F. (2010). A short history of celebrities. Princeton: Princeton University Press Turner, G. (2010). "Approaching celebrity studies", <i>Celebrity Studies</i> , (1/1): 11-20, DOI: 10.1080/19392390903519024 Cashmore, E. (2006). <i>Celebrity / Culture</i> . Abingdon / New York: Routledge Kellner, D. (2008). "Media culture and the triumph of the spectacle", in: <i>European Herald</i> : 261-279. Kent, M. (2015). "The power of storytelling in public relations: Introducing the 20 master-plots", in: <i>Public Relations Review</i> . DOI: 10.1016/j.pubrev.2015.05.011 Bromley, D. (1993), <i>Reputation, Image, and Impression Management</i> , New York: John Wiley & Sons Ltd. Hromadžić, Hajrudin (2014), <i>Media construction of social reality: social-ideological implications of media spectacle production</i>					
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.					
10. Exam access requirements	1. Regular class attendance (20%) 2. Preparation for exercises and active participation in class 3. Assignments and exercises – analyses of celebrity communication case studies.					
11. Exam implementation	The exam is a written project exam / analysis of celebrity communication creation according to key elements. The condition for taking the exam is a minimum attendance in class (20%).					

and assessment criteria	If the teacher has reasonable doubts that the result of the written exam was not achieved without the help of others, or with one's own knowledge, he/she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written exam, or does not respond, the result is recorded as 0 points. In the process of acquiring the status of a passed exam, the grades from the assignments and exercises and the written exam are taken into account with the following shares in the final grade: <table border="1" data-bbox="311 268 539 349"> <tr> <td>Criteria</td><td>Weight share</td></tr> <tr> <td>Project</td><td>100%</td></tr> </table>	Criteria	Weight share	Project	100%
Criteria	Weight share				
Project	100%				
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.				
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.				

General information					VERN' University	
Program	Business communications management		Year	2	Semester	3
Course Name	Teamwork		Code	10088	ECTS	4
Lecturers	Asst. Prof. Maja Kolega					
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30
Course Description						
1. Course objectives	The main goal of the course is to introduce students to the determinants and characteristics of group behavior as a basis for analyzing, understanding, and managing the various phases of the team process. In addition, the goal is to introduce students, through direct experience, to the dynamics of interpersonal relationships in order to develop skills for more effective teamwork and team leadership.					
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. Analyze the basic organizational and individual factors that influence teamwork performance 2. Distinguish the phases of team development and propose guidelines for working with teams in each phase; 3. Argue the advantages and disadvantages of teamwork, with special emphasis on the specificities of contact and virtual teams; 4. Evaluate the strengths and weaknesses of team decision-making, considering the type of organization and the specifics of the situation; 5. Compare team roles and their contribution in different group work situations; 6. Propose various tools for diagnosing the state of the team and techniques for increasing team effectiveness. 7. Formulate a teamwork methodology for solving certain problem situations Situation 1. Compile an evaluation of the team process					
3. Content	Emergence and characteristics of groups, differences between a group and a team. Group processes; possible negative phenomena in group work. Stages of development of a group into a team. Determinants of group decision-making, advantages and disadvantages in relation to individual decision-making. Common types of teams in organizations and their specificities. Specifics of working in virtual volumes. The process of creating and developing successful teams, building trust among members and dedication to the team purpose, prerequisites for creating a team atmosphere in the organization. Team roles and their contribution to team performance. Management of team communication and relationships within the team. Team supervision. Team process evaluation.					
4. Admission requirements	There are no special requirements for enrolling in the course.					
5. Student obligations	Attendance of lectures and exercises, taking a written exam.					
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	1.5	Research	1.5
7. Required literature	1. Miljković D., Rijavec, M. (2001). <i>Organizational Psychology</i>, Zagreb: IEP. 2. Robbins S. P., Judge T.A. (2009) <i>Organizational behavior</i>, MATE, Zagreb					
8. Additional literature	1. Holpp L. (2014). <i>Team Management</i>, Zagreb: Mate. 2. Blanchard K.H. (2005). <i>Winners: The Magic of Teamwork</i>, Ljubljana: Orbis. 3. Brown R., Gaertner, S. (2003). <i>Intergroup Processes</i>, Boston: Blackwell Publishers. 4. Hogg MA, Tindale RS (2001). <i>Blackwell Handbook of Social Psychology: Group Processes</i>, Boston: Blackwell Publishers. 5. Tudor, G., Srića V. (2006). <i>Manager and the Winning Team: The Magic of Teamwork</i>, Zagreb: MEP Consult. 6. West, M. (2005). <i>Secrets of Successful Team Management</i>, Zagreb: Školska Knjiga.					
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.					
10. Exam access requirements	The exam consists of a written part in which students are asked to reflect on their own experience of participating in various team activities, leading teams and designing a methodology for working with teams and connect it to theory. The condition for taking the final exam is a minimum attendance of 20% in class, set at the University level for specialist graduate professional studies. In addition to attendance, students are required to complete a research task that includes field research, analysis of a specific team, identification of key challenges of that team and proposing innovative solutions for better team performance. Exam dates are published on the student portal.					

