



Tablica 2.

General information		
Course instructor	SUZANA MARKOVIĆ, PhD, Full Professor	
Name of the course	Statistics	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1 <sup>st</sup>	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30 + 15 + 15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Acquiring theoretical knowledge about the concepts of interest and gaining practical skills for appropriate statistical analysis and results interpretation.		
1.2. <i>Course enrolment requirements</i>		
No special requirements		
1.3. <i>Expected learning outcomes</i>		
After completing the course students will be able to:		
1. Explain the basic concepts of statistics		
2. Calculate and interpret statistical indicators (numerically, graphically and textually)		
3. Extract and analyse publicly available statistics		
4. Draw conclusions about the analysed phenomenon based on implemented statistical methods		
1.4. <i>Course content</i>		
<p><i>Introduction.</i> Defining statistics. Types of statistics. Basic statistical terms. Statistical data (types and sources). Statistical data bases. Internet as data source. Computer software packages for statistical analysis. Data analysis with descriptive statistics. Tables. Graphs. Relative numbers. Analysis of numerical variables (scales) using descriptive statistics.</p> <p><i>Sampling distribution.</i> Samples. Sampling distributions. Population parameter estimates (confidence intervals for mean, total, proportion). Hypothesis testing. One sample hypothesis testing for mean and proportion. Comparing parameters of different populations.</p> <p><i>Correlation and regression analyses.</i> The concept of correlation and regression analyses. Regression model. Simple regression model. Linear correlation. Simple linear correlation coefficient. Spearman's rho coefficient. Applying regression model in economic analysis.</p> <p><i>Basic analysis of time series.</i> Definition of time series. Types of time series. Graphic presentation and comparison of time series. Indicators of dynamics. Indices. Trend models</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other



1.6. Comments							
1.7. Student responsibilities							
Classes will be organized as lectures and seminars. Seminar classes will include workshops during which students will solve practical problems concerning course content. Attendance to lectures and seminar classes is compulsory.							
1.8. Monitoring of student work <sup>1</sup>							
Class attendance	2,0	Class participation		Seminar paper		Experimental work	
Written exam	1,0	Oral exam		Essay		Research	
Project	1,5	Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> <li>Berenson, M. L, Levine, D., Szabat, K., Stephan, D. (2019) Basic business statistics (14<sup>th</sup> edition), Pearson</li> <li>Krieg, E. J. (2019) Statistics and data analysis for social science (2 edition). London: SAGE Publications Ltd.</li> </ol>							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> <li>Field, A. (2018) Discovering statistics using IBM SPSS statistics (5th edition). London: SAGE Publications Ltd.</li> <li>Lee, N., &amp; Peters, M. (2015). Business statistics using EXCEL and SPSS. London: SAGE Publication Ltd.</li> <li>Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2019). Basic statistics for business and economics (9th edition). Boston: Irwin/McGraw-Hill.</li> <li>McClave, J. T., Benson, P. G., &amp; Sincich, T. T. (2018). Statistics for business and economics (13th edition). Pearson Prentice Hall.</li> <li>Salkind, N. J., &amp; Frey, B. B. (2019). Statistics for people who (think they) hate statistics (7th edition). London: SAGE Publications Ltd.</li> </ol>							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
Berenson, M. L, Levine, D., Szabat, K., Stephan, D. (2019) Basic business statistics (14th edition), Pearson						5	
Krieg, E. J. (2019) Statistics and data analysis for social science (2 edition). London: SAGE Publications Ltd.						5	
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the program, the teaching process, the teaching skills and the level of the material							

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

General information		
Course instructor	Ljubica Pilepić Stifanich, PhD, Associate Professor	
Name of the course	Business Informatics	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1 <sup>st</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
To enable students to understand the basic concepts of a systems approach and informatics as scientific and practical business disciplines, grasp the fundamental principles of computer operations, and gain insight into the advantages of using IT as support to business ISs. To enable students to acquire specific skills and competencies needed to apply software tools in solving business problem cases.		
1.2. <i>Course enrolment requirements</i>		
-		
1.3. <i>Expected learning outcomes</i>		
After successfully completing the course, students will be able to:		
<ul style="list-style-type: none"> <li>• Correctly interpret the concepts of systems approach and informatics from both a theoretical and practical perspective.</li> <li>• Identify the primary parts of an information system and distinguish among them with regard to objectives and functionality in business practice.</li> <li>• Analyse the advantages and weaknesses in using management support systems and knowledge-based systems in the decision-making process.</li> <li>• Assess the importance of computer networks and Web technology in modern business operations.</li> <li>• Use software tools to solve tasks in business document processing, business analysis and reporting, database creation and the preparation of business presentations.</li> </ul>		
1.4. <i>Course content</i>		
System approach and informatics; Data, information and knowledge; Hardware; Software; Computer networks, World Wide Web; E-Business; Information technology and trends in modern business; Management support systems; Knowledge based systems; Information systems security; Word processing; Spreadsheet system, Database management system, Slideshow presentation program.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>	Computer integrated and aided lectures, exercises carried out on computers, student project presentations, overview of IT tools in office	



operations.							
<b>1.7. Student responsibilities</b>							
Students are required to attend classes (lectures, exercises), prepare and present assigned projects, participate in teamwork, and sit for preliminary and final exams.							
<b>1.8. Monitoring of student work<sup>2</sup></b>							
Class attendance	<b>1</b>	Class participation		Seminar paper		Experimental work	
Written exam	<b>0,4</b>	Oral exam		Essay		Research	
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	<b>0,8</b>
Portfolio							
<b>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</b>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
<b>1.10. Mandatory literature (at the time of submission of study programme proposal)</b>							
1. Stair, R.M., Reynolds, G.W. (2018). Fundamentals of Information Systems. 9 <sup>th</sup> edition. Boston: Cengage Learning.							
2. Turban, E., Pollard, C., Wood, G. (2018). Information Technology for Management: On-Demand Strategies for Performance, Growth and Sustainability. 11 <sup>th</sup> edition. Hoboken, Nj: Wiley.							
<b>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</b>							
1. Laudon, K.C., Laudon, P.J. (2020). Management Information Systems: Managing the Digital Firm. 16 <sup>th</sup> edition. Pearson Education.							
2. Beynon-Davies, P. (2020). Business Information Systems. 3 <sup>rd</sup> edition. Red Globe Press.							
<b>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</b>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Stair, R.M., Reynolds, G.W. (2018). Fundamentals of Information Systems. 9 <sup>th</sup> edition. Boston: Cengage Learning.						5	
Turban, E., Pollard, C., Wood, G. (2018). Information Technology for Management: On-Demand Strategies for Performance, Growth and Sustainability. 11 <sup>th</sup> edition. Hoboken, Nj: Wiley.						5	
<b>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</b>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>2</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Vlado Galičić, PhD, Full Professor	
Name of the course	Introduction to Hospitality	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1 <sup>st</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
The course objective is to introduce students to development, specificity, and characteristics of the hospitality industry, and to create preconditions to understanding diverse and specific hospitality services.		
<b>1.2. Course enrolment requirements</b>		
No requirements.		
<b>1.3. Expected learning outcomes</b>		
After passing the examination, students should be able to:		
<ol style="list-style-type: none"> <li>1. correctly explain and interpret the basic concepts involved in hospitality;</li> <li>2. explain and interpret the various types of services provided in hospitality;</li> <li>3. analyse the various regulatory standards relating to hospitality;</li> <li>4. conduct and interpret research on the association of hospitality with other branches of the industry;</li> <li>5. recognise and explain different levels and subsystems of management in hospitality industry.</li> </ol>		
<b>1.4. Course content</b>		
The origin and development of hospitality. The importance, characteristics, and specific features of hospitality. The classification of hospitality. Types of services in hospitality. Legislative regulation in hospitality. Minimal conditions required for carrying out hospitality activities. Classification and categorisation of hospitality facilities. Hospitality and tourism. Hospitality and other branches. Hospitality staff. Interest associations in hospitality. Technology in hospitality. The international character of hospitality.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Class attendance, Seminar paper and final exam.		



1.8. <i>Monitoring of student work<sup>3</sup></i>							
Class attendance	1	Class participation		Seminar paper	0,8	Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Rocco M. Angelo, Andrew N. Vladimir (2011): Hospitality Today: An Introduction, Seventh Edition							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Walker, J.R. (2013). Introduction to hospitality. Boston, London: Pearson.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
Title					Number of copies	Number of students	
Rocco M. Angelo, Andrew N. Vladimir (2011): Hospitality Today: An Introduction, Seventh Edition					20		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							

<sup>3</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Asst. Prof. Suzana Baresa	
Name of the course	The Essentials of Academic Writing	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1st	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
<b>1.1. Course objectives</b>		
<p>The main objective of the course is to enable the student to independently formulate a written paper at a higher education institution on the topic in the field of research with the correct citation of bibliographic units, based on theoretical knowledge of the methodology of scientific research. Specific objectives of the course are to enable the student to understand and know the basic concepts of logic and methodology, distinguish between general and specific scientific methods of knowledge, collect, evaluate and select adequate and relevant scientific and professional publications as sources of information, technically correctly formulate the text of the manuscript with all the basic elements of written papers, and correctly apply the rules for citing Chicago-style bibliographic units.</p>		
<b>1.2. Course enrolment requirements</b>		
No course enrolment requirements		
<b>1.3. Expected learning outcomes</b>		
<p>After attending and passing the course the student will be able to:</p> <ol style="list-style-type: none"><li>1. specify and interpret the basic concepts of logic and methodology,</li><li>2. identify general and specific scientific methods of knowledge,</li><li>3. distinguish between different types of scientific and professional works, and identify relevant sources,</li><li>4. apply the methodological and technical rules for writing and citing Chicago-style bibliographic units,</li><li>5. apply acquired knowledge in writing and designing written work in the field of research topic at a higher education institution.</li></ol>		
<b>1.4. Course content</b>		
<p>Logical and gnoseological basis of methodology: Definition and classification of concept, Court and classification of courts, Conclusion as a form of thought, Cognitive importance of concept, judgment and conclusion; General scientific methods of cognition; Specific scientific methods of cognition; Scientific and professional publications and information; Searching online bibliographic databases. Creation of scientific and professional papers: Principles of structuring, Basic elements (parts), Presentation and interpretation of research results, Indication of elements of bibliographic descriptions of bibliographic units in Chicago</p>		



style, Documentary basis of the manuscript of the papers (notes and quotes), Essential characteristics of scientific and professional papers.							
1.5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other		
1.6. Comments							
1.7. Student responsibilities							
In accordance with the faculty assessment rules.							
1.8. Monitoring of student work <sup>4</sup>							
Class attendance	1,0	Class participation	0,1	Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	0,3
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
Stephen Bailey. Academic Writing: A Handbook for International Students. 3rd ed. London and New York, Routledge Taylor & Francis Group, 2011.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
Derek Soles. <i>The Essentials of Academic Writing</i> . 2nd ed. Wadsworth Cengage Learning, 2010. John M. Swales and Christine B. Feak. <i>Academic Writing for Graduate Students: Essential Tasks and Skills</i> . 3rd ed. University of Michigan, Ann Arbor: University of Michigan Press, 2012. Azlina Murad Sani. <i>Academic Writing Essentials: A Guide for Postgraduate Students</i> . Penerbit Universiti Utara Malaysia (UUM): UUM Press, 2016. Kate L. Turabian. <i>Manual for Writers of Research Papers, Theses, and Dissertations (Chicago Style for Students and Researchers)</i> . 9th ed. Chicago and London: University of Chicago Press, 2018. Collis, J. & Hussey, R. (2014). <i>Business Research: A Practical Guide for Undergraduate and Postgraduate Students</i> (4th ed.). Hampshire: Palgrave Macmillan.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
Stephen Bailey. Academic Writing: A Handbook for International Students. 3rd ed. London and New York, Routledge Taylor & Francis Group, 2011.						e-book	

<sup>4</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





1.13. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

**General information**

Course instructor	Adriana Jelušić, Ph.D., Associate Professor	
Name of the course	Macroeconomics	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1st	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 (45+0+30)

**1. COURSE DESCRIPTION**

1.1. *Course objectives*

The aim of the course is to explain the basic elements of macroeconomics in a simple and systematic way, as well as the causal link between microeconomics and macroeconomics. With this particular emphasis is on the understanding of macroeconomic policies, which determine the economic activities of the population, the private and public sector. The emphasis is on understanding the economy, determining the causes of the emergence of fundamental macroeconomic problems and evaluating the effects of macroeconomic policy.

1.2. *Course enrolment requirements*

No requirements

1.3. *Expected learning outcomes*

After attending and passing the course the students will be able to:

1. Properly understand and explain concepts and relations in the macroeconomic environment
2. Describe and explain economic policy towards achieving optimal microeconomic and macroeconomic results
3. Apply macroeconomic analysis on the example of the Republic of Croatia, the EU and the world economy.
4. Develop economic intuition and logic that are unavoidable in understanding the materials and applying macroeconomic knowledge.

1.4. *Course content*

Introduction to Macroeconomics. Economics as a Science (Economic Theory and Models, Microeconomics vs. Macroeconomics). Basic concepts of Macroeconomics. National Accounting. Aggregate macroeconomic model. Consumption and savings function. Investment function. Fiscal policy. Monetary macroeconomics. Equilibrium on the commodity market. Balance on the money market. IS-LM model. Model of open economy. Interdependence of internal and external equilibrium. Labour market. Inflation-Theory of Inflation Demand and Cost Inflation. Economic Growth. Theory and Policy of Economic Development. Globalization, international economic development and regional cooperation.

1.5. *Manner of instruction*

X lectures	X individual assignments
X seminars and workshops	<input type="checkbox"/> multimedia and network
X exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> mentorship



	<input type="checkbox"/> distance learning	<input type="checkbox"/> other
	<input type="checkbox"/> fieldwork	

1.6. Comments

1.7. Student responsibilities

The final grade of Macroeconomics is based primarily on the knowledge that students show during the semester and on the written part of the exam. Students should participate regularly in the activities during the semester through: a) completing the test-exercises after each lecture and b) writing two essays, i.e. the quality of knowledge of the given theoretical topic.

Continuous learning, active participation in classes, and tracking contemporary economic events are key elements for successfully mastering the exams in Macroeconomics.

1.8. Monitoring of student work<sup>5</sup>

Class attendance	2,5	Class participation	1	Seminar paper		Experimental work	
Written exam	1,5	Oral exam		Essay 1	0,8	Research	
Project		Continuous assessment	2,4	Essay 2	0,8	Practical work	
Portfolio							

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.

For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

1.10. Mandatory literature (at the time of submission of study programme proposal)

1. Blanchard, O. (2017). Macroeconomics, 7<sup>th</sup> edition. Pearson.

1.11. Optional/additional literature (at the time of submission of the study programme proposal)

1. Blanchard, O (2017). Macroeconomics: A European Perspective, 3<sup>rd</sup> edition. Pearson.

2. Findlay, D.W., Blanchard, O. (2008). Macroeconomics Study Guide. Pearson.

1.12. Number of assigned reading copies in relation to the number of students currently attending the course

Title	Number of copies	Number of students
Blanchard, O. (2017). Macroeconomics, 7th edition. Pearson.	5	

1.1. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.

<sup>5</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Ines Milohnić, Ph.D., Full Professor	
Name of the course	Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1st	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 (30+0+45)
1. COURSE DESCRIPTION		
<b>1.1. Course objectives</b>		
<p>The objective of the course is to equip students to use the basic concepts and functions of management (planning, organizing, staffing, managing, and controlling) with specialties in tourism and hospitality. Students will gain basic knowledge of the specificities of management in tourism and hospitality, so that they can better adopt the principles and techniques of management in the continuation of their studies.</p>		
<b>1.2. Course enrolment requirements</b>		
None.		
<b>1.3. Expected learning outcomes</b>		
<p>After successfully completing and passing the course material, students will be able to:</p> <ol style="list-style-type: none"> <li>1. To know and correctly interpret the basic concepts of management,</li> <li>2. Explain and analyse management functions,</li> <li>3. Summarize and analyse the historical system of management science development,</li> <li>4. Identify and understand the elements of business systems,</li> <li>5. Identify and use basic performance indicators for hotel facilities and</li> <li>6. Apply acquired knowledge in the field of tourism and hospitality management.</li> </ol>		
<b>1.4. Course content</b>		
<p>Conceptual definition and definition of management. Historical development of management theories. Development of Management Science. Basic management functions: planning, organizing, staffing, managing and controlling. Conceptual definition and specifics of the hotel company and entrepreneurship in tourism and catering. Hotel business environment (external and internal), company-environment relationship. Management ethics and social responsibility. Managerial planning: basic determinants of planning, concept, content, types, levels and types of planning, stages in the planning process. The vision, mission and goals of the hotel company. Managerial forecasting, strategies and strategic planning. Organization, organization and types of organizational structures. Business and process functions, types and</p>		



specifics of business functions of a hotel company. Organization and design of hotel jobs. Hotel Company Responsibility Centres. Methods for improving the organization. Stages to improve the organization. A general approach to leadership. Guiding activities. Models of behaviour. Motivation: approaches and theories of motivation, motivational factors. Leadership models and key leadership variables. Interpersonal Relations, Groups and Conflicts. Managerial communication, types and forms of communication. Managerial Controlling: Models and Techniques. General access to Revenue and Yield management.

1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other

1.6. Comments

1.7. Student responsibilities

Attendance, seminar paper and essay, final exam.

1.8. Monitoring of student work<sup>6</sup>

Class attendance	2,5	Class participation	-	Seminar paper	1,0	Experimental work	-
Written exam	1,5	Oral exam	-	Essay	0,8	Research	-
Project	0,8	Continuous assessment	2,4	Report	-	Practical work	-
Portfolio	-						

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

1.10. Mandatory literature (at the time of submission of study programme proposal)

- Lussier, R. N. (2017). Management fundamentals: Concepts, applications, and skill development. Ninth edition. Sage Publications.

1.11. Optional/additional literature (at the time of submission of the study programme proposal)

- Wood, R. C. (Ed.). (2015). Hospitality management: a brief introduction. Sage Publications.

1.12. Number of assigned reading copies in relation to the number of students currently attending the course

Title	Number of copies	Number of students
Lussier, R. N. (2017). Management fundamentals: Concepts, applications, and skill development. Sage Publications.	5	

1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways

<sup>6</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

General information		
Course instructor	Edna Mrnjavac, Ph.D, Full Professor	
Name of the course	Traffic in Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1st	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	30+0+30
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
<p>Gaining and assimilating basic theoretical notions such as: traffic, traffic system, traffic mode, traffic service, traffic demand and offer, traffic effect and traffic policy; defining interdependence between traffic and tourism; as well as the impact of traffic on environment. Empower students to recognize and make a difference between traffic modes on macro and micro level; understanding the mechanism for determining the price of traffic service in a price of tourism product.</p>		
<b>1.2. Course enrolment requirements</b>		
none		
<b>1.3. Expected learning outcomes</b>		
<p>After having passed the exam students will be able to:</p> <ul style="list-style-type: none"> <li>- correctly interpret the basic theoretical notions about traffic and traffic system; identify the role of traffic in tourism, as well as to analyse and differentiate the role of traffic on the macro and micro level;</li> <li>- interpret and systematize traffic-tourism products;</li> <li>- recognize the costs of traffic service and identify their position in the price of traffic service and consequently tourism product;</li> <li>- recognize safety and ecological consequences of traffic; interpret and compare different sustainable traffic models from the tourism point of view.</li> </ul>		
<b>1.4. Course content</b>		
<p>Theoretical basis of traffic. Interdependence between traffic and tourism. Functional interdependence between traffic means and infrastructure. Traffic demand and offer. Traffic and tourism systems. Traffic modes in connecting outbound and inbound tourism market. Traffic service as tourism product. Economics of exploitation of traffic modes and infrastructure. Defining a traffic service value. Traffic safety in tourism. Environmental impact of traffic. Models of sustainable traffic and their potential in tourism.</p>		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network



		<input type="checkbox"/> exercises			<input type="checkbox"/> laboratories		
		<input type="checkbox"/> distance learning			<input type="checkbox"/> mentorship		
		<input type="checkbox"/> fieldwork			<input type="checkbox"/> other		
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Students are required to attend lectures and actively take part in fulfilment of selected assignments, work on individual assignment in form of research according to instructors recommendations, as well as to perform an oral presentation.							
1.8. <i>Monitoring of student work<sup>7</sup></i>							
Class attendance	2	Class participation		Seminar paper	Experimental work		
Written exam		Oral exam		Essay	0,5	Research	1
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio		<b>Final exam</b>	1,0				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Duval,D.Timothy.(2007). Tourism and Transport-Modes, Networks and Flows. Toronto: Channel View Publications.</li> <li>Page, J.S.(1999). Transport and Tourism. New York: Longman.</li> <li>Waren,J.(ed). (2007). Managing Transport Energy - Power for a Sustainable Future. Oxford: Oxford University Press.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Chuck,G.Y, Makens,J.C., ChoyD.J.L.(1997). The Travel Industry. New York: Wiley</li> <li>Pender,L.(2001). Travel Trade and Transport, An Introduction. London: Continuum</li> <li>Starr, N.(2003). An Introduction to Travel, Tourism and Hospitality. New Jersey: Prentice Hall</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>				<i>Number of copies</i>	<i>Number of students</i>		
1. Duval,D.Timothy.(2007). Tourism and Transport-Modes, Networks and Flows. Toronto: Channel View Publications.				1			
2. Page, J.S.(1999). Transport and Tourism. New York: Longman.				1			
3. Waren,J.(ed). (2007). Managing Transport Energy - Power for a Sustainable Future. Oxford: Oxford University Press.				1			
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and</i>							

<sup>7</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



*competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

**General information**

Course instructor	Gračan Daniela, Ph.D, Full Professor	
Name of the course	Special Interest Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1 <sup>st</sup>	
ECTS credits and manner of instruction	ECTS student 's workload coefficient	3 ECTS
	Number of hours (L+E+S)	30 (15+0+15)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
Objective of the course is to present the characteristics of individual specific forms of tourism based on theoretical achievements of scientific analysis and current practice.		
<b>1.2. Course enrolment requirements</b>		
No requirements		
<b>1.3. Expected learning outcomes</b>		
After passing the course the students will be able to do the following:		
<ol style="list-style-type: none"> <li>1. Interpret basic concepts related to special interest tourism.</li> <li>2. Specify, describe and identify special interest tourism.</li> <li>3. Identify and describe management processes of special interest tourism.</li> <li>4. Identify and propose an appropriate special form of tourism for a particular tourist destination.</li> <li>5. Describe and analyse management functions for individual special forms of tourism.</li> </ol>		
<b>1.4. Course content</b>		
The basic determinants and reasons for the emergence of specific forms of tourism. Classification and characteristics of specific forms of tourism. Development and management of specific forms of tourism. Effects of development of specific forms of tourism. Tracking the trends of specific forms of tourism in the world. Degree of development of specific forms of tourism in the Republic of Croatia. Resource options, ethical codex and legal framework for realization different types and forms of tourism in the Republic of Croatia.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories



		<input type="checkbox"/> distance learning			<input checked="" type="checkbox"/> mentorship		
		<input type="checkbox"/> fieldwork			<input type="checkbox"/> other		
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Active participation in lectures, follow up of topical literature, preparation of a presentation on a given topic, analysis of preconditions and possibilities for the development of specific special interest tourism forms.							
1.8. <i>Monitoring of student work<sup>8</sup></i>							
Class attendance	<b>1</b>	Class participation		Seminar paper	<b>0,6</b>	Experimental work	
Written exam	<b>0,4</b>	Oral exam		Essay	<b>0,2</b>	Research	
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Bongkosh N. Rittichainuwat (2018). Special Interest Tourism, 3rd Edition. Cambridge Scholars Publishing							
2. Linda L. Lowry (2016). International Encyclopedia of Travel and Tourism. UK: SAGE							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Pforr, C., Dowling, R., Volgger, M. (2021). Consumer Tribes in Tourism: Contemporary Perspectives on Special-Interest Tourism, Singapore: Springer							
2. Agarwal, S., Busby, G., Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases, UK: CABI International							
3. Sousa, B. M. B. (2018). The role of innovation in special interest tourism: a theoretical approach, Millenium - Journal of Education Technologies and Health, Vol. 5., pp 83-92.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Bongkosh N. Rittichainuwat (2018). Special Interest Tourism, 3rd Edition. Cambridge Scholars Publishing					5		
Linda L. Lowry (2016). International Encyclopedia of Travel and Tourism. UK: SAGE					5		

<sup>8</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





1.13. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

General information		
Course instructor	Brigita Bosnar-Valković, Ph. D., Assistant Professor	
Name of the course	First Foreign Language – English 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1st	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>English 1 is aimed at the development of fundamental language/communicational/social/cultural skills on the B1 level that include understanding of a clear, standard conversation on familiar topics used on daily basis at work, school, in leisure time, etc. It also includes successful coping with most situations related to travelling to countries where the respective language in question is spoken. Writing a simple text on a familiar topic or a topic of personal interest as well as the ability to describe experiences and events with giving reasons for a particular opinion and plans also build a part of the skills that should be acquired.</p>		
1.2. <i>Course enrolment requirements</i>		
No course enrolment requirements		
1.3. <i>Expected learning outcomes</i>		
<ol style="list-style-type: none"> <li>1. to interpret the key concepts in tourism and hospitality</li> <li>2. to name the processes in tourism and hospitality</li> <li>3. to demonstrate acquired skills and knowledge in various social / professional situations related to tourism and hospitality</li> </ol>		
1.4. <i>Course content</i>		
<p>What is tourism. World destinations. Issues in sustainable tourism. Visitor management strategies for destinations. Ecotourism – the conscience of sustainable tourism. Tour operators. Tourist motivations. Travel agencies. Transport in tourism. Accommodation. Marketing and promotion. The airline industry. Holidays with a difference. Reservations and sales. Airport departures.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other



1.6. Comments							
1.7. Student responsibilities							
Active participation in the learning/teaching process, critical approach to the course content, independent work is expected of students.							
1.8. Monitoring of student work <sup>9</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,4	Essay	0,4	Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment of the students' work in class and at the final exam is performed in accordance with the Book of regulations on students' assessment of the FTSM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
Walker, R. & Harding, K. (2010). Tourism 1. Oxford: Oxford University Press.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
Cook, A.R., Hsu, C.H.C. & Taylor, L.L. (2018). Tourism: The Business of Hospitality and Travel (6th ed.). New York: Pearson.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
Walker, R. & Harding, K. (2010). Tourism 1. Oxford: Oxford University Press.					36		
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.							

<sup>9</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Iva Barić, prof.	
Name of the course	First Foreign Language – German 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	1st	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Training students to communicate in German in the field of tourism at B1 level of the Common European Framework of Reference for Languages and introducing students to the cultural specificities of German-speaking countries		
1.2. <i>Course enrolment requirements</i>		
None.		
1.3. <i>Expected learning outcomes</i>		
After completing and passing the course, the student will in German be able: 1. Understand the meaning of longer and medium complex texts in the field of tourism professions (education, work, dialogues in hotel and restaurant, hotel brochure, reservation) when listening and reading 2. Present longer and medium complex texts from the field of tourism (education, work, description accommodation facilities, dialogues in a hotel, restaurant and travel agency, travel program) 3. Write medium-long and medium-complex texts (curriculum vitae, reservation, reservation confirmation, travel program) 4. Compare certain aspects of one's own culture and the cultures of German-speaking countries		
1.4. <i>Course content</i>		
Occupations in tourism. Travel planning. Motives and types of travel. Tourist agency. Accommodation facilities in tourism. Reception. Hotel household. Food and Beverage Department. Dialogues at a travel agency, at a reception, in the hotel household and in the restaurant. German-speaking countries as tourist destinations.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		



1.7. <i>Student responsibilities</i>							
Regular class attendance, final exam.							
1.8. <i>Monitoring of student work<sup>10</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,8	Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of student work during classes and at the final exam is carried in accordance with the Book of regulations on students' assessment of the FTHM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Blažević, N. (2020). Gute Reise 1. Zagreb: Školska knjiga.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Blažević, N. (2020). Gute Reise 1. Zagreb: Školska knjiga.						10	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.							

<sup>10</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Dubravka Vlašić, PhD, Associate Professor	
Name of the course	Accounting	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 ( 30 + 45 + 0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
<i>The course objectives are to introduce students to the basic accounting tools, concepts and content of accounting categories and processes, and financial statements prepared according to the framework of accounting regulations and standards.</i>		
<b>1.2. Course enrolment requirements</b>		
None		
<b>1.3. Expected learning outcomes</b>		
After completion of the course, students will be able to: 1. Understand the position and role of accounting information system in theory and in the hotel industry practice, following the framework of national regulations as well as national and international accounting standards 2. Use the accounting categorical system in the presentation of the financial position and results of the enterprise / company's activities (based on statically and dynamically defined accounting categories). 3. Following accounting principles in recording business transactions in the general ledger and accordingly prepare Financial statements 4. Link the theoretical starting points with the practical needs in monitoring the process of reproduction, using Chart of Account and understand the causal relationships among accounting categories occurred in tourism and hotel industry (taking special care of the specifics of accounting process in tourism and hospitality businesses) 5. Explain the purpose and character of dynamically defined accounting categories (costs, expenses, revenues, results...) as well as the cash flow categories (inflows and outflows of cash), in order to meet the information requirements of external and internal users. 6. Specify, identify and interpret information presented in financial statements (Balance sheet, Income statement, Statement of cash flow, Statement of Retained earnings / owner's equity), following the provisions of the national accounting regulations, as well as national /international accounting standards.		
<b>1.4. Course content</b>		
Accounting information system; Historical development; Accounting concepts (principles); Accounting in the hotel and tourism business; Accounting tools, methods and techniques (accounts, general ledger and		



other business books, financial statements ...) in the theory and practice; Account as a method of bookkeeping (form and content of accounts); Chart of Accounts; Principles of recording business transactions in the general ledger and other business books; Interrelation among Accounts and the Balance Sheet; Using Chart of Accounts in hotel business (and taking care of its specifics); Balance Sheet as a basic statement oriented towards the external user's needs, which provide information on the financial position of the enterprise / company (types, principles, accounting categories ...); Balance between assets and liabilities / capital between the Balance Sheet (centripetal, centrifugal, concentric and peripheral balance change) as well as between revenues and expenses; Costs and effects of internal business (definitions of terms, types of costs, cost management, calculation, costs in segment reporting processes ...), and in preparing information for internal and external users; Expenses and revenues; Specifics of expenses in the hotel business (concepts and types of expenses, interrelation between costs and expenses, types of expenses and reporting on expense structure); Specifics of revenues in the hotel business (concepts and types of revenue, interrelation among internal effects and revenues, types of reporting expenses structure); Reporting about internally and externally achieved level of income reporting; Principles of presenting revenues on the account in the general ledger; Profit and Loss Account (income statement) - PLA (concept and content, PLA forms and principles of presenting cost/expense and revenue items, presenting achieved results for external users); Interrelation between information, prepared for internal and external users; Cash flow statement (inflows and outflows, correlation between receipts and revenue, as well as between expenditures and expenses, how to apply money principle, characteristic of direct and indirect cash flow method, what is the "pure cash flow"); Statement of owner's equity (invested capital, retained capital); Interdependence and dependence of financial statements, prepared for external users; Croatian Accounting Act; International accounting standards.

1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
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1.6. Comments

1.7. Student responsibilities

Attend lectures and exercises minimum 75%, is mandatory for all full time students, as well as involvement in solving activities in class, as a way of active participation in the teaching process. Due to the complexity of the course content, the student is obligated to learn the theoretical part with its application to practical assignments in order to successfully pass partial and final exams.

1.8. Monitoring of student work<sup>11</sup>

Class attendance	2,5	Class participation	0,6	Seminar paper		Experimental work	
Written exam	1,5	Oral exam		Essay		Research	
Calculation		Continuous assessment	2,4	Report		Practical work	2,0
Portfolio							

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course a detailed teaching plan is available.

1.10. Mandatory literature (at the time of submission of study programme proposal)

<sup>11</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



1. Gulin, D., Žager, L. Ed., RAČUNOVODSTVO // ACCOUNTING (pp 1 - 478), Ekonomski fakultet Zagreb // Faculty of Economic and Business, Zagreb & Hrvatska zajednica računovođa i financijskih djelatnika, Zagreb // Croatian Association of Accountants and Financial Workers, Zagreb, 2010 (selected chapters)
2. Janković, S., Vlašić, D., Accounting exercises
3. Chart of Accounts - demo version for students available on Lumens, 2020
4. Peršić, M., PPP which follow thematic units of lectures, examples for the exercise, texts that make it possible preparing exams with special approach on specific of hotel business (all available on the web site "Lumens" (FTHM), 2018

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. Black, G., Applied Financial Accounting and Reporting, Oxford University Press, 2011
2. Cote, R., Hotel and Restaurant Accounting, AHLEI - American Hotel & Lodging Educational Institute, Educational Institute, Lansing, USA, 2013
3. Kumar J.P., Daniel, M.S., Pagad M.V., Financial accounting for Hotels, McGraw Hill Education, 2012
4. Moncarz, E.S., Portocarrero, N.J., Accounting for Hospitality Industry, Florida Internatioanl University, Pearson Learning Solutions, 2012
5. Schmidgall, R.S., Hospitality Industry Managerial Accounting, AHLEI, American Hotel & Lodging Educational Institute, Lansing, Michigan, USA, 2016

*1.1. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Gulin, D., Žager, L. Ed., RAČUNOVODSTVO // ACCOUNTING (pp 1 - 478), Ekonomski fakultet Zagreb // Faculty of Economic and Business, Zagreb & Hrvatska zajednica računovođa i financijskih djelatnika, Zagreb // Croatian Association of Accountants and Financial Workers, Zagreb, 2010 (selected chapters)	5	
Janković, S., Vlašić, D., Accounting exercises	5	
Chart of Accounts - demo version for students available on Lumens, 2020		
Peršić, M., PPP which follow thematic units of lectures, examples for the exercise, texts that make it possible preparing exams with special approach on specific of hotel business (all available on the web site "Lumens" (FTHM), 2018		

*1.12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.