11. Exam implementation and assessment criteria

The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares:

Criteria	Weight share
Pi meni exam	40%
Research assignment	40%
Class activity	20%

12. Assessment criteria - explanation

The written exam consists of essay-type questions that require knowledge and understanding of theory, reflection and application to some specific situations.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University											
Program	Business communications management		Year	2	Semester	4										
Course Name	Methodology of research and professional work		Code	9195	ECTS	5										
Lecturers	Sr. Lect. Zrinka Gregov															
Teaching Method and Hours	Lectures	15	Exercices	15	Total	30										
Course Description																
1. Course objectives	The goals of the course are to train students for the most successful choice of topic, efficient preparation and oral defense of specialist diploma theses. To train students to recognize, articulate, define and solve specific business and research problems as easily as possible, applying scientifically relevant methods and procedures.															
2. Expected learning outcomes	After successfully completing the course material, students will be able to: 1. Distinguish research problems and research topics and define research goals 2. Correctly use and cite available sources of information, databases, and appropriate professional and scientific literature. 3. Define research hypotheses and/or research questions related to research goals 4. Make decisions about choosing appropriate research methods that enable obtaining relevant data and information. 5. Distinguish measurement scales and construct survey questionnaires 6. Formulate questions for interviews and focus groups, basic facilitation skills 7. Conduct research, select appropriate statistical processing of results, interpret research results, and formulate relevant recommendations for practice. 8. Write a report on the conducted research according to the rules of academic writing															
3. Content	Basic principles of the scientific research approach. Types of research according to different criteria; Ethical challenges in the research process. Identification of the research problem and research topic. Defining the basic goals, hypotheses or research questions. Selecting an appropriate sample. Basic determinants, advantages and disadvantages of individual methods. Measurement scales. Composing a research instrument. Metric characteristics of measurement instruments. Observation in natural conditions. Conducting interviews. Facilitation of focus groups. Basic features of a case study. Basic management tools. Planning, organizing and implementing the research process. Choosing the correct statistical data processing. Data processing, analysis and interpretation.															
4. Admission requirements	There are no special requirements for enrolling in the course.															
5. Student obligations	Attend lectures and exercises, pass a written exam, develop and defend a research proposal.															
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Seminar	0.5	Research	1.5								
7. Required literature	• Tkalec Verčić, V., Sinčić Ćorić, D. and Pološki Vokić, N. (2010). Handbook for Research Methodology, Zagreb: MEP d.o.o.															
8. Additional literature	• Foddy, W. (2001) <i>Constructing Questions for Interviews and Questionnaires</i> , University Press, Cambridge. • Iarossi, G. (2006) <i>The Power of a Survey Design</i> , World Bank, Washington D.C. • Milas, G. (2009) <i>Research Methods in Psychology and Other Social Sciences</i> , SLAP Publishing, Jastrebarsko • Mejovšek, M. (2008) <i>Methods of Scientific Research in Social and Human Sciences</i> , SLAP Publishing, Jastrebarsko.															
9. Quality monitoring	Observation and evaluation of teaching. Course performance evaluation. Student survey.															
10. Exam access requirements	The condition for obtaining a second signature and access to the written exam is a minimum of 20% attendance in classes. A student whose attendance is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course. To take the final exam, the student must create and defend a draft of their research in the form of a Power Point presentation during regular exercises. If this is not done in class, a 10-15 page seminar paper must be created according to the Working Instructions for Writing Seminar Papers and presented during regular consultations.															
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criterion</td><td>Weight share</td></tr><tr><td>Written exam</td><td>40%</td></tr><tr><td>Research</td><td>40%</td></tr><tr><td>Seminar</td><td>10%</td></tr><tr><td>Activities</td><td>10%</td></tr></table>						Criterion	Weight share	Written exam	40%	Research	40%	Seminar	10%	Activities	10%
Criterion	Weight share															
Written exam	40%															
Research	40%															
Seminar	10%															
Activities	10%															

	Table>	
12. Assessment criteria - explanation	The written part of the exam consists of questions that test knowledge of basic terminology from research methodology. 60% of the material is required to pass. If the teacher has well-founded doubts that the result on the written exam was not achieved without the help of others, that is, with his own knowledge, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to what was written, or does not respond, the result is 0 points. The research draft examines how much the student has adopted the form of writing a draft and whether he has acquired the competence of structuring his own research idea. Activity assessment is an assessment of student engagement in lectures and exercises.	
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.	