General information		
Course instructor	Dora Smolčić Jurdana, Ph.D., Full Professor	
Name of the course	Tourism Economics	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 (30+0+45)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The objective of the course is to make students familiar with the key concepts in tourism and the specific functioning of the tourism market. The specific objective of the course is to introduce students to the economic functioning of tourism within the national economic system and to determine the contribution of tourism to the national economy.</p>		
1.2. <i>Course enrolment requirements</i>		
-		
1.3. <i>Expected learning outcomes</i>		
<p>After successfully mastering the programme of the course Tourism Economics, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Correctly explain, define and interpret the basic concepts in the field of economics of tourism</li> <li>2. Explain the methods of determining the contribution of tourism to the economic system of a country</li> <li>3. Compare, distinguish and describe the economic and social contributions and impacts of tourism on the environments</li> <li>4. Explain and differentiate the goals of sustainable tourism development.</li> <li>5. Analyse secondary data, interpret and use them correctly</li> <li>6. Argue interdisciplinary character of tourism and describe specifics of tourism arising from its interdisciplinarity.</li> </ol>		
1.4. <i>Course content</i>		
<p>Tourism market - characteristics, specifics. Etymology and terminology of tourism. Organizational peculiarities.</p> <p>Tourism supply - definition, characteristics, structure, trends, forecasting global trends. Analysis and classification of resources. Natural and social resources. Economic valorisation and protection of resources in tourism.</p> <p>Tourism demand - definition, characteristics, trends, forecasting trends in tourism demand.</p> <p>The role and importance of intermediaries in the functioning of the tourism market. Global trends and their impact on movements in the tourism market.</p>		





Place and role of tourism in the national economy. Tourism as an economic category. The coverage of tourism in the national economy, interdependence of tourism and economic development. The role and importance of tourism for the economic and social development (direct and indirect). Economic functions of tourism - multiplicative, inductive, conversion, employment, encouraging international exchange, absorption, balance of payments, the economic development of underdeveloped areas, integration, acceleration. Social functions of tourism - cultural and educational function of tourism, health tourism function, sports and recreational function of tourism, political and social function of tourism  
Economic impacts of tourism. Tourist spending - definition and characteristics. Classification and measurement of economic impacts of tourism.  
Sustainable tourism development - theoretical background, characteristics of concept, principles. Specific determinants of sustainable tourism development implementation. The economic implications of sustainable tourism development. Specific determinants of tourism development planning - economic impacts, social impacts, environmental impacts.

1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures	<input type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other

1.6. Comments

1.7. Student responsibilities

Students are required to actively participate during lectures and participate in continuous knowledge check. Students are expected to independently prepare and present a seminar topic. Proactive approach of students is expected.

1.8. Monitoring of student work<sup>12</sup>

Class attendance	2,5	Class participation		Seminar paper	2	Experimental work	
Written exam	1,5	Oral exam		Essay	0,6	Research	
Project		Continuous assessment	2,4	Report		Practical work	
Portfolio							

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

1.10. Mandatory literature (at the time of submission of study programme proposal)

1. Dwyer, L., Forsyth, P., Dwyer, W. (2020). Tourism Economics and Policy. Channel View Publications, Bristol

1.11. Optional/additional literature (at the time of submission of the study programme proposal)

1. Gwenhure, Y. & Odhiambo, N.M. (2017). Tourism and economic growth: A review of international literature. *Tourism Review*, 65(1), 33 – 44.  
2. Song, H., Dwyer L., Li G. & Cao, Z. (2012). Tourism Economics Research: A Review and Assessment. *Annals of Tourism Research*, 39 (3), pp. 1653-1682.

<sup>12</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



<http://dx.doi.org/10.1016/j.annals.2012.05.023>

3. Tisdell, C. ed. (2013). Handbook of tourism economics: analysis, new applications and case studies. World Scientific, Hackensack, New Jersey

4. Tribe, J. (2012). The economics of recreation, leisure and tourism. Routledge, London, New York

1.12. *Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Dwyer, L., Forsyth, P., Dwyer, W. (2020). Tourism Economics and Policy. Channel View Publications, Bristol	5	

1.13. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Elena Rudan, PhD, Assistant Professor	
Name of the course	Entrepreneurship and Innovation	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2 <sup>nd</sup>	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	60 (30+0+30)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The objective of this course is students' understanding of the economic and social determinants of entrepreneurship as the most important factor in contemporary economic development. Students will explore the importance of entrepreneurial activity in all economic sectors, especially tourism and hospitality, and will be directed toward understanding business operations of specific forms of entrepreneurial organizations. Students will learn about the need for innovation in modern entrepreneurship and the creation of competitive advantages.</p>		
1.2. <i>Course enrolment requirements</i>		
1.3. <i>Expected learning outcomes</i>		
<p>By the end of this course and by passing the final exam, students are expected to:</p> <ul style="list-style-type: none"> <li>- explain the concept, theories and development of entrepreneurship, entrepreneurial process and functions,</li> <li>- analyse and explain the role of entrepreneurship in contemporary economic development,</li> <li>- distinguish between individual forms of entrepreneurial activity in tourism and hospitality with special emphasis on the importance of creativity in contemporary business,</li> <li>- explain and classify innovation in entrepreneurship and the creation of competitive advantage,</li> <li>- describe entrepreneurship at Croatian and the European level,</li> <li>- demonstrate and describe entrepreneurship using concrete examples.</li> </ul>		
1.4. <i>Course content</i>		
<p>Concept, theories and development of entrepreneurship. The role of entrepreneurship in contemporary economic development. Introduction to entrepreneurial process and strategies. Economic role of entrepreneurship in tourism and hospitality. Types and organizational forms of entrepreneurship in tourism and hospitality. Legal forms and taxation of enterprises. Functions of entrepreneurship. Entrepreneurial creativity and business idea. Innovation in entrepreneurship. Business planning and business plan. Competitive advantages. Entrepreneurship in Croatia and the European Union. Ethics in entrepreneurship.</p>		
1.5. <i>Manner of</i>	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments



<i>instruction</i>		<input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.							
1.8. <i>Monitoring of student work<sup>13</sup></i>							
Class attendance	2	Class participation		Seminar paper	1	Experimental work	
Written exam	1	Oral exam		Essay	0,5	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Hisrich, R., Peters, M., Shepherd, D. (2016). <i>Entrepreneurship</i> , 10th ed. New York: McGraw-Hill. 2. Morrison, A., Rimmington, M., Williams, C. (2016). <i>Entrepreneurship in the hospitality, tourism and leisure industries</i> . Abingdon; New York: Routledge.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Bessant, J. R., Tidd, J. (2015). <i>Innovation and entrepreneurship</i> , 3rd ed. West Sussex: John Wiley & Sons. 2. Nielsen, S. L., Klyver, K., Rostgagaard E. M., Bager, T. (2017). <i>Entrepreneurship in theory and practice: paradoxes in play</i> . 2nd ed. Glos: Edward Elgar Publishing. 3. Walmsley, A. (2018). <i>Entrepreneurship in tourism</i> . New York: Routledge.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
<i>Hisrich, R., Peters, M., Shepherd, D. (2016). Entrepreneurship, 10th ed. New York: McGraw-Hill</i>						5	
<i>Morrison, A., Rimmington, M., Williams, C. (2016). Entrepreneurship in the hospitality, tourism and leisure industries. Abingdon; New York: Routledge.</i>						5	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance							

<sup>13</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

General information		
Course instructor	Mislav Šimunić, Ph. D., Full professor	
Name of the course	E-business in Hospitality	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
<b>1.1. Course objectives</b>		
<p>To introduce students to the concept of e-business and the dynamic environment that determines it. To enable students to identify the motivations, reasons, causes for and effects of using e-business in hospitality (viewed from the perspective of various problem areas defined by the course contents). One of the course's ultimate and major objectives is to enable students to formulate/design/improve business concepts using the acquired knowledge, skills and competencies.</p>		
<b>1.2. Course enrolment requirements</b>		
Passed Informatics course (1st Year)		
<b>1.3. Expected learning outcomes</b>		
<p>After successfully completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Recognise the importance of the development of modern business operations and environments (digital) and the development of (e-)business operations in tourism which depends on it;</li> <li>• Correctly interpret and describe the significance of e-business in the tourism sector;</li> <li>• Recognize and describe electronic business from two perspectives: macro-level and micro-level;</li> <li>• Synthesise and combine the acquired knowledge to improve the level of e-business.</li> </ul>		
<b>1.4. Course content</b>		
Context of modern electronic business; Trends in Electronic Business; Internet /WWW as a business platform; Areas of e-business; Semantic Web; Web Sites and business; Computer graphics; Website design / development; Social networks in business; Google Business Tools; SEO / SEM; Business reservation systems; Business Optimization / Analysis (semRUSH); CMS systems; Business security and challenges		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>	Computer-assisted lectures, computer-based seminars, presentation of students' projects / case studies.	



1.7. <i>Student responsibilities</i>							
Attendance (lectures, seminars / exercises), preparation and presentation of a case study, teamwork, part-time exam and final exam.							
1.8. <i>Monitoring of student work<sup>14</sup></i>							
Class attendance	<b>1</b>	Class participation		Seminar paper		Experimental work	
Written exam	<b>0,4</b>	Oral exam		Essay		Research	
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	<b>0,8</b>
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Spremić, M. (2017). Digitalna transformacija poduzeća. Sveučilište u Zagrebu: Ekonomski fakultet Zagreb. Spremić, M., Srića, V. & Pejić Bach, M. (2016). Informacijski sustavi u poslovanju. Sveučilište u Zagrebu: Ekonomski fakultet Zagreb.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Panian, Ž. & Strugar, I. (2013). Informatizacija poslovanja. Sveučilište u Zagrebu: Ekonomski fakultet Zagreb. Turban, E. et al. (2014). Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance. 10 edition. Wiley. Galičić, V. & Šimunić, M. (2006). Informacijski sustavi i elektroničko poslovanje u turizmu i hotelijerstvu, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment u Opatiji.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Spremić, M., Srića, V. & Pejić Bach, M. (2016). <i>Informacijski sustavi u poslovanju</i> . Sveučilište u Zagrebu: Ekonomski fakultet Zagreb						10	
Spremić, M. (2017). <i>Digitalna transformacija poduzeća</i> . Sveučilište u Zagrebu: Ekonomski fakultet Zagreb.						10	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty							

<sup>14</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



of Tourism and Hospitality Management.

General information		
Course instructor	Brigita Bosnar-Valković, Ph. D., Assistant Professor	
Name of the course	First Foreign Language – English 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>English 2 is aimed at the development of fundamental language skills on the level B2 that include understanding general ideas of a complex text dealing either with a concrete or an abstract topic as well as technical discussions focused on the relevant area. It is also aimed at the conversation with a certain degree of fluency and spontaneity in interaction with the native speaker and at writing a clear detailed text related to tourism topics.</p>		
1.2. <i>Course enrolment requirements</i>		
Passed English 1 exam		
1.3. <i>Expected learning outcomes</i>		
<ol style="list-style-type: none"> <li>1. to interpret the key concepts in tourism and hospitality</li> <li>2. to name the processes in tourism and hospitality</li> <li>3. to demonstrate acquired skills and knowledge in various social / professional situations related to tourism and hospitality</li> </ol>		
1.4. <i>Course content</i>		
<p>Arrivals. A place to stay. Tourist information services. Holiday rep. Eating out. Rural tourism. Attractions and events. Attractions and sustainability. Quality control in sustainable tourism. On tour. Hotel entertainment. Specialized tourism. Business travel. Checking out.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Active participation in the learning/teaching process, critical approach to the course content,		



independent students' work is expected .							
1.8. <i>Monitoring of student work</i> <sup>15</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,4	Essay	0,4	Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment of the students' work in class and at the final exam is performed in accordance with the Book of regulations on students' assessment of the FTTHM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Walker, R. & Harding, K. (2010). <i>Tourism 2</i> . Oxford: Oxford University Press.							
2. Weaver, D. (2006). <i>Sustainable Tourism</i> . Oxford: Butterworth-Heinemann. (chapters 6, 7)							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Solway, A. (2009). <i>Sustainable Tourism: How Can We Save Our World?</i> London: Franklin Watts. (selected chapters)							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Walker, R. & Harding, K. (2010). <i>Tourism 2</i> . Oxford: Oxford University Press.					26		
Weaver, D. (2006). <i>Sustainable Tourism</i> . Oxford: Butterworth-Heinemann. (chapters 6, 7)					2		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.							

<sup>15</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





General information		
Course instructor	Iva Barić, prof.	
Name of the course	First Foreign Language – German 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>1. Development of basic language competencies at the B2 level</p> <p>2. Developing language skills (listening and reading comprehension, speaking and writing) as the basic prerequisites for acquiring communication competence in the tourism profession in accordance with the expected learning outcomes)</p>		
1.2. <i>Course enrolment requirements</i>		
Passed German 1 exam		
1.3. <i>Expected learning outcomes</i>		
<p>After passing the exam in this course, the student will be able to:</p> <ol style="list-style-type: none"> <li>understand words, phrases and sentences from texts that are taught during classes;</li> <li>read selected texts from the field of tourism (hotel brochure, description tourist destinations, travel program, recipe, business letter, interview, reportage, etc.);</li> <li>ask and answer questions on topics from areas of the tourism profession (eg on topics related to trends in tourism, ecology in tourism, hotel facilities and services, Croatia as a tourist destination, entertainment in the hotel and tourist place, typology of guests, complaints) and simulate conversations at a hotel and travel agency, and simple business conversations on the basis of familiar texts;</li> <li>write a business letter (inquiry, offer, reservation, calculation, complaint) and develop a travel program.</li> </ol>		
1.4. <i>Course content</i>		
Trends in Tourism, Ecology in Tourism, Business Communication, Travel Agency and Tour Operator, Travel catalogue, Trends in Hospitality, Croatia as Tourist Destination, Cultural and Historical Heritage of Croatia, Croatian Cuisine.		



1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. Comments							
1.7. Student responsibilities							
Active participation in the learning/teaching process, critical approach to the course content, independent students' work is expected. Two midterm exams and a final exam.							
1.8. Monitoring of student work <sup>16</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,4	Essay	0,4	Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment of the students' work in class and at the final exam is performed in accordance with the Book of regulations on students' assessment of the FTHM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
<b>Blažević, N., Deutsch im Tourismus 2, Školska knjiga, Zagreb, 2012.</b>							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
Blažević, N., Deutsch im Tourismus 2, Školska knjiga, Zagreb, 2012.					5		
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.							

<sup>16</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Lorena Bašan, Full Professor	
Name of the course	MARKETING	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2 <sup>nd</sup>	
ECTS credits and manner of instruction	ECTS credits	9
	Number of class hours (L+E+S)	75 (30+0+45)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
The objective of the course is:		
<ol style="list-style-type: none"> <li>1. enable students to master the knowledge needed to understand the concept of marketing related to market operations and marketing environment, research and market segmentation, consumer behaviour, elements of the marketing mix, the marketing management, and needed marketing knowledge</li> <li>2. to enable students to apply marketing knowledge in the real context</li> </ol>		
1.2. <i>Course enrolment requirements</i>		
No		
1.3. <i>Expected learning outcomes</i>		
After completing and passing the course, the student will be able to:		
<ol style="list-style-type: none"> <li>1. explain the concepts of marketing as a contemporary business philosophy</li> <li>2. describe the processes of research and market segmentation</li> <li>3. differentiate marketing environment factors and ways of their impact on business</li> <li>4. explain factors of influence on consumer behaviour and the process of making a purchase decision</li> <li>5. explain elements of the marketing mix: product, price, distribution, promotion, and importance of their appropriate combination</li> <li>6. describe the process of marketing management</li> <li>7. to analyse and explain marketing application in examples and case studies</li> </ol>		
1.4. <i>Course content</i>		
Marketing – a contemporary business concept; Marketing environment; The market and market-oriented business; Market research; Consumer behaviour; Market segmentation; Managing marketing functions: The product, Price - the pillar of product value, The importance of distribution in delivering value to the customer, Integrated marketing communication – promotion; The marketing management: Planning marketing activities, Organization and control of marketing activities, Marketing knowledge and skills		



1.5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input checked="" type="checkbox"/> other	
1.6. Comments					
1.7. Student responsibilities					
1.8. Monitoring of student work <sup>17</sup>					
Class attendance	2,5	Class participation	0,6	Seminar paper	Experimental work
Written exam	1,5	Oral exam		Essay	Research 0,5
Project	1,5	Continuous assessment	2,4	Report	Practical work
Portfolio					
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)					
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus that coordinates activities, student load, learning outcomes, and evaluation methods.					
1.10. Mandatory literature (at the time of submission of study programme proposal)					
1. Grbac, B.: Marketing dynamics – How to Create Value for Customers, Pearson, London, 2014.					
1.11. Optional/additional literature (at the time of submission of the study programme proposal)					
1. Kotler, Ph., Armstrong, G.: Principles of Marketing – Global Edition, Seventeenth edition, Pearson, 2014.					
2. Kotler, Ph.: Marketing management, 15 <sup>th</sup> edition, Pearson India, 2017.					
1.12. Number of assigned reading copies in relation to the number of students currently attending the course					
Title				Number of copies	Number of students
Grbac, B.: Marketing dynamics – How to Create Value for Customers, Pearson, London, 2014.				5	
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences					
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance					

<sup>17</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

General information		
Course instructor	Slobodan Ivanović, Ph.D., Full Professor in tenure	
Name of the course	Economics of Catering Companies	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 (45+0+30)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
<p>The aim of the course is to acquaint students with the principles of business and the economic challenges of the hospitality industry. Students are presented in a systematic and holistic manner new insights into the economics of hospitality companies based on scientific achievements and practical experiences of developed countries of the world and the EU. It also identifies the prevailing developmental tendencies that trace the future of hospitality in the EU and the world, thus creating a basis for new student thinking in the context of the changes that the turbulent tourism market carries on a daily basis.</p>		
<b>1.2. Course enrolment requirements</b>		
No special enrolment requirements		
<b>1.3. Expected learning outcomes</b>		
<p>It is expected that students, after passing exams in Economics of Catering Enterprise (9ECTS), can:</p> <ul style="list-style-type: none"><li>– properly construe and interpret the basic concepts of economics of catering enterprise</li><li>– explain and interpret theoretical concepts in the domain of governance, management control and decision-making managers.</li><li>– describe and analyse the essence of economics as a theory and practice in the hospitality industry, which represents the component and determinant of enterprise economy in terms of scientific and technological revolution and modern tourist market</li><li>– calculate and analyse the resulting measure of success for a catering company and its operating result</li><li>– define a method for finding the separation of fixed and variable costs, and make a calculation of sales prices of service.</li><li>– assess and critically argue defined business policies and decisions of the catering company</li><li>– argue attitudes and decisions regarding investment projects and financial policy of catering company</li><li>– make a business plan for the economics of catering enterprise through resource economics, production and service processes and business functions within the company</li></ul>		



#### 1.4. Course content

**ECONOMICS ASPECTS OF CATERING SERVICES:** the characteristics of hospitality as a production service industry, relations between hospitality and tourism, economic policy measures aimed the development of the hospitality industry.

**ECONOMICS OF CATERING COMPANIES:** the historical development of economics of hospitality as a social science subject matter and methods of economics, the place of economics of hospitality in the system of economic science, concept, types and characteristics of the catering business, catering business enterprises in the tourism market (business principles, business policy, planning and funding process the company), monitoring the business of catering companies through process control, analysis and economic-minded review.

**ASSETS OF REPRODUCTION IN CATERING COMPANY:** concept and classification of assets (fixed and current assets of companies), depreciation and accounting system in catering, maintenance and investment in fixed assets, performance and business of catering enterprises in the tourism market, monitoring and analysis of catering company.

**THEORY OF COSTS IN HOSPITALITY:** the notion of costs and their relation to the economics of the business, the cost of the elements of expenditure in the production and service processes, the costs of the accounting records and per unit of product and services themselves, the cost depending on the level of employment, the cost per place of origin and cost planning, analysis and rationalization of costs in the company, the calculation of products and services in hospitality, budget costs for different levels of capacity utilization, cost, revenue and capacity utilization, application of the theory of costs in pricing policy, functional analysis of the value of hospitality and tourism products.

**BUSINESS RESULTS OF A CATERING COMPANY:** Calculation of operations, Balance sheet of enterprises, The determination results of the company, Revenue management in a hospitality enterprise, and Expenditure management in a hospitality enterprise, Change in inventories, Business results, Determining the value of the company.

**PERFORMANCE STANDARDS AND PERFORMANCE OF A CATERING COMPANY:** Conceptualization of business success, Instruments of business success, The importance of indicators for performance management, Measurement of productivity in the hospitality, Efficiency and profitability of operations, Connectivity and interdependence of the measures of business success, Business success factors, Other criteria of business performance.

**PRICE POLICY IN HOSPITALITY:** Formation and pricing policies in the hospitality industry, Methods of pricing, Market factors impact on prices in the hospitality industry, price calculation.

**PRINCIPLES FOR SALE IN HOSPITALITY:** The function of marketing in the hospitality industry, Trends in hotel marketing, Marketing plan, Research and market segmentation, Selling of catering services, Advertising and marketing mix, Quality in the hospitality industry, Sustainable development of quality based on total quality management, Promotion and sales channels in Hospitality.

**ECONOMICS OF INVESTMENT IN HOSPITALITY:** Investments and investment motives in the hospitality industry, Investment decisions, Planning, preparation, appraisal and implementation of investment projects, Solving the problem of investment, Innovation processes and information technology in the hospitality industry, Environmental economics and the future of hospitality.



1.5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. Comments							
1.7. Student responsibilities							
Attendance, seminar work, practical work and final written exam.							
1.8. Monitoring of student work <sup>18</sup>							
Class attendance	3	Class participation	0,1	Seminar paper	0,2	Experimental work	1
Written exam	1,8	Oral exam		Essay		Research	
Project		Continuous assessment	2,9	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1. Olsen, M., Zhao, J.: Handbook of Hospitality Strategic Management, Elsevier, 2008.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
1. Ivanović, S., Ekonomika ugostiteljstva, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2012. 2. Hayes, K.D., Ninemeier, D.J, Upravljanje hotelskim poslovanjem, M plus, Zagreb, 2005. 3. Medlik, S., Ingram, H.: Hotelsko poslovanje, Golden marketing, Zagreb, 2002.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
Mandatory number of copies of literature in relation to the number of students currently attending classes in the case (available at the library in the FTHM, Primorska 42 Ika, ground, floor)							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
1. Olsen, M., Zhao, J.: Handbook of Hospitality Strategic Management, Elsevier, 2008.						5 copies	
2. Ivanović, S., Ekonomika ugostiteljstva, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2012.						5 copies	
3. Hayes, K.D., Ninemeier, D.J, Upravljanje hotelskim poslovanjem, M plus, Zagreb, 2005.						5 copies	
4. Medlik, S., Ingram, H.: Hotelsko poslovanje, Golden marketing,						5 copies	

<sup>18</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Zagreb, 2002.

1.13. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process, *teaching* skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.

**General information**

Course instructor	Greta Krešić, PhD., Full Professor	
Name of the course	Food and nutrition	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2 <sup>nd</sup>	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	60 (30+0+30)

**1. COURSE DESCRIPTION**

1.1. *Course objectives*

The objective of the course is to enable student to recognize the differences regarding the composition, nutritional value, processing methods, safety and quality attributes within the food from plant and animal origin.

1.2. *Course enrolment requirements*

None.

1.3. *Expected learning outcomes*

It could be expected that after students pass the exam of course *Food and nutrition* they will be able to:

1. Describe the structure of nutrients
2. Explain the classification, functions and sources of nutrients in food from plant and animal origin
3. Compare methods of production and processing within selected food groups
4. Explain the specificity of selected food groups regarding their nutritional composition and methods of production and processing
5. Assess the quality and safety attributes of food that are important for their usage in tourism and hospitality

1.4. *Course content*

Food components (Proteins, Carbohydrates, Fats, Vitamins, Minerals, Water). Food preservation. Cereal and cereal products. Fruits and fruit products. Vegetables and vegetable products. Wine and alcoholic drinks. Beer. Meat, poultry and meat products. Milk and milk products. Eggs and egg products. Food safety.

1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> distance learning	<input type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other

1.6. *Comments*





1.7. <i>Student responsibilities</i>							
Regular attendance of lectures, seminar paper, project assignment and final exam.							
1.8. <i>Monitoring of student work<sup>19</sup></i>							
Class attendance	2	Class participation		Seminar paper	0,8	Experimental work	
Written exam	1	Oral exam		Essay		Research	
Project	0,7	Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>1. Vaclavik, V. A., Christian, E.W., Campbell, T. Essentials of Food Science, 5<sup>th</sup> Edition, Springer International Publishing., 2021.</li> <li>2. Vaclavik, V. A., Haynes, A. C., Devine, M. M. (2018). Dimensions of food, 8<sup>th</sup> Edition, New York: CRC Press, Taylor&amp;Francis Group.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>1. Piché, L., Sizer, F., Whitney, E. (2020). Nutrition: Concepts and Controversies, 5th Canadian Edition, Nelson Canada.</li> <li>2. Drummond, K. E., Brefere, L. M. (2016). Nutrition for Foodservice and Culinary Professionals, 9<sup>th</sup> Edition, Hoboken, New Jersey: John Wiley &amp; Sons.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Vaclavik, V. A., Haynes, A. C., Devine, M. M. (2018). Dimensions of food, New York: CRC Press, Taylor&Francis Group.					5		
Vaclavik, V. A., Haynes, A. C., Devine, M. M. (2018). Dimensions of food, 8 <sup>th</sup> Edition, New York: CRC Press, Taylor&Francis Group.					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>19</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Hrvoje Grofelnik, Ph.D., Assistant Professor	
Name of the course	Tourism Geography	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2 <sup>nd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Acquire basic knowledge about the natural and social specificities of tourism resources in geospace as a basis for understanding the processes in tourism valuing and sustainable development of the modern world.		
1.2. <i>Course enrolment requirements</i>		
None		
1.3. <i>Expected learning outcomes</i>		
Students will be able to:		
1. Identify the basic natural and social components of geospace.		
2. Describe the specifics of tourism resources in geospace.		
3. Analyse tourism regionalization and the global and national spatial distribution of tourism resources.		
4. Link the geographical specificities of the area (region) and their tourist value.		
5. Compose a seminar paper that will present the results of the analysis of the geographical specificities of the selected area and their valuing in tourism (case study).		
6. Present the seminar paper with the results of the analysis of the geographical specificities of the selected area and their valuing in tourism (case study).		
1.4. <i>Course content</i>		
Basic natural and social geographical components that make up tourism resources. Geographic tourist regions globally and nationally with identification of the spatial distribution of tourism resources. Geographic specificities of global and national space and their tourism resources and current possible valuation scenarios in tourism.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		



1.7. <i>Student responsibilities</i>							
Students' obligations are in accordance with the Ordinance on the introduction of the national numerical grading scale and the ECTS Scale Assessment of Student Success.							
1.8. <i>Monitoring of student work<sup>20</sup></i>							
Class attendance	1,0	Class participation		Seminar paper	0,8	Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Boniface, B. and Cooper, C. (2009). Worldwide Destinations, New York, Elsevier. 2. Hall, M.C. and Page, S.J. (2006). The Geography of Tourism and Recreation, New York, Routledge. 3. Lew, A. A., Hall, M.C. and Dallen, T. J. (2008). World Geography of Travel And Tourism: A Regional Approach, Oxford, Elsevier.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Williams, S. and Lew, A.A. (2014). Tourism Geography - Critical Understandings of Place, Space and Experience, London, Routledge. 2. Curić, Z., Glamuzina, N., Opačić, V. T. (2013). Geografija turizma – regionalni pregled, Zagreb, Naklada Ljevak. 3. Blažević, I., Knežević, R. (2006). Turistička geografija Hrvatske, Rijeka, Sveučilište u Rijeci - FMTU.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
1. Curić, Z., Glamuzina, N., Opačić, V. T. (2013). Geografija turizma – regionalni pregled, Zagreb, Naklada Ljevak.					30		
2. Blažević, I., Knežević, R. (2006). Turistička geografija Hrvatske, Rijeka, Sveučilište u Rijeci - FMTU.					30		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance							

<sup>20</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

General information		
Course instructor	Alenka Šuljić Petrc, PhD	
Name of the course	SECOND FOREIGN LANGUAGE– FRENCH LANGUAGE 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
The development of basic language competence at level A1. Developing language skills (listening and reading with understanding, speech and writing) as the basic assumptions for the acquisition of communication competences in the tourism profession in accordance with the expected learning outcomes.		
1.2. <i>Course enrolment requirements</i>		
No needed.		
1.3. <i>Expected learning outcomes</i>		
<p>After passing the exam in this course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. understand the words, phrases and sentences from the areas of most immediate personal relevance (e.g., information related to the immediate environment, education, job, etc.) and conversations in the hotel, restaurant and the tourist agency;</li> <li>2. read the selected simple texts from the fields of tourist professions (an ad for a position, the hotel's brochure, weather forecast, timetables, description of tourist destinations, types of tourism, with a particular focus on sustainable development, eco-tourism (classification in the France and Croatia), the travel program, special diet, recipe and etc.);</li> <li>3. on the basis of the texts ask and answer questions on topics from everyday life (for example, on topics relating to the local area, education, job, etc.) and from the area of the tourist trade, describe your education and work place and simulate conversations at the front desk, in the restaurant and in the tourist agency;</li> <li>4. write a short biography, compose a short program to travel, write and confirm the reservation of accommodation, write down notes and messages and fill out forms to personal data (for example, enter the name, nationality and address on a hotel registration form).</li> </ol>		
1.4. <i>Course content</i>		
Occupations in the tourism industry. Types of travel and transport. Travel planning. Tourist agency. Accommodation facilities in the tourism industry. Admissions Department. The talks in a travel agency, at the reception, in the hotel's household and in the restaurant. Types of tourism. Promotion of some tourist destinations.		



1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other					
1.6. <i>Comments</i>	This course is performed in the French language and is adapted to the beginner's level.						
1.7. <i>Student responsibilities</i>							
Students are expected to regularly attend classes, actively participate and to perform teaching duties.							
1.8. <i>Monitoring of student work</i> <sup>21</sup>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
- Perforis, J.-L. (2014). <i>Français.com</i> . Paris: CLE International/SEJER.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
- 1. Gregoire, M. & Thievenaz, O. (2017). <i>Grammaire progressive du français – Nouvelle édition: Livre debutant</i> . Paris: CLE International/SEJER.							
- 2. Calmy, A. (2004). <i>Le français du Tourisme</i> . Paris: Hachette.							
- 3. Laygues, A. & Coll, A. (2016). <i>Le français en contexte – Tourisme</i> Paris: Maison des langues. (selected texts)							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Perforis, J.-L. (2014). <i>Français.com</i> . Paris: CLE International/SEJER					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.							

<sup>21</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Iva Barić, prof.	
Name of the course	Second Foreign Language – German 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Objectives of the course are:		
<ol style="list-style-type: none"> <li>1. Training students to communicate in German with a particular emphasis on communication in tourism</li> <li>2. Knowledge of the cultural specificities of the German-speaking countries</li> <li>3. Improving students' learning strategies and social skills</li> </ol>		
1.2. <i>Course enrolment requirements</i>		
-		
1.3. <i>Expected learning outcomes</i>		
After passing the exam in this subject, the student will be able to:		
<ol style="list-style-type: none"> <li>1. Understand when listening and reading short and simple texts in the field of personal environment (family, education) and in the field of tourism (dialogues at the hotel and in the restaurant, hotel brochures, reservation)</li> <li>2. Produce short spoken texts in the field of personal environment and in the field of tourism (description of the hotel, dialogues in the hotel and in the restaurant)</li> <li>3. Participate in short and easy speech interaction (introducing, dialogues at the hotel and in the restaurant)</li> <li>4. Write short and simple texts (CV, reservation, booking confirmation)</li> <li>5. Compare aspects of one's own culture with those of German-speaking countries</li> <li>6. Use various language learning strategies</li> </ol>		
1.4. <i>Course content</i>		
Introducing and getting acquainted. Jobs in tourism. Hotel facilities and services. Communication at the reception (telephone reservation of the room, reception of the guest, giving information on hotel facilities and services, complaints, payment of bills) in the housekeeping department (complaints) and in the restaurant (reception of guests, ordering food and drinks, complaints).		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other



1.6. Comments							
1.7. Student responsibilities							
Class attendance, midterm exams, final exam							
1.8. Monitoring of student work <sup>22</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,8	Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
Blažević, N. (2014) Deutsch im Tourismus A1, Opatija: FMTU							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
-							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
Blažević, N. (2014) Deutsch im Tourismus A1, Opatija: FMTU						5	
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>22</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Dolores Miškulin, Ph.D., Associate Professor	
Name of the course	Second Foreign Language - Italian 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	3ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
Italian A1 is aimed at developing basic language competences at A1 level which include the exchange of basic information, asking questions and understanding the answers. Also, the objectives of this course are focused on the use of simple phrases and sentences, reading very short and simple texts related to the tourism profession as well as writing postcards or short messages.		
<b>1.2. Course enrolment requirements</b>		
None		
<b>1.3. Expected learning outcomes</b>		
After completing and passing the course, the student will be able to accomplish in Italian: 1. Recognize words, phrases and sentences from the area of immediate personal interest (eg information related to the immediate environment, education, work, etc.) and conversations in a hotel, restaurant and travel agency 2. Comment on selected simple texts from the field of tourism (job advertisement, hotel prospectus, weather forecast, timetable, description of tourist destination, types of tourism with special reference to sustainable development, eco tourism (classification in Italy and Croatia), travel program , menu, recipe, etc. 3. Create questions on topics from everyday life (eg on topics related to the immediate environment, education, work, etc.) and in the field of tourism 4. Describe your education and job 5. Design conversations at the reception, in a restaurant and in a travel agency 6. Compile a short CV, short travel program, accommodation reservation, notes and messages and fill in forms with personal data (eg enter name, citizenship and address in the hotel application form)		
<b>1.4. Course content</b>		
Occupations in tourism. Types of travel. Travel planning. Tourist agency. Accommodation facilities in tourism. Admissions Department. Hotel household. Food and Beverage Department. Talks at the travel agency, at the reception, in the hotel household and in the restaurant. Italian-speaking countries as tourist destinations.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other





1.6. Comments							
1.7. Student responsibilities							
<b>Students are expected to attend classes regularly, actively participate and fulfill their teaching obligations.</b>							
1.8. Monitoring of student work <sup>23</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
Miškulin, D. (2018). Talijanski u hotelijerstvu. Opatija: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (e-book)							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
Miškulin, D. (2018). Talijanski u hotelijerstvu. Opatija: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (e-book)					On Lumens		
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.							