General information					VERN' University					
Program	Business communications management		Year	2	Semester	4				
Course Name	Guerrilla communication		Code	6913	ECTS	4				
Lecturers	Asst. Prof. Mirela Holy									
Teaching Method and Hours	Lectures	15	Exercises	15	Total	30				
Course Description										
1. Course objectives	Students will develop the necessary competencies to recognize all forms of guerrilla communication and their successful use as part of integrated communications for the purpose of achieving the organization's business goals.									
2. Expected learning outcomes	After successfully completing the course, students will: 1. Determine the basic terms and theories of guerrilla communication 2. Plan tools, tactics and methods used in guerrilla communication 3. Argue the ways of using guerrilla communication on the Internet 4. Judge the benefits and advantages of guerrilla communication communications 5. Propose specific examples and break down case studies of guerrilla communication 6. Create a guerrilla campaign on a given topic.									
3. Content	1) Defining the topic; the concept of guerrilla communication 2) The history of guerrilla communication 3) The use of guerrilla communication on the Internet 4) The benefits and advantages of guerrilla communication 5) The tools, tactics and methods of guerrilla communication 6) Designing and planning a guerrilla campaign.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, participation in discussions on case studies, preparation and presentation of seminar papers.									
6. Monitoring student progress and associated ECTS credits	Classes	1	Project	3						
7. Required literature	Holy, M. and Antolić, A. (2017). Croatian Communication Agencies and Guerrilla Communication Tactics. <i>Media, culture and public relations</i> . 8(2), 142-154. Holy, M. (2009), article 'Guerrilla Communication Tactics' in the book "Public Relations for Civil Society Organizations", PRint, Zagreb, 2009. Levinson, J.C., (2008), Guerrilla Marketing: Simple and Cheap Methods for Making Big Money from Your Small Business, Algoritam, Zagreb									
8. Additional literature	Hutter, K., Hoffmann, S. (2011) Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research. <i>Asian Journal of Marketing</i> , 39-54. Nufer, G., (2013) Guerrilla Marketing – Innovative or parasitic marketing? <i>Modern Economy</i> , 1-6.									
9. Quality monitoring	Observation and evaluation of teaching; Course evaluation; Student survey.									
10. Exam access requirements	1. Regular class attendance – minimum 20% attendance 2. Preparedness for exercises and active participation in class.									
11. Exam implementation and assessment criteria	Conditions for signing and taking the exam: minimum 20% class attendance. Method of taking the exam: project written exam - creation of a guerilla communication project according to key elements. Evaluation methods: <table><tr><td>Criteria</td><td>Weighted share</td></tr><tr><td>Project written exam</td><td>100%</td></tr></table>						Criteria	Weighted share	Project written exam	100%
Criteria	Weighted share									
Project written exam	100%									
12. Assessment criteria - explanation	The final grade is made up of the sum of the points for all parameters and is the average of all the grades obtained. If the teacher has reasonable suspicions that the result of the written exam was not achieved without the help of others, he or she may schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge in relation to the written test, or does not respond, the result is recorded as 0 points.									
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.									