<sup>23</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Sabina Hodžić, PhD., Associate Professor	
Name of the course	Public Finance	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	(30+0+30)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The objective of the course is to provide an insight into basic theoretical and scientific terms in the area of public finance, such as public revenues, public expenditures, public goods, budget and etc. In addition to the basic terms, students must be able to classify the basic categories and functions of public funding, understand the functioning the mechanisms and actively reflect on current fiscal issues. Therefore, students must also gain knowledge on functioning of public funding in the Republic of Croatia</p>		
1.2. <i>Course enrolment requirements</i>		
None.		
1.3. <i>Expected learning outcomes</i>		
<p>After passing the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. describe the characteristics of public finance, basic categories and functions</li> <li>2. classify public revenues and expenditures within fiscal mechanism</li> <li>3. analyse the impact of state budget on the economy</li> <li>4. present and establish goals and effects of taxation</li> </ol>		
1.4. <i>Course content</i>		
<p>Basic terms about public finance, categories and functions. The term fiscal system, elements of fiscal obligation, classification of fiscal policy. Mechanism of functioning of fiscal system and fiscal policy. Objectives and principles of fiscal involvement. The theories of fiscal involvement. Public revenues – types and structure. Public expenditures – types and structure. Effects of fiscal policy implementation – macroeconomic, microeconomic, fiscal evasion. Budget and budget policy. Pension and social security insurance in the Republic of Croatia. The financing of public needs in the Republic of Croatia. Financing the state by borrowing. The financing of local government units in the Republic of Croatia.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Class attendance (75%), individual assignments, seminar paper and presentation, mid-terms, final exam		



1.8. <i>Monitoring of student work</i> <sup>24</sup>							
Class attendance	2,0	Class participation		Seminar paper	1,5	Experimental work	
Written exam	1,0	Oral exam		Essay		Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Gruber, J. (2019). Public Finance and Public Policy. (6 <sup>th</sup> edition). Worth Publishers, Macmillian Learning. 2. Fisher, R. C. (2016). State and Local Public Finance. (4 <sup>th</sup> edition). Routledge Taylor & Francis Group. London and New York.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Rosen, H. S. (2014). Public finance. (10 <sup>th</sup> edition). McGraw-Hill Education, Maidenhead. 2. Tresch, R. (2014). Public finance – A Normative Theory. (3 <sup>rd</sup> edition). Academic Press, Elsevier.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Gruber, J. (2019). Public Finance and Public Policy. (6 <sup>th</sup> edition). Worth Publishers, Macmillian Learning.						5	
Fisher, R. C. (2016). State and Local Public Finance. (4 <sup>th</sup> edition). Routledge Taylor & Francis Group. London and New York.						5	
Rosen, H. S. (2014). Public finance. (10 <sup>th</sup> edition). McGraw-Hill Education, Maidenhead.						2	
Tresch, R. (2014). Public finance – A Normative Theory. (3 <sup>rd</sup> edition). Academic Press, Elsevier.						5	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>24</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Dragan Magaš, Ph.D., Full Professor with tenure	
Name of the course	Tourism Destination Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	30+0+30
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
The objectives of the course are to synthesize the management knowledge of complex structures such as tourist destinations, ie. tourist organizations based on the theoretical achievements of scientific analysis and current practice.		
1.2. <i>Course enrolment requirements</i>		
-		
1.3. <i>Expected learning outcomes</i>		
After passing the exam it is expected that the student will be able to:		
1. State and name the basic concepts of tourist destination and tourist destination management		
2. Explain, correlate and utilize knowledge related to the management of complex tourist destination systems and subsystems by interpreting public and profit functions and applying the guiding idea and competitive strategy, designing the supply, marketing and interest representation function in the destination		
3. Classify and generate management of tourist destination		
1.4. <i>Course content</i>		
Definition of tourist destination and management of tourist destination. Management of the tourist destination system. Public coordination functions and destination management. Destination management functions. Tourism management and tourism organization. Strategic planning and public roles. Organizing in a tourist destination. Organizational structure and public coordinating functions by levels.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Regular class attendance, preparation and verbal presentation of the seminar work, essay, final written exam.		



1.8. <i>Monitoring of student work</i> <sup>25</sup>							
Class attendance	2	Class participation		Seminar paper	0,8	Experimental work	
Written exam	1	Oral exam		Essay	0,7	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Ryan, C. (2020). <i>Advanced Introduction to Tourism Destination Management</i>. Elgar, UK.</li> <li>Peterson. D. (2016). <i>Tourism Development and Destination Management</i>. Clarye International. New York</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Tourism Destination Management – Instruments, Products and Case Studies. – special issue- (2019). Springer, Switzerland.</li> <li>Tourism Destination Management.- special issue- (2019). MDPI, Switzerland.</li> <li>Mason, P. (2016). <i>Tourism impact, planning and management</i>. Routledge. New York</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
<i>Ryan, C. (2020). Advanced Introduction to Tourism Destination Management. Elgar, UK.</i>					5		
<i>Peterson. D. (2016). Tourism Development and Destination Management. Clarye International. New York</i>					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>25</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Ana-Marija Vrtodušić Hrgović, Ph.D., Associate Professor	
Name of the course	Quality Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Introduce students to the theory and principles of the quality management system and enable to plan the activities in the implementation of the quality management system.		
1.2. <i>Course enrolment requirements</i>		
There are no special requirements.		
1.3. <i>Expected learning outcomes</i>		
After successful completion of the course students will be able to:		
1. interpret quality management theory (TQM)		
2. suggest and explain the activities necessary for the implementation of the quality management system in accordance with the requirements of ISO 9001: 2015 in organization		
3. demonstrate the implementation of quality management systems for tourist destinations (IQM)		
4. describe and explain the motives for the implementation of the quality system in organizations and tourist destinations		
5. analyse the results of the quality management system implementation		
1.4. <i>Course content</i>		
Quality theory – concept and development. Quality gurus. The concept and significance of TQM. TQM principles. Standardization of quality management systems. Quality management system - ISO 9001: 2015. Risk management. Quality System Audit. Internal audit. TQM implementation results. Quality management tools. Quality management in the service sector. Standards and quality labels in tourism and hospitality industry. Integrated Quality Management (IQM). Measuring and evaluating quality and sustainability of a tourist destination.		
1.5. <i>Manner of instruction</i>	X lectures X seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	X individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories X mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Class attendance, project, final exam		



1.8. <i>Monitoring of student work</i> <sup>26</sup>							
Class attendance	2,0	Class participation		Seminar paper		Experimental work	
Written exam	1,0	Oral exam		Essay		Research	
Project	1,5	Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students' work during classes and at the final exam is conducted in accordance with the FMTU Student Assessment Regulations. For each course, a detailed performance curriculum is created to coordinate activities, student workload, learning outcomes and assessment methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Oakland, J.S. (2014). Total Quality Management and Operational Excellence- text with cases, Fourth Edition. London, New York: Routledge Taylor and Francis Group							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Defeo, J.A. (2016). Juran's Quality Handbook: The Complete Guide to Performance Excellence, Seventh Edition 7th Edition, McGraw-Hill Education							
2. World Tourism Organization (2017). Practical Guidelines for Integrated Quality Management in Tourism Destinations. Madrid: UNWTO.							
3. Bagdan, P.J. (2019). Guest Service in the Hospitality Industry, 2nd edition, Kendall Hunt Publishing							
4. ISO 9001:2015 Quality management systems — Requirements (2016) sixth edition. Zagreb: Croatian Standards Institute.							
5. ISO 9000:2015 Quality management systems — Fundamentals and vocabulary (2016) sixth edition. Zagreb: Croatian Standards Institute							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
Title					Number of copies	Number of students	
Oakland, J.S. (2014). Total Quality Management and Operational Excellence- text with cases, Fourth Edition. London, New York: Routledge Taylor and Francis Group					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management							

<sup>26</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information							
Course instructor	Greta Krešić, PhD., Full Professor						
Name of the course	Dietary Trends						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	compulsory						
Year of study	3 <sup>rd</sup>						
ECTS credits and manner of instruction	ECTS credits			6			
	Number of class hours (L+E+S)			60 (30+0+30)			
1. COURSE DESCRIPTION							
1.1. <i>Course objectives</i>							
Make students competent to define and describe current dietary trends and possibilities of its implementation in hospitality. Analyse the characteristics of foods with higher biological value, eco-food and special dietary regimes.							
1.2. <i>Course enrolment requirements</i>							
Passed exam of course Food and nutrition							
1.3. <i>Expected learning outcomes</i>							
When students pass exam of course <i>Dietary trends</i> , they will be able to:							
<ol style="list-style-type: none"> <li>1. Recognize and describe current dietary trends.</li> <li>2. Interpret the specificities of a particular trend.</li> <li>3. Analyse possibility of current dietary trends implementation in the hospitality and suggest innovative solutions for improving the hospitality offer.</li> </ol>							
1.4. <i>Course content</i>							
History of nutrition. Modern nutrition. Current dietary trends. Providing information about food. Functional food. GMO and food. Eco food. Special meat-restricted dietary regimes: Mediterranean diet, Vegetarian diet, Macrobiotics, Nutrition and religion. Sustainable nutrition. Trends in food processing.							
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Regular attendance of lectures, seminar paper, essay and final exam.							
1.8. <i>Monitoring of student work</i> <sup>27</sup>							
Class attendance	2	Class participation		Seminar paper	1	Experimental work	

<sup>27</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Written exam	1	Oral exam		Essay	0,5	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

1. Rani, V., Yadav, U.C.S. Functional Food and Human Health, Springer Verlag, 2018.
2. Preedy, V. R. & Watson, R. R. The Mediterranean Diet – An Evidence-Based Approach. Academic Press, 2020.
3. Piché, L., Sizer, F., Whitney, E. Nutrition: Concepts and Controversies, 5th Canadian edition, Nelson Canada.2020
4. Craig, J. Vegetarian Nutrition and Wellness, CRC Press, 2018.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. FAO i WHO Sustainable healthy diets: guiding principles. Rim: FAO i WHO, 2019.
2. Drummond, K. E., Brefere, L. M. (2016). Nutrition for Foodservice and Culinary Professionals, 9th Edition, Hoboken, New Jersey: John Wiley & Sons.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Rani, V., Yadav, U.C.S. Functional Food and Human Health, Springer Verlag, 2018.	5	
Preedy, V. R. & Watson, R. R. The Mediterranean Diet – An Evidence-Based Approach. Academic Press, 2020	5	
Piché, L., Sizer, F., Whitney, E. Nutrition: Concepts and Controversies, 5th Canadian edition, Nelson Canada.2020	5	
Craig, J. Vegetarian Nutrition and Wellness, CRC Press, 2018		

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Iva Barić, prof.	
Name of the course	Second Foreign Language – German 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Objectives of the course are:		
<ol style="list-style-type: none"> <li>1. Training students to communicate in German with a particular emphasis on communication in tourism</li> <li>2. Knowledge of the cultural specificities of the German-speaking countries</li> <li>3. Improving students' learning strategies and social skills</li> </ol>		
1.2. <i>Course enrolment requirements</i>		
-		
1.3. <i>Expected learning outcomes</i>		
After passing the exam in this course, the student will be able to:		
<ol style="list-style-type: none"> <li>1. Understand and read short and simple texts in the field of tourism (dialogues at the hotel, restaurant and tourist agency, description of the tourist destination, travel program, cook recipe, business letter)</li> <li>2. Produce short spoken texts in the field of tourism (dialogues at the hotel, restaurant and travel agency, business talks)</li> <li>3. Participate in short and easy speaking interaction (presentation, meeting dialogues at the hotel, restaurant and travel agency, business talks)</li> <li>4. Write short and simple texts (business letters and travel program)</li> <li>5. Compare aspects of one's own culture and cultures of German-speaking countries</li> <li>6. Use different learning strategies</li> </ol>		
1.4. <i>Course content</i>		
Holidays and celebrations. Tourist resort. Cultural and historical monuments in a tourist resort. Tour operators and travel agencies. Travel program. Croatia as a tourist destination and the most famous tourist destinations in Croatia. Croatian cuisine. Business communication (business interview, inquiry, offer, reservation).		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Class attendance, midterm exams, final exam		



1.8. <i>Monitoring of student work<sup>28</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,8	Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Blažević, N. (2020) Deutsch im Tourismus A2 (e-book)							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
-							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Blažević, N. (2020) Deutsch im Tourismus A2 (e-book is available online)							
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>28</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Dolores Miškulin, Ph.D., Associate Professor	
Name of the course	Second Foreign Language - Italian 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
Italian 2 is aimed at developing basic language competences at the A2 level that include understanding the time system as well as talking about oneself and one's past. Also, the objectives of this course are aimed at the written transmission of basic information to describe in simple terms yourself, your family, living conditions and the like and to develop language skills as a prerequisite for acquiring communication competence in the tourism profession.		
<b>1.2. Course enrolment requirements</b>		
Passes Italian 1 course and exam		
<b>1.3. Expected learning outcomes</b>		
After completing and passing the course, the student will be able to accomplish in Italian: -Recognize words, phrases and sentences from texts that are processed during classes -Comment on selected simple texts from the field of tourism (hotel brochure, description of the tourist destination, travel program, recipe, business letter, etc.) -Create questions on topics in the field of tourism (eg on topics related to trends in tourism, ecology in tourism, hotel facilities and services, Croatia as a tourist destination, entertainment in the hotel and tourist place, complaints) -Design conversations in a hotel and travel agency, and simple business conversations -Compose a simple business letter (inquiry, offer, reservation) and compile a short travel program		
<b>1.4. Course content</b>		
Trends in tourism. Travel organizers. Travel program. Types of hotels. Hotel categorization. Hotel facilities and services. Croatia as a tourist destination. Cultural and historical heritage of Croatia. Fun in the hotel and tourist resort. Complaints. Business communication.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
<b>Students are expected to attend classes regularly, actively participate and fulfill their teaching obligations.</b>		
<b>1.8. Monitoring of student work<sup>29</sup></b>		

<sup>29</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Miškulin, D. (2009). L'italiano per il turismo e l'industria alberghiera 1. Zagreb: Školska knjiga.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Miškulin, D. (2009). L'italiano per il turismo e l'industria alberghiera 1. Zagreb: Školska knjiga.	15	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.



General information		
Course instructor	Alenka Šuljić Petrc, PhD	
Name of the course	SECOND FOREIGN LANGUAGE– FRENCH LANGUAGE 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
French 2 is aimed at developing core A2-level language competences that include understanding the system of time as well as talking about oneself and your past. In addition, the objectives of this subject focus on the written transfer of basic information in simple terms to describe oneself, one's family, living conditions, and to develop language skills as prerequisites for acquiring communication competence in the tourism profession.		
<b>1.2. Course enrolment requirements</b>		
Passed course French 1.		
<b>1.3. Expected learning outcomes</b>		
After passing the exam in this course the student will be able to:		
1. Recognize words, phrases and sentences from texts that are processed during class		
2. Create questions on topics in the field of tourism profession (e.g. topics related to trends in tourism, ecology in tourism, hotel facilities and services, Croatia as a tourist destination, entertainment in a hotel and tourist place, receding)		
3. Compile a simple business letter (inquiry, offer, reservation) and draw up a short travel program		
<b>1.4. Course content</b>		
Trends in tourism. Tour planners. It's a travel program. Types of hotels. Categorization of the hotel. Hotel facilities and services. Croatia as a tourist destination. Cultural and historical heritage of Croatia. Entertainment in a hotel and tourist resort. Complaint. Business communication.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Students are expected to regularly attend classes, actively participate and to perform teaching duties.		
<b>1.8. Monitoring of student work<sup>30</sup></b>		

<sup>30</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

- Corbeau, S., Dubois, C. & Perforis, J.-L. (2004). *Tourisme.com*. Paris: CLE International/SEJER.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

- 1. Gregoire, M. & Thievenaz, O. (2017). *Grammaire progressive du français – Nouvelle edition: Livre debutant*. Paris: CLE International/SEJER.
- 2. Calmy, A. (2004). *Le français du Tourisme*. Paris: Hachette.
- 3. Laygues, A. & Coll, A. (2016). *Le français en contexte – Tourisme Paris: Maison des langues*. (selected texts)

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Corbeau, S., Dubois, C. & Perforis, J.-L. (2004). <i>Tourisme.com</i> . Paris: CLE International/SEJER.	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.