General information						VERN' University				
Program	Business communications management		Year	2	Semester	4				
Course Name	Business consulting / consulting skills		Code	2650	ECTS	4				
Lecturers	Lect. Kristian Šustar									
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30				
Course Description										
1. Course objectives	The course aims to equip students with an understanding of the theory, practice, tools and techniques of business consulting and to help them achieve successful careers in both profit and non-profit organizations. Attending the course will help students understand and determine the requirements for business consulting in organizations, and introduce them to the issues and stage of development of business consulting as a propulsive scientific and professional discipline. The course also aims to introduce students to the architecture and phases of the consulting process and to present the elements of business consulting as part of the organizational development process.									
2. Expected learning outcomes	Upon successful completion of the course, students will be able to: - clearly identify and characterize the needs for business consulting and explain the role of business consulting in improving organizational performance; - analyze and evaluate types of business consulting and identify problems and initiatives related to the introduction and use of business consulting techniques in organizations; - define and correctly apply the phases of the consulting process - identify and identify appropriate tools for business consulting and techniques for creating solutions to consulting problems - correctly evaluate and argue for the importance of business consulting in gaining competitive advantage for organizations; - create and design methods for approaching business consulting management - define criteria for selecting and using business consulting									
3. Content	The content of the course Business consulting-consulting skills is divided into 3 modules: (1) Basics of business consulting: Basic elements of the consulting service market, understanding of business consulting, mechanistic and systemic view of consulting, profiling and mindset of a business consultant. Framework and processes for implementing the necessary changes within the framework of the consulting project, Leadership in organizations undergoing change: an integrated approach to implementing change, dealing with resistance, the basics of implementing effective strategic leadership, planning and implementing effective change, ensuring successful integration, rounding off the transition process; conflict management and resistance to change. (2) Advisory process: types and types of advisory processes, elements of the advisory process, intervention methods and techniques. Architecture of counseling processes, Comparison of different types of counseling, familiarization with different systems from the point of view of the counselor, the client and the counseling process itself, designing counseling processes, intervention methods and techniques. (3) Advisory tools: Tools for overcoming complex problems, tools for solving problems, tools for making decisions. Application of different tools and methods in different phases of the counseling process. Examples of tools and recommendations for application. Data collection techniques, effective presentations, facilitation.									
4. Admission requirements	There are no special requirements for enrolling in the course.									
5. Student obligations	Attendance of lectures and exercises, preparation and presentation of seminar papers, participation in fieldwork, taking a preliminary exam and possibly a written and oral exam in the event of failure to pass the preliminary exam.									
6. Monitoring student progress and associated ECTS credits	Classes	1.0	Written exam	1.0	Oral exam	0.5	Seminar	0.5	Continuous assessment	0.5
	Critical review	0.5								
7. Required literature	Lectures (lecture handouts) Cope, M. (2003). The Seven Cs of Consulting, The definitive guide to the consulting process. London: FT Prentice									
8. Additional literature	Kubr, M. (ed.) (2002). Management Consulting, A Guide to the Profession. (4th edition). Geneva: ILO. Senge, P. M. (2003). The fifth discipline - principles and practice of the learning organization. Zagreb: Mozaik knjiga. Biech, E. (1997). The Business of Consulting. San Francisco: John Wiley. Rasiel, E.M. (1999), The McKinsey Way, New York: McGraw Hill Roam, D. ((2013), The Back of the Napkin, Edmonton: Portfolio									
9. Quality monitoring	Observations and evaluations of teaching. Evaluation of the course. Student survey.									
10. Exam access requirements	The requirements for taking the written exam are: a) Regular attendance of at least 60%* and positive activity in class. b) Positively graded seminar paper c) Positively graded critical review of scientific/professional work d) Submitted and positively graded exercises For the purpose of taking the written exam, a student who has less than 60% regular attendance in class (50%-59%) can make up for absences by writing and submitting an additional assignment. Students who have a regular attendance									

	between 41% - 49% must re-attend the lectures they missed and write an additional assignment, while students who have a regular attendance of less than 40% must re-attend the entire course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all the criteria mentioned are evaluated positively. The student passed the written part of the exam, the student's activity was evaluated, all the tasks for independent work were submitted and evaluated. <table border="1"> <thead> <tr> <th>Criteria</th><th>Weight share</th></tr> </thead> <tbody> <tr> <td>Written exam</td><td>30%</td></tr> <tr> <td>Critical presentation of scientific/professional of work</td><td>20%</td></tr> <tr> <td>Advisory task and presentation</td><td>30%</td></tr> <tr> <td>Exercises; Activity and creation of exercise tasks</td><td>20%</td></tr> </tbody> </table>	Criteria	Weight share	Written exam	30%	Critical presentation of scientific/professional of work	20%	Advisory task and presentation	30%	Exercises; Activity and creation of exercise tasks	20%
Criteria	Weight share										
Written exam	30%										
Critical presentation of scientific/professional of work	20%										
Advisory task and presentation	30%										
Exercises; Activity and creation of exercise tasks	20%										
12. Assessment criteria - explanation	The written exam is taken in one section from the entire course. The written exam consists of tasks that test the student's theoretical knowledge and their actual understanding of concepts and procedures. The grade from the written exam is positive if the student has achieved at least 50 points in the test. Before being converted into a grade, the points achieved through classes are added to the points from the written exam. The total points are converted into a grade as shown in the table. If the teacher has reasonable suspicions that the result on the written exam was not achieved without the help of others, he or she may schedule an additional oral test. If in such a case the student shows a significant lack of knowledge in relation to what is written, or does not respond, a result of 0 points is recorded.) Activity and regularity. During the course, the subject teacher evaluates students through group work based on the following criteria: - interactivity and participation in classes and exercises - teamwork, social competences - approach to classes, acceptance and fulfillment of obligations (critical reviews and seminar papers) - interest in learning, deepening knowledge The advisory assignment and critical review of scientific or professional work are submitted no later than two weeks before the scheduled exam date, and their value and quality are assessed, as well as the quality of the presentation / oral defense of the work.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.										

General information					VERN' University
Program	Business communications management	Year	2	Semester	4
Course Name	Start-up management	Code	9304	ECTS	4
Lecturers	Sr. Lect. Gordana Ćorić				
Teaching Method and Hours	Lectures	15	Excercises	15	Total 30
Course Description					
1. Course objectives	<i>Start-ups</i> start as small entrepreneurial ventures, but from the very beginning they have a clear tendency to grow and multiply (scalability). Since they differ from the way of working/doing business in large corporations, it is necessary to gain new insight into the issues of launching and managing a sustainable <i>start-up</i> entrepreneurial venture, and how to enable continuous exposure to innovative activities, introduce innovations (e.g. by using the <i>design thinking</i> approach), use available resources and incentive programs (incubators, hubs, <i>co-working spaces</i>, etc.), and become familiar with different and alternative sources of financing (business angels, venture capital, ethical banks, <i>crowdfunding</i>, etc.). The importance of developing an innovation system and capacity as a necessary platform for producing innovations and constantly discovering one's own creative potential and systematic innovation in order to add new value will be highlighted. The main objectives of this course are to enable students to manage their business and/or entrepreneurial future by integrating the knowledge acquired during their studies and directing them towards designing and managing a <i>start-up</i> project, and to gain competitive advantages in the labor market by adopting and using specific entrepreneurial knowledge and skills in planning <i>start-up</i> ventures.				
2. Expected learning outcomes	After completing the course and completing the assignment, students will be able to 1. Describe the conditions and business climate that encourage and support creativity, creative thinking and innovation, map the ecosystem for encouraging innovative <i>start-up</i> entrepreneurship, and provide recommendations for its greater efficiency 2. Present an innovative idea, identify a business opportunity, consider potentials and realization factors, demonstrate an understanding of the resources needed to transform an idea into an innovative venture, and develop an appropriate business model 3. Indicate the possible development of a company's innovative capacity, argue for the need to develop awareness of the importance of investing in a company's innovation capacity, and make recommendations for the implementation and financing of projects to improve a company's innovation capacity, 4. Prepare the implementation of a Design Thinking project in practice to solve complex business problems, and make a plan for applying the <i>design thinking</i> process to create concrete solutions in a business environment, for a specific product or service 5. Develop and apply their own innovation model that will enrich the existing <i>start-up</i> project or venture, and in addition to its success and sustainability, contribute to the development of the company in which the venture will operate. Present a project proposal for running an innovative company (from finding potential to commercializing potential innovations) 6. Evaluate the suitability of various innovative sources of growth financing for a specific <i>start-up</i> company, and recommend the most appropriate ones for the implementation and financing of innovation and development projects				
3. Content	MODULE 1: <i>Start-up</i> entrepreneurship. Motives for entry into entrepreneurship. Mapping sources of resources and encouragement of start-up entrepreneurship. Innovations and entrepreneurship; Practice, sources, types and examples of innovative <i>start-ups</i>. Examples of innovations. Intellectual property, assessment of innovation capacity, technology transfer. Learning from mistakes. Cooperation. Initial definition of the concept and framework of a <i>start-up</i> entrepreneurial venture (<i>Effectuation entrepreneurship</i>, <i>Technopreneurship</i>. <i>Momentum effect</i>. <i>Reinvention</i>.) MODULE 2: Business idea - from idea and innovation to project, entrepreneurial opportunity, needs research, creation and testing of solution proposals, etc. Tools for developing a <i>start-up</i> entrepreneurial venture (<i>Business Model Canvas</i>, <i>Lean management</i>, ...). MODULE 3: Elaboration of the organization's strategy for innovation management, their commercialization, obtaining the necessary resources and venture development, communication with stakeholders and partners. Finalizing proposals for the development of an innovative company, making recommendations for the long-term improvement of innovation capacities at the company level. MODULE 4: Introduction to <i>Design Thinking</i> (tools, processes, step-by-step application). Integration of <i>Design Thinking</i> into company strategy. Examples of the development of new services. Development of appropriate business model(s) for innovation management, testing and verification, scenario sketching. Organizing for innovation – formal and informal organization, coordination. MODULE 5: Business models. Innovation output, processes and innovation strategies (new product strategies, proactive new product development process, practices that shorten product development cycles and assess actual progress). Making recommendations for the development of an innovative company and long-term improvement of innovation capacities at the company level. Business incubators and accelerators. MODULE 6: Sources of financing for start-up companies. Microcrediting. <i>Bootstrapping</i> funding. FFF. Venture capital funds. Business angels. Group funding (<i>crowdfunding</i>). <i>Crowdsourcing</i>. Alternative sources of financing. Ethical banks. Cryptocurrencies - virtual currencies. Local currencies. Financial consulting. Finalization of management and financing proposals for <i>start-up</i> ventures.				
4. Admission requirements	There are no prerequisites for taking this course.				