General information							
Course instructor	Kristina Črnjar, Ph.D., Associate Professor						
Name of the course	Managerial Skills						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	3 <sup>rd</sup>						
ECTS credits and manner of instruction	ECTS credits			3 ECTS			
	Number of class hours (L+E+S)			30 (15+0+15)			
1. COURSE DESCRIPTION							
1.1. <i>Course objectives</i>							
The main aim of this course is to familiarize with managerial skills, techniques and tools available to contemporary managers in their effort to directly contribute to problem solving and main challenges that are put in front of them in environment of rapid and continuous changes.							
1.2. <i>Course enrolment requirements</i>							
None.							
1.3. <i>Expected learning outcomes</i>							
After passing this exam, students will be able to:							
<ol style="list-style-type: none"> <li>1. Properly interpret managerial skills, techniques and tools</li> <li>2. Apply managerial skills in problem solving within the company</li> <li>3. Identify, argue and propose solutions to problems arising from employee mismanagement</li> </ol>							
1.4. <i>Course content</i>							
General managerial skills and time management. Objective management. The art of delegation. Interpersonal and communication skills. Negotiation skills. Team management. Conflict management. Change management. Diversity management. Management systems, approaches, techniques and tools. Intercultural management.							
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Arising from monitoring student's work and their engagement at course.							
1.8. <i>Monitoring of student work</i> <sup>31</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project	0,8	Continuous	0,8	Report		Practical work	

<sup>31</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





	assessment					
Portfolio						
<i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>						
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.						
<i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i>						
Whetten, D. A., Cameron, K. S., Developing Management Skills, 9th edition, Pearson Prentice Hall, Upper Saddle River, NJ, 2016.						
<i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i>						
Robbins, S. P., Hunsaker, P. L., Training in Interpersonal Skills – TIPS for Managing People at Work, 6th Edition, Pearson Prentice Hall, Upper Saddle River, NJ, 2012. Hunsaker, P. L., Management – A Skills Approach, 2nd edition, Pearson Prentice Hall, Upper Saddle River, NJ, 2005. Ritvo, R. A., Litwin, A. H., Butler, L., Managing in the Age of Change – Essential Skills to Manage Today's Diverse Workforce, Irwin, Burr Ridge, 1995.						
<i>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</i>						
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>
Whetten, D. A., Cameron, K. S., Developing Management Skills, 9th edition, Pearson Prentice Hall, Upper Saddle River, NJ, 2016.					5	
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>						
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.						



General information		
Course instructor	Daniela Gračan, Ph.D., Full Professor	
Name of the course	Business Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS student 's workload coefficient	3 ECTS
	Number of hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Objective of the course is to establish and demonstrate the importance of the development of business tourism in the Republic of Croatia, and to point out the contribution of business tourism in total tourism. Based on the conceptual-theoretical framework, goal is to set the strategic business development for business tourism in the Republic of Croatia.		
1.2. <i>Course enrolment requirements</i>		
No requirements.		
1.3. <i>Expected learning outcomes</i>		
After certain period of studying, the students will be able to: <ol style="list-style-type: none"> <li>1. Recognize (cite, describe) and correctly interpret the basic concepts of business tourism.</li> <li>2. identify and describe business tourism resources.</li> <li>3. Analyse (differentiate) individual forms of business tourism.</li> <li>4. Conduct and interpret research tasks in the field of business tourism.</li> <li>5. Propose innovative solutions in the field of business tourism.</li> </ol>		
1.4. <i>Course content</i>		
Theoretical determinants of business tourism: conceptual definition, developmental features, presentation of global business tourism development, special features and constructive elements of business tourism. Trends in business tourism: sociological, technological, ethical and environmental trends of business tourism. Business tourism in Croatia: quantitative and qualitative analysis of the present state of business tourism in the Republic of Croatia, strategy for the development of business tourism in the Republic of Croatia.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Active participation in lectures, follow up of topical literature, preparation of a presentation on a given topic, exams and final exam.		



1.8. *Monitoring of student work<sup>32</sup>*

Class attendance	1	Class participation		Seminar paper	0,5	Experimental work	
Written exam	0,4	Oral exam		Essay	0,3	Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							

1.9. *Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

1.10. *Mandatory literature (at the time of submission of study programme proposal)*

- Davidson, R. (2019). *Business Events*, Second Edition. NY: Routledge
- Rogers, T. i Davidson, R. (2016). *Marketing Destinations and Venues for Conferences, Conventions and Business Events*, Second edition. New York: Routledge

1.11. *Optional/additional literature (at the time of submission of the study programme proposal)*

- Fenich, G. G. (2015). *Meetings, Expositions, Events & Conventions: An Introduction to the Industry*, Edition 4, Pearson
- Gračan, D., Barkidija Sotošek, M., Matošević, R. (2019). *New Trends and Requirements of Business Tourism Markets*. 13th International Conference on New Challenges in Management and Business. Dubai, p. 27-27.
- Barkidija Sotošek, M. (2020). *Relevant Factors Influencing Convention Attendees' Behavioural Intentions - Literature Review*. 53rd International Scientific Conference on Economic and Social Development, pp. 201–212.
- Gračan, D., Barkidija, M., Dugandžić, A. (2016). *An Exploratory Study of Environmental Awareness in Business Tourism*. 23th Biennial International Congress Tourism & Hospitality Industry 2016, pp. 53–65.

1.12. *Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Davidson, R. (2019). <i>Business Events</i> , Second Edition. NY: Routledge	5	
Rogers, T. i Davidson, R. (2016). <i>Marketing Destinations and Venues for Conferences, Conventions and Business Events</i> , Second edition. New York: Routledge	5	

1.13. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

<sup>32</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Adriana Jelušić, Associate Professor	
Name of the course	Health Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Course objectives are: a) to present an overview of Health Tourism towards understanding Health Tourism in all its dimensions; b) to present Health Tourism in Terms of Service Industry and Analysing Various Effects and c) to summarize Trends and Future of Health Tourism in Europe and Croatia.		
1.2. <i>Course enrolment requirements</i>		
No requirements		
1.3. <i>Expected learning outcomes</i>		
After completing this course the student should be able to:		
<ul style="list-style-type: none"> <li>• Understand and explain the specifics of Health Tourism (definition, segments etc.)</li> <li>• Explain the differences of demand and supply side of Health Tourism market.</li> <li>• Understand and evaluate Health Tourism facilities.</li> <li>• Understand basic elements of Health insurance and Health systems governance.</li> <li>• Describe and evaluate Health Tourism in Croatia.</li> </ul>		
1.4. <i>Course content</i>		
Health tourism introduction. Historical development of the health tourism in the world, EU and Croatia. Health tourism definition. Spa, wellness and medical treatments. International and regional development of the health tourism. Demand side of the health tourism. Supply side of the health tourism. Accreditation and marketing in the health tourism. Health economics; public and private organisation of the health care. Economic effects of the health tourism. Medical insurance and health care systems. Health tourism in Croatia and EU. Future of the health tourism.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
The final grade from Health Tourism is based primarily on the knowledge that students show during the teaching activities and on the written part of the exam. Students should regularly participate in the activities during the semester of the course through: a) an independent presentation on the example of a single destination or service; b) team work on a define example-team work for 3-4 students.		



1.8. <i>Monitoring of student work</i> <sup>33</sup>							
Class attendance	<b>1</b>	Class participation	<b>0,2</b>	Seminar paper	<b>0,2</b>	Experimental work	
Written exam	<b>0,4</b>	Oral exam		Essay	<b>0,4</b>	Research	
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Smith, M., Puczko, L: Health, Tourism and Hospitality: Spas, wellness and medical travel, Routledge, 2014.							
1. Smith, M., Puczko, L: Health and Wellness Tourism, Butterworth-Heinemann, 2009.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Mossialos, E., Permanand, G., Baeten, R. & Hervey, T.K. (2010). Health Systems Governance in Europe. New York: Cambridge University Press.							
2. Kay Smith M. & Puczko L. (2017). The Routledge Handbook of Health Tourism. London, New York: Routledge.							
1. Botterill, D., Pennings, G. & Mainil, T. (2013). Medical Tourism and Transnational Health Care. London: Palgrave Macmillan.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
Title				Title		Title	
Smith, M., Puczko, L: Health, Tourism and Hospitality: Spas, wellness and medical travel, Routledge, 2014.				5			
Smith, M., Puczko, L: Health and Wellness Tourism, Butterworth-Heinemann, 2009.				5			
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							

<sup>33</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Ljubica Pilepić Stifanich, PhD, Associate Professor	
Name of the course	Information Systems Security	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
To enable students to understand information systems security issues, resulting from the dependence of business systems on communication and business contents. The course focuses on end users in a networked environment and deals with major threats, security risks, weaknesses and preventative measures, and information systems protection.		
<b>1.2. Course enrolment requirements</b>		
-		
<b>1.3. Expected learning outcomes</b>		
After successfully completing the course, students will be able to: <ul style="list-style-type: none"> <li>• Detect and explain basic failures in information systems security (potential system weaknesses).</li> <li>• Research and analyse various types of system attacks.</li> <li>• Classify and compare protection methods for reinforcing individual segments of IS security systems.</li> <li>• Use different methods and techniques to test the security of networked systems.</li> <li>• Apply acquired informatics knowledge and skills to prevent breaches of user privacy and increase their level of ethics in Internet usage.</li> </ul>		
<b>1.4. Course content</b>		
Potential causes of impaired information systems security and security requirements; Cryptography; Security mechanisms and control procedures; Firewall and intrusion detection systems; Organisational and legal methods of protection, Social aspect of security; Malware and antivirus software; Ethical hacking; Internet/Cyber security; Data backup; Document protection; Online protection; Social media and security; Deep and Dark Web.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Students are required to attend classes, prepare and present seminar papers, work in teams, and sit for preliminary and final exams.		



1.8. <i>Monitoring of student work</i> <sup>34</sup>							
Class attendance	<b>1</b>	Class participation		Seminar paper	<b>0,8</b>	Experimental work	
Written exam	<b>0,4</b>	Oral exam		Essay		Research	
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>2. Taylor, A., Alexander, D., Finch, A., Sutton, D. (2020). Information Security Management Principles, Third edition. UK: BCS Learning &amp; Development.</li> <li>3. Kim, D. &amp; Solomon, M.G. (2017). Fundamentals of Information Systems Security. Third edition. USA: Jones &amp; Bartlett Learning.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>2. Harwood, M. (2016). Internet Security: How to Defend Against Attackers on the Web. Second Edition. USA: Jones &amp; Bartlett Learning.</li> <li>3. Whitman, M., Mattord, H. (2017). Principles of Information Security. Sixth edition. USA: Cengage Learning.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Taylor, A., Alexander, D., Finch, A., Sutton, D. (2020). Information Security Management Principles, Third edition. UK: BCS Learning & Development						5	
Kim, D. & Solomon, M.G. (2017). Fundamentals of Information Systems Security. Third edition. USA: Jones & Bartlett Learning.						5	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>34</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Alenka Šuljić Petrc, PhD	
Name of the course	FRANCAIS GASTRONOMIQUE	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Developing basic linguistic and cultural competences for the purposes of communicating in gastronomy. Developing linguistic skills (reading comprehension, speaking and writing skills) at a basic level, adapted for the gastronomy industry.		
1.2. <i>Course enrolment requirements</i>		
No needed.		
1.3. <i>Expected learning outcomes</i>		
After passing the exam it is expected that the student will be able to:		
<ol style="list-style-type: none"> <li>1. Orally introduce themselves, another person and describe their job.</li> <li>2. Orally and in writing describe groceries and different ways of preparing food.</li> <li>3. Understand simple recipes and reproduce them orally and in writing.</li> <li>4. Put together a breakfast menu.</li> <li>5. In writing, put together a meat and fish menu for their choice for lunch and dinner.</li> <li>6. Have a simple conversation about Croatian gastronomy and well-known Croatian wines.</li> <li>7. Have a simple conversation about simple menus, healthy diet and sports nutrition</li> </ol>		
1.4. <i>Course content</i>		
First contacts: introduce yourself, say hello, introduce a third person, and describe the work place. Kitchen: equipment, culinary Brigade. Types of foods: vegetables, meats, fish, shellfish, fruit and their preparation. Daily meals: breakfast (types), lunch, dinner (choice of meat and fish menus. Bakery products. Sweets. Wine. Menus, healthy diet and sports nutrition. A short cross-section of Croatian cuisine.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>	This course is performed in the French language and is adapted to the beginner's level.	
1.7. <i>Student responsibilities</i>		
Students are expected to regularly attend classes, actively participate and perform teaching duties.		





1.8. <i>Monitoring of student work</i> <sup>35</sup>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Cholvy, J., <i>En cuisine !</i> , CLE International, 2017							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Corbeau, S., Dubois, Ch., Perforis, J.-L., Semichon, L., <i>Hôtellerie-restauration.com</i> , CLE International/SEJER, Paris, 2006							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Cholvy, J., <i>En cuisine !</i> , CLE International, 2017						5	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.							

<sup>35</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Jelena Đurkin Badurina, PhD, Assistant Professor	
Name of the course	Management of Culture and Art Institutions	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	15+0+15
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The aim of the course is to train students for the development and management of cultural and art institutions in the context of contemporary tourism development. Through the theoretical background related to culture, art, institutions of culture and art, as well as the basics of project management, the course will introduce students to the challenges of the management of the institutions in the field of culture and art, and management of culture and art projects in the context of tourism and destination management.</p>		
1.2. <i>Course enrolment requirements</i>		
1.3. <i>Expected learning outcomes</i>		
<ol style="list-style-type: none"> <li>1. Explain key concepts related to culture, art and institutions of culture and art</li> <li>2. Explain key concepts related to general management and project management</li> <li>3. Assess the importance of project management for cultural and arts institutions</li> <li>4. Correlate the cultural and art institutions and tourism through the cultural tourism offer and the system of experiences</li> <li>5. Develop own project idea to create new tourist offer based on culture in chosen destination</li> </ol>		
1.4. <i>Course content</i>		
<p>Theoretical and methodological definition of management and manager/ Theoretical and methodological definition of project and project management/ Culture and art/Institutions of culture and art/ Linking non-profit sector, culture and commercialisation/ Culture, tourism and cultural tourism/ Global and EU context of culture and cultural tourism/ Destinations of culture and creative tourism/ System of experiences for culture and art/ European Capitals of Culture</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
<p>Full-time students are required to attend lectures and seminars (75% attendance at classes). All students are required to have minimum of 35% during the semester, and the activities through which they can obtain the required percentages are: continuous assessment (2 midterm examinations), class</p>		



participation, and drafting and presenting a project assignment. In order to successfully pass the course, students are required to take the final exam and earn a minimum of 50%.							
1.8. <i>Monitoring of student work</i> <sup>36</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project	0,8	Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>1. Project Management Institute, A Guide to the Project management Body of Knowledge (PMBOK Guide), Sixth Edition, Project Management Institute, 2017.</li> <li>2. Gržinić, J.; Vodeb, K., Cultural tourism and destination impacts, University Juraj Dobrila Pula, 2015.</li> <li>3. Stylianou-Lambert, T.; Boukas, N.; Christodoulou-Yerali, M., Museums and cultural sustainability: stakeholders, forces, and cultural policies, International Journal of Cultural Policy Volume 20, Issue 5, 2014 , pp. 566-587.</li> <li>4. Pine, J.; Gilmore, J. H. The experience economy: past, present and future, in: Sundbo, J. and Sørensen, F. (ed.), <a href="#">Handbook on the Experience Economy</a>, Edward Elgar Publishing, 2013, pp 21-44.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>1. Đurkin, J.; Perić, M.; Kljaić Šebrek, J. Addressing organisational challenges of cultural tourism in rural areas through community-based tourism model, Proceedings of Tourism in South East Europe conference, University of Rijeka, Faculty of Tourism &amp; Hospitality Management, 2017, pp 145-157.</li> <li>2. Bakhshi , H.; Throsby, D., New technologies in cultural institutions: theory, evidence and policy implications, International Journal of Cultural Policy, 2012, Volume 18, Issue 2, pp 205-222</li> <li>3. Rius-Ulldemolins, J. The rise of the hybrid model of art museums and cultural institutions. The case of Barcelona, Museum Management and Curatorship, 2016, Volume 31, Issue 2, pp. 178-192.</li> <li>4. UNESCO, Managing Cultural World Heritage, Pariz: UNESCO/ ICCROM / ICOMOS / IUCN, 2013.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Project Management Institute, A Guide to the Project management Body of Knowledge (PMBOK Guide), Sixth Edition, Project Management Institute, 2017.						5	

<sup>36</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Gržinić, J.; Vodeb, K., Cultural tourism and destination impacts, University Juraj Dobrila Pula, 2015.	5	
Stylianou-Lambert, T.; Boukas, N.; Christodoulou-Yerali, M., Museums and cultural sustainability: stakeholders, forces, and cultural policies, International Journal of Cultural Policy Volume 20, Issue 5, 2014 , pp. 566-587.	5	
Pine, J.; Gilmore, J. H. The experience economy: past, present and future, in: Sundbo, J. and Sørensen, F. (ed.), <a href="#">Handbook on the Experience Economy</a> , Edward Elgar Publishing, 2013, pp 21-44.	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Iva Barić, prof.	
Name of the course	Third Foreign Language – German 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	15+0+15
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Training students to communicate in German in the field of tourism at B1 level of the Common European Framework of Reference for Languages and introducing students to the cultural specificities of German-speaking countries		
1.2. <i>Course enrolment requirements</i>		
None.		
1.3. <i>Expected learning outcomes</i>		
After completing and passing the course, the student will in German be able:		
1. Understand the meaning of longer and medium complex texts in the field of tourism professions (education, work, dialogues in hotel and restaurant, hotel brochure, reservation) when listening and reading		
2. Present longer and medium complex texts from the field of tourism (education, work, description accommodation facilities, dialogues in a hotel, restaurant and travel agency, travel program)		
3. Write medium-long and medium-complex texts (curriculum vitae, reservation, reservation confirmation, travel program)		
4. Compare certain aspects of one's own culture and the cultures of German-speaking countries		
1.4. <i>Course content</i>		
Occupations in tourism. Travel planning. Motives and types of travel. Tourist agency. Accommodation facilities in tourism. Reception. Hotel household. Food and Beverage Department. Dialogues at a travel agency, at a reception, in the hotel household and in the restaurant. German-speaking countries as tourist destinations.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Regular class attendance, final exam.		



1.8. <i>Monitoring of student work<sup>37</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,8	Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of student work during classes and at the final exam is carried in accordance with the Book of regulations on students' assessment of the FTMM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Blažević, N. (2020). Gute Reise 1. Zagreb: Školska knjiga.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
Title							
Blažević, N. (2020). Gute Reise 1. Zagreb: Školska knjiga.							
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.							

<sup>37</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Dolores Miškulin, Ph.D., Associate Professor	
Name of the course	Third Foreign Language - Italian 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>Italian A1 is aimed at developing basic language competences at A1 level which include the exchange of basic information, asking questions and understanding the answers. Also, the objectives of this course are focused on the use of simple phrases and sentences, reading very short and simple texts related to the tourism profession as well as writing postcards or short messages.</p>		
1.2. <i>Course enrolment requirements</i>		
None		
1.3. <i>Expected learning outcomes</i>		
<p>After completing and passing the course, the student will be able to accomplish in Italian:</p> <ol style="list-style-type: none"> <li>1. Recognize words, phrases and sentences from the area of immediate personal interest (eg information related to the immediate environment, education, work, etc.) and conversations in a hotel, restaurant and travel agency</li> <li>2. Comment on selected simple texts from the field of tourism (job advertisement, hotel prospectus, weather forecast, timetable, description of tourist destination, types of tourism with special reference to sustainable development, eco tourism (classification in Italy and Croatia), travel program, menu, recipe, etc.</li> <li>3. Create questions on topics from everyday life (eg on topics related to the immediate environment, education, work, etc.) and in the field of tourism</li> <li>4. Describe your education and job</li> <li>5. Design conversations at the reception, in a restaurant and in a travel agency</li> <li>6. Compile a short CV, short travel program, accommodation reservation, notes and messages and fill in forms with personal data (eg enter name, citizenship and address in the hotel application form)</li> </ol>		
1.4. <i>Course content</i>		
Occupations in tourism. Types of travel. Travel planning. Tourist agency. Accommodation facilities in tourism. Admissions Department. Hotel household. Food and Beverage Department. Talks at the travel agency, at the reception, in the hotel household and in the restaurant. Italian-speaking countries as tourist destinations.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Students are expected to attend classes regularly, actively participate and fulfill their teaching obligations.		



1.8. <i>Monitoring of student work<sup>38</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Miškulin, D. (2018). Talijanski u hotelijerstvu. Opatija: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (e-book)							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Miškulin, D. (2018). Talijanski u hotelijerstvu. Opatija: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (e-book)						<i>On Lumens</i>	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.							

<sup>38</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





General information		
Course instructor	Alenka Šuljić Petrc, PhD	
Name of the course	THIRD FOREIGN LANGUAGE– FRENCH LANGUAGE 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 15+15+0
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
The development of basic language competence at level A1. Developing language skills (listening and reading with understanding, speech and writing) as the basic assumptions for the acquisition of communication competences in the tourism profession in accordance with the expected learning outcomes.		
1.2. <i>Course enrolment requirements</i>		
No needed.		
1.3. <i>Expected learning outcomes</i>		
After passing the exam in this course the student will be able to: 1. understand the words, phrases and sentences from the areas of most immediate personal relevance (e.g., information related to the immediate environment, education, job, etc.) and conversations in the hotel, restaurant and the tourist agency; 2. read the selected simple texts from the fields of tourist professions (an ad for a position, the hotel's brochure, weather forecast, timetables, description of tourist destinations, types of tourism, with a particular focus on sustainable development, eco-tourism (classification in the France and Croatia), the travel program, special diet, recipe and etc.); 3. on the basis of the texts ask and answer questions on topics from everyday life (for example, on topics relating to the local area, education, job, etc.) and from the area of the tourist trade, describe your education and work place and simulate conversations at the front desk, in the restaurant and in the tourist agency; 4. write a short biography, compose a short program to travel, write and confirm the reservation of accommodation, write down notes and messages and fill out forms to personal data (for example, enter the name, nationality and address on a hotel registration form).		
1.4. <i>Course content</i>		
Occupations in the tourism industry. Types of travel and transport. Travel planning. Tourist agency. Accommodation facilities in the tourism industry. Admissions Department. The talks in a travel agency, at the reception, in the hotel's household and in the restaurant. Types of tourism. Promotion of some tourist destinations.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>	This course is performed in the French language and is adapted to the beginner's level.	



1.7. <i>Student responsibilities</i>							
Students are expected to regularly attend classes, active participation and to perform teaching duties.							
1.8. <i>Monitoring of student work</i> <sup>39</sup>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
- Perforis, J.-L. (2014). <i>Français.com</i> . Paris: CLE International/SEJER.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
- 1. Gregoire, M. & Thievenaz, O. (2017). <i>Grammaire progressive du français – Nouvelle édition: Livre debutant</i> . Paris: CLE International/SEJER.							
- 2. Calmy, A. (2004). <i>Le français du Tourisme</i> . Paris: Hachette.							
- 3. Laygues, A. & Coll, A. (2016). <i>Le français en contexte – Tourisme</i> Paris: Maison des langues. (selected texts)							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
Title					Number of copies	Number of students	
- Perforis, J.-L. (2014). <i>Français.com</i> . Paris: CLE International/SEJER.					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.							

<sup>39</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Brigita Bosnar-Valković, Ph. D., Assistant Professor	
Name of the course	First foreign language - English 3	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Elective course First foreign language 3- English aimed at acquiring linguistic and cultural competences which are necessary to establish business communication in tourism and at instructing students on written and oral business communication in tourism (in English).		
1.2. <i>Course enrolment requirements</i>		
Passed English 2 exam		
1.3. <i>Expected learning outcomes</i>		
<ol style="list-style-type: none"> <li>to successfully communicate about business topics with business partners, either in direct contact or over the phone and online;</li> <li>to read and write business letters which are most frequently used in business correspondence in tourism;</li> <li>to connect theory and practice of intercultural communication in a business environment, to differentiate between personal misunderstandings and intercultural misunderstandings, as well as to, if needed, solve culturally-based misunderstandings.</li> </ol>		
1.4. <i>Course content</i>		
Establishing business cooperation. Scheduling appointments. Company presentation. Conducting a business conversation. Business lunch. Indirect communication. Non-verbal communication. Intercultural communication. Marketing communication. Business correspondence (circular letter, inquiry, offer/order, reservation, contract, settlement of accounts, complaint). Application letter. Resume. Business documents.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input checked="" type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Active participation in the learning/teaching process, critical approach to the course content, independent students' work is expected.		



1.8. <i>Monitoring of student work<sup>40</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,4	Essay	0,4	Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment of the students' work in class and at the final exam is performed in accordance with the Book of regulations on students' assessment of the FTSM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Bosnar-Valković, B. (2015). <i>Business Communication in Tourism</i> . Udžbenici Sveučilišta u Rijeci. Grafik, Rijeka, 2015. (118 str.)							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Bosnar-Valković, B. (2015). <i>Business Communication in Tourism</i> . Udžbenici Sveučilišta u Rijeci. Grafik, Rijeka, 2015. (118 str.)					accessible at Lumens		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.							

<sup>40</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Iva Barić, prof.	
Name of the course	First Foreign Language – German 3	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Objectives of the course are: 1. Training students for oral and written business communication in German with special regard to communication in the field of tourism 2. Getting familiar with the cultural features of the German-speaking area reflected in the field of business communication 3. Improving student learning strategies and social skills		
1.2. <i>Course enrolment requirements</i>		
-		
1.3. <i>Expected learning outcomes</i>		
After passing the exam in this course, the student will be able to: 1. Understand and read long and medium complex texts in the field of business communication (business interview, CV, newsletter, inquiry, offer, reservation, contract, confirmation of reservation, invoice, complaint) 2. Produce longer and medium complex spoken texts in the field of business communication 3. Participate in long and medium complex oral interaction in the field of business communication 4. Write medium and medium complex texts in the field of business correspondence (CV, Circular, Inquiry, Offer, Reservation, Confirmation of Reservation, Accounts, Reminder, Complaint) 4. Compare specific aspects of own culture and cultures of German-speaking countries that are reflected in the field of business communication 5. Use different learning strategies		
1.4. <i>Course content</i>		
Establishing business cooperation. Meeting arrangement. Company presentation. Conducting a business interview. Business lunch. Long distance communication. Nonverbal communication. Intercultural communication. Marketing communication. Business correspondence (circular, inquiry, offer / order, reservation, contract, bill payment, complaint). Job application. Biography. Business documents.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Class attendance, final exam		



1.8. <i>Monitoring of student work<sup>41</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,8	Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted in accordance with the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course a detailed course syllabus coordinating activities, student load, learning outcomes and evaluation methods is made.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Blažević, N. (2013) <i>Geschäftskommunikation im Tourismus</i> , Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
-							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Blažević, N. (2013) <i>Geschäftskommunikation im Tourismus</i> , Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu.						10	15
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the through extensive questionnaires and in other ways defined by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>41</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Daniela Gračan, Ph.D., Full Professor	
Name of the course	Generational Cohorts in Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS-a
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
The aim of this course is to determine and express the importance of segmenting tourists based on belonging to a particular generation cohort. Based on the behaviour of the participants of individual generation groups and their characteristics, determinants are set for the creation of tourist products when managing a tourist destination.		
1.2. <i>Course enrolment requirements</i>		
None		
1.3. <i>Expected learning outcomes</i>		
After completing and passing the course, the student will be able to: <ol style="list-style-type: none"> <li>1. Correctly interpret different theories and classifications of generational cohorts</li> <li>2. List the basic characteristics of individual generational cohort</li> <li>3. Classify the needs of tourists depending on belonging to a particular generational cohort</li> <li>4. Design and propose tourism products tailored to the needs of individual generational cohort</li> </ol>		
1.4. <i>Course content</i>		
Conceptual definition of target groups in tourism; Conceptual definition of generational cohorts; Analysis of generational cohorts determinants; Theories of generational cohorts throughout history; Classification of generational cohorts by year of birth; Analysis of the characteristics of individual generation cohort; An overview of the life stages of generational cohorts and events that have affected their needs in tourism; Determining the needs and preferences of certain generation cohort in certain forms of tourism; The importance of segmenting tourists based on belonging to a generation cohort; Strategic planning in tourism based on the needs of different generational cohorts.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Active participation in lectures, follow up of topical literature, preparation of a presentation on a given topic, exams and final exam.		
1.8. <i>Monitoring of student work</i> <sup>42</sup>		

<sup>42</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1	Class participation		Seminar paper	0,5	Experimental work	
Written exam	0,4	Oral exam		Essay	0,3	Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

1. Benckendorff, P., Moscardo, G., Pendergast, D. (2010). *Tourism and Generation Y*. UK: CABI International

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. Heyns, M.M. & Kerr, M.D. (2018). Generational differences in workplace motivation. *SA Journal of Human Resource Management*, 16, 1-10. DOI: 10.4102/sajhrm.v16i0.967.
2. Duh, H.I. (2016). Childhood family experiences and young Generation Y money attitudes and materialism. *Personality and Individual Differences*, 95, 134-139.
3. Hadijah, A. & Badaruddin, I. (2015). Leadership and the Characteristic of Different Generational Cohort towards Job Satisfaction. *Procedia - Social and Behavioral Sciences*, 204, 14-18.
4. Hernaus, T., Pološki Vokic, N. (2014). Work design for different generational cohorts. *Journal of Organizational Change Management*, 27(4), 615-641. DOI: 10.1108/jocm-05-2014-0104.
5. Beckendorff, P. & Moscardo, G. (2013). Generational cohorts and ecotourism. In: Ballantyne, R., Packer, J. (Eds.), *International Handbook on Ecotourism*. Cheltenham: Edward Elgar Publishing.
6. Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Komarova Loureiro, Y., Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3), 245-267. DOI: 10.1108/09564231311326987.
7. Costanza, D.P., Badger, J.M., Fraser, R.L., Severt, J.B. & Gade, P.A. (2012). Generational differences in work-related attitudes: A meta-analysis. *Journal of Business and Psychology*, 27, 375-394. DOI: 10.1007/s10869-012-9259-4.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
<i>Benckendorff, P., Moscardo, G., Pendergast, D. (2010). Tourism and Generation Y. UK: CABI International</i>	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.





General information		
Course instructor	Goran Karanović, PhD, Associate Professor	
Name of the course	Financial Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	9 ECTS
	Number of class hours (L+E+S)	75 (30+0+45)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The general goal of this course is to enable students to manage the company finances. The specific objectives of the course are to enable students to value and price securities, interpret financial theories, correctly apply financial investment valuation methods, and actively manage company finances. By participating in the activities in this course and after having passed the exam, students will be able to manage the company finances with the appropriate application of financial methods and models.</p>		
1.2. <i>Course enrolment requirements</i>		
Non		
1.3. <i>Expected learning outcomes</i>		
<p>After having completed and passed the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Properly interpret the theoretical foundations of financial management</li> <li>2. Choose the optimal financing strategy</li> <li>3. Evaluate a business entity using fundamental and technical financial analysis tools</li> <li>4. To perform valuation of securities</li> <li>5. Recommend an adequate method for evaluation of the investment</li> <li>6. Assess project risk and cost of capital</li> </ol>		
1.4. <i>Course content</i>		
<p>The Role of Financial Management, The Business, Tax, and Financial Environments, The Time Value of Money, The Valuation of Long-Term Securities, Risk and Return, Financial Statement Analysis, Funds Analysis, Cash-Flow Analysis, and Financial Planning, Overview of Working Capital Management, Cash and Marketable Securities Management, Accounts Receivable and Inventory Management, Short-Term Financing, Capital Budgeting and Estimating Cash Flows, Capital Budgeting Techniques, Required Returns and the Cost of Capital, Operating and Financial Leverage, Capital Structure Determination, Dividend Policy, Long-Term Debt, Preferred Stock, and Common Stock, Term Loans and Leases.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Student responsibilities are defined by the Study Rule Book.		



1.8. <i>Monitoring of student work</i> <sup>43</sup>							
Class attendance	2,5	Class participation		Seminar paper		Experimental work	
Written exam	1,5	Oral exam		Essay		Research	
Project		Continuous assessment	2,4	Report		Practical work	
Portfolio		Case study	2,6				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
<p><i>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</i></p>							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<p>Van Horne, J.C. &amp; Wachowicz J.M.Jr. (2010). <i>Fundamentals of Financial Management</i> (13th ed.). Harlow, England: Pearson Education.</p>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<p>Brealey, R.A., Myers, S. C. &amp; Marcus, A.J. (2017). <i>Fundamentals of Corporate Finance</i> (9th ed.). New York: McGraw-Hill Education.</p>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
<p><i>Van Horne, J.C. &amp; Wachowicz J.M.Jr. (2010). Fundamentals of Financial Management (13th ed.). Harlow, England: Pearson Education.</i></p>					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
<p>The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>							

<sup>43</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Kristina Črnjar, Ph.D., Associate Professor	
Name of the course	Human Resource Management (HRM)	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The main aim of this course is to teach students the meaning and basics of human capital management. Through the course lectures and projects students learn about principles, functions and processes of human capital in the business systems. Through teamwork and case studies, students will gain competences for developing business development strategies and promotion of staff.</p>		
1.2. <i>Course enrolment requirements</i>		
None.		
1.3. <i>Expected learning outcomes</i>		
<p>After passing this exam, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Properly interpret concepts in the field of human capital management</li> <li>2. Identify and describe the processes of human capital management in enterprises</li> <li>3. Formulate a plan for provision, selection, reward and innovation of employee knowledge</li> <li>4. Write the application for an administrative competition and demonstrate the conduction of the interview during recruitment</li> <li>5. Critically review trends and challenges in human capital management</li> </ol>		
1.4. <i>Course content</i>		
<p>Historical and theoretical consideration of human capital management. Strategic management of human capital. Organization of human capital activities. Processes of creation and use of human capital (job design and analysis, system of planning the development of human capital, recruitment and selection, employment and conclusion of employment contracts, policy of employment and introduction of employees to work, motivation and evaluation of employee's achievements, personal career development and internal marketing, innovation of employee's knowledge). Trends in management of human capital (management of competencies, talents, knowledge, intellectual capital and diversity). Challenges of human capital management (measurement of human capital performance, international human capital management).</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Arising from monitoring student's work and their engagement at course.		