5. Student obligations	Attendance at classes, participation in fieldwork, conducting assigned research, participation in the preparation, development and presentation of projects (individually or in pairs).										
6. Monitoring student progress and associated ECTS credits	Classes 1	Written exam 1	Project 2								
7. Required literature	1. Script based on current literature (compilation): - Golob, B. (2009). <i>Innovation from idea to market. A handbook for creating new products, services and business models</i>. Rijeka: Dragon doo - Osterwalder, A. and Pigneur, Y. (2014). <i>Creating business models</i>. Školska knjiga, Zagreb - Ries, E. (2013). <i>Lean startup: how today's entrepreneurs use continuous innovation to create fully successful businesses</i>. Zagreb: Mate.										
8. Additional literature	- Alpeza, M., Delić, A., Has, M., Koprivnjak, T., Mezulić Jurić, P., Oberman, M., Perić, J. and Šimić Banović, R. (2020). <i>Report on Small and Medium-Sized Enterprises in Croatia – 2020 including part of the results of the GEM – Global Entrepreneurship Monitor survey for Croatia for 2019</i>. Zagreb: CEPOR – Center for the Development of Small and Medium-Sized Enterprises and Entrepreneurship Policy (retrieved from: www.cepor.hr/wp-content/uploads/2021/01/izvjesce-2020-HR-web.pdf). - Alpeza, .M. et al. (2022). <i>Report on small and medium-sized enterprises in Croatia - 2021: "SMALL AND MEDIUM-SIZED ENTERPRISES IN CROATIA UNDER THE CONDITIONS OF THE COVID-19 DISEASE PANDEMIC"</i>. Zagreb: CEPOR CEPOR – Center for the Development Policy of Small and Medium Enterprises and Entrepreneurship (taken from: http://www.cepor.hr/wp-content/uploads/2015/03/CEPOR-Mala-i-srednja-poduze%C4%87a-u-HR-u-vrijeme-pandemije-COVID-19.pdf) - Golob, B. (2012). <i>Innovation of business models</i>. Rijeka: University of Rijeka Science and Technology Park/EEN - Nikolić, G. and Zorić, D. (2014). <i>Development of start-up culture in Croatia in the function of economic development</i>. Practical management (professional journal for management theory and practice 5.2, pp. 98-102). - Entrepreneurial notebooks published by the Osijek Entrepreneurship Center, PODI, Center for Civil Initiatives, etc. - Senor, D. (2014). <i>Start-up nation: the secret of the Israeli economic miracle</i>. Zagreb: Profil. - Singer, S., Šarlija, N., Pfeifer, S. and Oberman Peterka, S. (2021). <i>What makes Croatia an (un)entrepreneurial country? GEM Croatia 2019-2020</i>. Zagreb: CEPOR. (retrieved from: http://www.cepor.hr/wp-content/uploads/2015/03/WEB-GEM-201920.pdf) - StartupReport-2022-Q1, StartupReport-2022-Q2, StartupReport-2022-Q3, StartupReport-2022-Q4 - Thiel, P. (2015). <i>Zero to one: observations on startup companies, or how to build the future</i>. Zagreb: Večernji list - Tupek, K.L. and Čorić, G. (2018). The impact of entrepreneurial incubators on idea generation and the success of start-up projects in Croatia. <i>Entrepreneurship Education - E4E</i>, 8 (1), 125-152. Retrieved from https://hrcak.srce.hr/202733.										
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.										
10. Exam access requirements	The opportunity to write a midterm exam can be used by students who have an attendance rate of more than 50%. A minimum of 20% attendance is required, as well as positive participation in classes and assigned research, and continuous work on the project. For the purpose of taking the exam, a student can compensate for insufficient activity by preparing and submitting an entrance (seminar) paper or similar assignment. The entrance paper is assigned after missed class participation, and is submitted by e-mail. The student should take into account the deadline for applying for the exam, i.e. submit the entrance paper on time. A student whose attendance rate is less than 20% cannot make up for absences and cannot take the exam without re-enrolling and taking the course.										
11. Exam implementation and assessment criteria	The exam is considered passed and a grade is entered if all of the listed criteria are assessed positively. Positive grades from the listed knowledge tests participate in the calculation of the final grade with the following shares: <table><tr><td>Criteria</td><td>Weight share</td></tr><tr><td>Written exam</td><td>20%</td></tr><tr><td>Start-up projects</td><td>50%</td></tr><tr><td>Class activity and research</td><td>30%</td></tr></table>			Criteria	Weight share	Written exam	20%	Start-up projects	50%	Class activity and research	30%
Criteria	Weight share										
Written exam	20%										
Start-up projects	50%										
Class activity and research	30%										
12. Assessment criteria - explanation	Evaluation of the written exam is done according to the given point scale. The written exam is a combination of tasks with the possibility of choosing between multiple answers and essay questions. If the teacher has reasonable doubts that the result on the written exam was not achieved without the help of others, he can schedule an additional oral examination. If in such a case the student shows a significant lack of knowledge compared to what was written, or does not respond, a result of 0 points is recorded. Evaluation of the <i>start-up</i> project (collection of points - part of the points is collected based on compliance with the set deadlines, part for quality, part as <i>feedback</i> or feedback on the presentation) and Evaluation of class activities is carried out in every class, because the teaching is of the workshop type. Individual activities, pair activities, and team/group activities are conducted. Students who do not come to class will not be able to make up this part of the grade in full, and thus will not be able to collect the maximum number of points. The evaluation of research for project and teaching purposes is carried out after receiving initial instructions and guidelines, and is conducted based on meeting deadlines, assessing the effort put in, the quality of the results, and comparing them with the best papers/research in the group.										
13. Communication methods	Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.										

During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

General information					VERN' University									
Program	Business communications management		Year	2	Semester	4								
Course Name	Organizational change management		Code	10052	ECTS	4								
Lecturers	Sr. Lect. Zoran Komar													
Teaching Method and Hours	Lectures	15	Excercises	15	Total	30								
Course Description														
1. Course objectives	The fundamental goal of this course is to shed light on the psychological and other mechanisms behind the introduction of organizational changes that are largely responsible for the success or failure of reform and/or transition processes, especially in crisis situations and periods. In addition, students will be introduced to recent findings on the change (and crisis) management process, positive and negative examples of the introduction of organizational changes, and the activities of people responsible for managing human resources before, during, and after the introduction of changes.													
2. Expected learning outcomes	After successfully completing the course, students will be able to: 1. describe the concept, types, drivers, processes and models of introducing organizational changes; 2. identify psychosocial and other causes of success and failure of planned organizational changes; 3. connect the factors of organizational crisis and change and analyze their cause-and-effect relationships; 4. critically assess the dimensions of organizational capacity for change; 5. recognize the role of the human factor in the processes of reorganization, restructuring, takeover, merger and other organizational changes; 6. value the importance and role of leadership in the process of introducing organizational changes; 7. select the tasks and responsibilities of human resources management in introducing organizational changes.													
3. Content	Nature, types, drivers, processes and models of introducing organizational changes. The influence of psychosocial factors - abilities, experiences, emotions, values, motivation, social perception, interpersonal relationships, intragroup dynamics on the final outcomes of planned changes. External and internal causes of organizational crises, consequences of crises and their effects on the planning and implementation of organizational changes. Criteria and dimensions of the organization's ability (capacity) to implement changes. Behavior of organizational leadership before, during and after the transition. Key activities and responsibilities of human resources management in the process of organizational change.													
4. Admission requirements	There are no special requirements for enrolling in the course.													
5. Student obligations	Attending lectures and exercises, seminar paper, taking a written exam.													
6. Monitoring student progress and associated ECTS credits	Classes	1	Written exam	2	Tasks	1								
7. Required literature	1. Kotter, John P., (2009). <i>Leading changes</i> , Zagreb: Lider press.													
8. Additional literature	1. Lawson, Emily, Price, Colin, (2003). The psychology of change management, McKinsey Quarterly. Luecke, Richard, (2004). <i>Change and transition management</i> , Zagreb: Zgombić & partners. 2. Kotter, John P., (2009). <i>The sense of urgency</i> , Zagreb: Lider press..													
9. Quality monitoring	Observations and evaluations of teaching. Course performance evaluation. Student survey.													
10. Exam access requirements	The condition for taking the final exam is the minimum attendance in classes, determined at the level of the Polytechnic for Specialist Graduate Professional Studies, and a positively graded seminar paper. The dates of the final exam are published on the student portal.													
11. Exam implementation and assessment criteria	The status of a passed exam is recognized after a positive grade in the written exam. In the process of acquiring the status of a passed exam, the grades from the written exam, the project assignment, and the grade of class activities are taken into account with the following shares in the final grade: <table><tr><td>Criteria</td><td>Weighting</td></tr><tr><td>Written exam</td><td>60%</td></tr><tr><td>Project assignment</td><td>30%</td></tr><tr><td>Class activity</td><td>10%</td></tr></table>						Criteria	Weighting	Written exam	60%	Project assignment	30%	Class activity	10%
Criteria	Weighting													
Written exam	60%													
Project assignment	30%													
Class activity	10%													
12. Assessment criteria - explanation	The written exam consists of 10 essay-type questions that require understanding and application of acquired theoretical and practical knowledge. The criterion for a passing grade is 60% of a correctly solved exam. The project task is evaluated according to the following criteria: • originality in the approach and processing of the project task • quality, i.e. relevance and recency of the information sources used • quality of argumentation and development of the topic and logical coherence of the topic													

- quality of language and graphic design of the content
- creativity in presentation of information

Class activity is evaluated according to the following criteria:

- constructive participation in group discussions
- quality of participation in individual tasks
- degree of engagement in group exercises
- attitude towards the course, teacher, group colleagues and work duties.

Although the oral exam is not provided as a mandatory part of the evaluation process, it will be held: if the student is from objective reasons for not being able to take the written exam, if with an average written exam grade of 2.4 or 3.4 or 4.4 they want a higher grade and if the subject teacher so assesses for some other reason.

13. Communication methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system. The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group. During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.

Program	Business communications management	Year	2	Semester	4
Course Name	Professional practice	Code	9196	ECTS	6
Lecturers					
Teaching Method and Hours	Total				160

Course Description

1. Course objectives	The main goal of student internship is to apply acquired communication knowledge and skills, such as planning and implementing communication plans, programs and campaigns with special emphasis on integrating various communication activities and target audiences, managing and creating content on social networks, designing visual communications, working on creating the image and brand of various entities (organizations and individuals), improving the application of written and oral expression, research and analysis, segmenting the public and market, managing information and communication, as well as managing advertising, crises and trends. The goals of the internship are also aimed at concretizing the preparation of the graduate thesis.
2. Expected learning outcomes	1. Apply acquired specialized knowledge in solving specific work tasks in a real work environment in which the internship is carried out. 2. Solve more complex business processes independently or in a team. 3. Demonstrate an understanding of social responsibility, sustainability and ethical action within the work process. 4. Choose a method of communication appropriate to the business environment and situation. 5. Apply new technologies and creative solutions in business. 6. Demonstrate the ability to adapt to work in an international environment. 7. Prepare a Report on the completed specialist internship.
3. Content	A) INTERNSHIP REPORT (written by unemployed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution) 2. Description of the company/institution 3. Description of the tasks the student performed during the internship 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could have from the thesis 7. Conclusion B) WORK REPORT (written by employed students) <u>Contents</u> 1. Introduction (purpose and goals of the internship in the selected company/institution/department) 2. Description of the company/institution/department 3. Description of the job/jobs that the student does 4. Opportunities for applying the knowledge and skills acquired during the study 5. Topics that could be covered through the preparation of a specialized graduate thesis 6. Benefits that the company could gain from the graduate thesis 7. Conclusion The recommended scope of the report is about 5 pages, with technical formatting according to the instructions for writing seminar papers published on student portals.
4. Admission requirements	Correctly completed and signed consent from the organization to accept the student for student internship
5. Student obligations	Attending internships, performing assignments and work at internships, writing internship reports, appropriate behavior in the organization.
6. Monitoring student progress and associated ECTS credits	
7. Required literature	
8. Additional literature	
9. Quality monitoring	Report on the held student internship. Evaluation of mentors in the organization.
10. Exam access requirements	Delivered documents Consent of the organization, Certificate of completed student internship and Report.
11. Exam implementation	There is no numerical grade, only a passing grade of 'DONE'.

and assessment
criteria

12. Assessment
criteria -
explanation

13. Communication
methods

Communication with lecturers takes place exclusively through academic messages in the Eduneta system.
The consultation dates for the current semester are determined by each lecturer at the introductory lecture and students are informed about the method and channel of communication with the group.
During exam periods or midterms, it is recommended to check the listed dates with the lecturer due to possible exam obligations.