1.8. <i>Monitoring of student work</i> <sup>44</sup>							
Class attendance	2	Class participation		Seminar paper		Experimental work	
Written exam	1	Oral exam		Essay		Research	
Project	1,5	Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Portolese Dias, L. (2012) <i>Beginning Management of Human Resources</i>, <a href="https://2012books.lardbucket.org/pdfs/beginning-management-of-human-resources.pdf">https://2012books.lardbucket.org/pdfs/beginning-management-of-human-resources.pdf</a></li> <li>Armstrong, M., Taylor, S. (2020). <i>Armstrong's Handbook of Human Resource Management Practice</i>. London: Kogan Page.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Whiting, F., Martin, M. (2020). <i>Human Resource Practice (Cipd)</i>. London: CIPD - Kogan Page</li> <li>Armstrong, S, Mitchell, B. (2019). <i>The Essential HR Handbook, 10th Anniversary Edition: A Quick and Handy Resource for Any Manager or HR Professional</i>. London: Weiser.</li> <li>Dessler, G. (2016). <i>Human Resource Management</i>. London: Pearson.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
<i>Portolese Dias, L. (2012) Beginning Management of Human Resources, https://2012books.lardbucket.org/pdfs/beginning-management-of-human-resources.pdf</i>							
<i>Armstrong, M., Taylor, S. (2020). Armstrong's Handbook of Human Resource Management Practice. London: Kogan Page.</i>					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							

<sup>44</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Sandra Janković, PhD, Full Professor in tenure	
Name of the course	Management accounting	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3 <sup>rd</sup> year	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	(30+15+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The objective of the course is gaining theoretical knowledge in the field of traditional and non-traditional costing methods and internal reporting system as well as practical skills and knowledge related to their use in the hospitality industry.</p>		
1.2. <i>Course enrolment requirements</i>		
None.		
1.3. <i>Expected learning outcomes</i>		
<p>It is expected, that after fulfilling all the obligations of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain and interpret different business costs and prepare a calculation of products, services, market segments, distribution channels and similar.</li> <li>2. Calculate and compare income statement according to absorption and marginal costing method and interpret the differences in the results and stock valuation.</li> <li>3. Prepare daily and monthly reports for different responsibility centres as well as the monthly hotel income statement according to USALI method.</li> <li>4. Assess traditional and non-traditional costing methods and compare their approach in costing techniques and cost allocation.</li> <li>5. Critically conclude importance and benefits of information from internal reports.</li> </ol> <p>The students, besides specific competencies, will actively participate in the class activities and case studies, and will develop the capabilities of analytical and critical thinking and team work</p>		
1.4. <i>Course content</i>		
<p>The course content is focused on management accounting tools that are used in internal reporting systems organization and in internal reports preparation. Numerous case studies are used that enable students to gain knowledge about the limitations of current practices and the possibilities of system enhancements. The course consists of the following topics:</p> <p>Introduction into Management Accounting. Connections between management, cost and financial accounting. Management accountant as a profession. Cost classification. Full and variable costing. Standard costing. Menu and Value Engineering. Segment reporting in hospitality industry. Internal reporting according to Uniform System of Accounts for the Lodging Industry. Cost allocation. Activity based costing. Target costing. Life cycle costing. Quality costs. Eco costs. Performance measurement – Balanced Scorecard.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship



		<input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> other Case study	
1.6. Comments					
1.7. Student responsibilities					
The manner of instruction on this course are lectures and seminars and it is expected from the students that they actively participate in all the given assignments. The students have to take the partial exams and the final exams with the condition that they have fulfilled all the obligations that are provided in the course syllabus.					
1.8. Monitoring of student work <sup>45</sup>					
Class attendance	2	Class participation		Seminar paper	Experimental work
Written exam	1	Oral exam		Essay	Research
Project		Continuous assessment	1,5	Report	Practical work
Portfolio		Case study	1,5		
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)					
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.					
1.10. Mandatory literature (at the time of submission of study programme proposal)					
<ol style="list-style-type: none"> <li>1. Horngren, C.T., Datar, S.M., Foster, G. Cost Accounting (2018) A Managerial Emphasis, Prentice Hall, Pearson Education International. (selected chapters)</li> <li>2. Hotel Association of New York City, HANYC. (2006). Uniform System of Accounts for the Lodging Industry, 10 Revised Edition, Educational Institute of the American Hotel &amp; Motel Association, East Lansing.</li> <li>3. Schmidgall, R., (1997). Hospitality industry managerial accounting, American Hotel &amp; Motel Association. (selected chapters)</li> <li>4. Janković, S. PowerPoint presentations and e-materials available on Lumens.</li> </ol>					
1.11. Optional/additional literature (at the time of submission of the study programme proposal)					
Groot, T., Lukka, K., (2000). Cases in Management Accounting: Current Practices in European Companies, Prentice Hall, 2000.					
1.12. Number of assigned reading copies in relation to the number of students currently attending the course					
Title				Number of copies	Number of students
Horngren, C.T., Datar, S.M., Foster, G. Cost Accounting (2018) A Managerial Emphasis, Prentice Hall, Pearson Education International.				5	30
Hotel Association of New York City, HANYC. (2006). Uniform System of Accounts for the Lodging Industry, 10 Revised Edition, Educational Institute of the American Hotel & Motel Association, East Lansing.				5	30
Schmidgall, R., (1997). Hospitality industry managerial accounting, American Hotel & Motel Association. (selected chapters)				5	30

<sup>45</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.		



COURSE DESCRIPTION		
Course instructor	Slobodan Ivanović, Ph.D., Full Professor in tenure	
Name of the course	Management of Gastronomy and Restaurant Business	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+30+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The aim of the course is to acquaint students with the business processes in the gastronomy and restaurant business that are a prerequisite for the successful formation of a complete offer in the food and beverage department. Furthermore, a modern organization of the food and beverage department is presented, cost analyzes and monitors the financial operations of the hotel's food and beverage department. In addition, the aim of the course is to adopt the circular flow of goods in the food and beverage department through practical classes and to demonstrate the skill of preparing certain types of dishes in accordance with current trends in the hospitality industry.</p>		
1.2. <i>Course enrolment requirements</i>		
No special enrolment requirements		
1.3. <i>Expected learning outcomes</i>		
<ol style="list-style-type: none"> <li>1. Identify and describe processes for managing human, financial, material and information resources</li> <li>2. Interpret and apply quality and safety standards</li> <li>3. Identify trends and propose innovative solutions to enhance tourism and hospitality offerings</li> <li>4. Write the means of offering and selling food and / or beverages</li> </ol>		
1.4. <i>Course content</i>		
<p>BASIC MISSION MANAGEMENT OF F&amp;B AND ORGANIZATION OF WORK: introduction in the F&amp;B department, concept and content, modern organization F&amp;B, expanded organizational chart F&amp;B, F&amp;B management and staff responsibility, F&amp;B activities of the department's focus on implementation and control of defined standards and procedures, the importance of cooperation between departments F&amp;B with other departments in the hotel business, the importance of modern equipment and interior in the department F&amp;B, the importance of skilled staff in the department F&amp;B, contemporary trends in restaurant business, quality management service, marketing approach in F&amp;B, application and installation of HACCP (Hazard Analysis and Critical Control Point )in process of preparing and serving, F&amp;B management in nonprofit organization ( schools, hospitals, etc.) .</p> <p>FOOD AND DRINK AS A CORE BUSINESS HOTEL CORPORATION: financial aspects in F&amp;B department, procurement and storage of food, controlling in F&amp;B department, hotel operations, strategies subsystems F&amp;B, the concept of retail outlets offer a la carte and the pension system, contemporary forms of catering services (catering, fast food...), information system and its importance in F&amp;B department, outlets to the concept of supply in a la carte business, price policy, cost and revenue departments F&amp;B, promotion of foods and restaurant services to the tourist market, boosting sales</p>		





**GASTRONOMY IN HOSPITALITY AND CATERING:** fundamental determinants of gastronomy, planning work in the kitchen, modern organization of work in the kitchen, kitchen staff and administration, computerization and its importance for the monitoring operations of cuisine, business plan and purchase of food, innovations and contemporary moments in gastronomy, technological procedures of preparing the food, alternative food, and its systematic design in the department of F&B (vegetarian, macrobiotic diet and kitchen). special meals (cocktail party, buffet, banquet, catering ...). and to show the importance of cooking in front of the hotel as a gastronomic offer.

**RESTORANTS IN HOSPITALITY AND CATERING:** Fundamental Principles of restaurants, the minimum conditions of basic standards and standardization in catering, restaurant business organization with high star hotel facilities, equipment, utensils and tableware in restaurants, business systems in restaurants, means of offering food (menu, daily chart), the fundamental ways of serving in restaurants and the phases of the service process, characteristics and culture of the service staff at work in accordance with culture, rules of respectful behavior in communication with the guest, and the Bar and Bar business mix, preparing meals in front of the Guest (Flambé, cutting, file-ing, mixing, barbequing...), organization of diplomatic and other forms of offer in the department of F&B.

**SOMMELIER-ING AS A FUNCTION OF MAKING OFFERS IN THE RESTAURANT:** enology as a science, the role and importance of the task, sommeliers in the restaurant and the serving of wines, varieties of indigenous Croatian wines and their conservation in the restaurant, the resources of offering drinks (wine list and prices of drinks - the proper ways of constructing and writing), presentation and wine pairing in the domestic and international gastronomy (English, French and Italian version, joining of tradition), techniques for opening and pouring of wine according to each type, the proper selection and setup of the glasses on the table, wine cooler (frape-ing, warming and decanting), analysis and evaluation of wine (sight, smell and taste).

<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
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*1.6. Comments*

*1.7. Student responsibilities*

Active attendance, seminar work, practical work and final written exam.  
Active attendance, active cooperation in the practical parts of the course gastronomy and restaurants in the FTHM Opatija

*1.8. Monitoring of student work<sup>46</sup>*

Class attendance	2,4	Class participation	0,1	Seminar paper		Experimental work	
Written exam	1,1	Oral exam		Essay		Research	
Project		Continuous assessment	1,7	Report		Practical work	0,7
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

<sup>46</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



2. Davis B., Lockwod A., Pantelidis I., Alcott P., Food and beverage management, 4<sup>th</sup> edition, Elsevier Oxford, 2009.
3. Bali S.P., Food Production Operations, Oxford University Press, New Delhi India, 2009.

1.10. *Mandatory literature (at the time of submission of study programme proposal)*

4. Heinz Gartlgruber, M., et.al., Service – A Guide for Professionals, Trauner Verlag, 2<sup>nd</sup> edition, Linz, 2007.
5. Heinz Gartlgruber, M., et.al., Service – The Master’s Guide, Trauner Verlag, 2<sup>nd</sup> edition, Linz, 2009.

1.11. *Optional/additional literature (at the time of submission of the study programme proposal)*

Mandatory number of copies of literature in relation to the number of students currently attending classes in the case (available at the library in the FTHM, Primorska 42 lka, ground, floor)

1.12. *Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
5. Davis B., Lockwod A., Pantelidis I., Alcott P., Food and beverage management, 4 <sup>th</sup> edition, Elsevier Oxford, 2009.	<i>5 copies</i>	
6. Bali S.P., Food Production Operations, Oxford University Press, New Delhi India, 2009.	<i>5 copies</i>	
6. Heinz Gartlgruber, M., et.al., Service – A Guide for Professionals, Trauner Verlag, 2 <sup>nd</sup> edition, Linz, 2007.	<i>5 copies</i>	
7. Heinz Gartlgruber, M., et.al., Service – The Master’s Guide, Trauner Verlag, 2 <sup>nd</sup> edition, Linz, 2009.	<i>5 copies</i>	

1.13. *Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process, *teaching* skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.



General information		
Course instructor	Axel Luttenberger, Ph.D., Full Professor	
Name of the course	Commercial Law	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Training the students for acquiring requisite knowledge concerning the theory of state and law, property law evaluation for acquiring indispensable knowledge and competence in contracting procedures, as well as legal analysis of some kinds of contracts, with the overview of effects of contractual and non-contractual obligations from legal side.		
1.2. <i>Course enrolment requirements</i>		
None		
1.3. <i>Expected learning outcomes</i>		
Following certain learning period, students will be capable to analyse the basics of property rights, to interpret a legal framework of a particular company, evaluate and compare specific contracts, and to distinguish contractual from non-contractual obligations.		
1.4. <i>Course content</i>		
Introduction to law. Property rights (ownership, possession). General provisions of Company Act and types of companies. General provisions of civil law and specific contracts, with special emphasis on contractual and non-contractual obligations in tourism and hospitality industry.		



1.5. Manner of instruction	<input type="checkbox"/> x lectures <input type="checkbox"/> x seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other					
1.6. Comments							
1.7. Student responsibilities							
The students are obliged to attend the lectures and demonstrate the results of seminar paper.							
1.8. Monitoring of student work <sup>47</sup>							
Class attendance	1	Class participation		Seminar paper	0,8	Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
McKendrick, Ewan, Contract Law (Thirteenth edn 2019), Macmillan Law Masters Dignam, Alan, Lowry, John, Company Law (Seventh edn 2012), Oxford							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
Sealy, Len and Worthington, Sara Cases and Material in Company Law (Eleventh edn 2015), Oxford							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
McKendrick, Ewan, Contract Law (Thirteenth edn 2019), Macmillan Law Masters					10	40	
Dignam, Alan, Lowry, John, Company Law (Seventh edn 2012), Oxford					10	40	
power point presentation on Merlin							
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>47</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Ines Milohnić, Ph.D., Full Professor	
Name of the course	Public Relations and Protocol	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
<b>1.1. Course objectives</b>		
Course objectives of Public relations and Protocol are to encourage students to systematically and comprehensively acquire the knowledge, skills and competence of the basic principles of public relations, with special emphasis on the peculiarities of protocol in tourism and in the hospitality industry.		
<b>1.2. Course enrolment requirements</b>		
None.		
<b>1.3. Expected learning outcomes</b>		
After successfully completing and passing the course, students will be able to:		
<ol style="list-style-type: none"> <li>1. Apply acquired knowledge in the specific field of public relations management,</li> <li>2. Analyse the specific role of public relations in the business of tourism and catering entities,</li> <li>3. Implement social, communication and interpersonal skills in personal and professional development,</li> <li>4. Design and propose business solutions in the specific field of public relations management in tourism and hospitality and</li> <li>5. Plan and implement the event organization and protocol independently.</li> </ol>		
<b>1.4. Course content</b>		
Definition and development of the concept of public relations. Public Relations Functions. Historical development of public relations. Public relations in the organizational structure of tourist and hotel companies. Public Relations Managers in Tourism and Hospitality. Role and importance of public relations in tourism-catering practice. Basic features and types of protocols. Importance and respect of the priority order / presidency in tourism-catering practice. Business-citizen protocol of lunchtime / dinners. A ceremonial protocol in hotel business. Managerial communication, types and forms. Behavioural culture.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Attendance, research (examples from tourism and hospitality practice), final exam		



1.8. <i>Monitoring of student work</i> <sup>48</sup>							
Class attendance	<b>1,0</b>	Class participation	-	Seminar paper	<b>0,3</b>	Experimental work	-
Written exam	<b>0,4</b>	Oral exam	-	Essay	-	Research	-
Project	<b>0,5</b>	Continuous assessment	<b>0,8</b>	Report	-	Practical work	-
Portfolio	-						
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Broom, G. M., & Sha, B. L. (2013). Cutlip and Center's Effective Public Relations. Eleventh Edition. Pearson							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Deuschl, D. E. (2006). Travel and Tourism Public Relations: An introductory guide for hospitality managers. Routledge							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Broom, G. M., & Sha, B. L. (2013). Cutlip and Center's Effective Public Relations. Eleventh Edition. Pearson					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>48</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Marko Perić, PhD, Associate Professor Nicholas Wise, PhD, Assistant Professor	
Name of the course	Sports Management in Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
The objective of the course is to explain to students the role and importance of sports and sports activities in tourism so that they can independently design and analyse their own idea of sports activities in tourism and develop an appropriate project proposal. Emphasis is placed on managing sports activities to provide tourists with a compelling sport-tourism experience.		
<b>1.2. Course enrolment requirements</b>		
<b>1.3. Expected learning outcomes</b>		
After passing the exam, students will be able to:		
<ol style="list-style-type: none"> <li>1. state a definition and explain the concepts of sport and sports management</li> <li>2. list, explain and compare the basic principles and functions of sports management</li> <li>3. explain the interplay between sport and tourism</li> <li>4. distinguish and explain the different types of sports tourism and sport tourists</li> <li>5. design own idea of sports activities in tourism and formulate and present a project proposal.</li> </ol>		
<b>1.4. Course content</b>		
Theoretical methodological definition of sport. Sport in the Republic of Croatia. Financing sports. Definition, principles and functions of sports management. Sport event management. Management of sports facilities. The relationship between sport and tourism. The impacts of sports in tourism (economic and others). Sports activities in tourism. Types of sports tourism and sports tourists. Economy of experience in sports tourism. Business models for sports tourism.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input checked="" type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Students are required to attend the lectures, fieldwork and tests (exams) and make written project assignment/case study.		



1.8. <i>Monitoring of student work</i> <sup>49</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	0,2
Project	0,6	Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Hassan, D. (2018). <i>Managing Sport Business, An Introduction</i>. Routledge.</li> <li>Weed, M. &amp; Bull, C. (2009). <i>Sports Tourism: Participants, policy and providers</i>, Second edition. Oxford: Elsevier Butterworth-Heinemann.</li> <li>Perić, M., Vitezić, V. &amp; Đurkin Badurina, J. (2019). Business models for active outdoor sport event tourism experiences. <i>Tourism Management Perspectives</i>, 32, 100561.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Masteralexis, L. P., Barr, C. A., Hums, M. (2019). <i>Principles and Practice of Sport Management</i>, 6th Edition. Jones &amp; Bartlett Learning.</li> <li>Perić, M., Đurkin, J. &amp; Vitezić, V. (2018). Active event sport tourism experience: the role of the natural environment, safety and security in event business models. <i>IJSDP</i>, 13(5), 758-772.</li> <li>Perić, M. (2018). Estimating the perceived socio-economic impacts of hosting large-scale sport tourism events. <i>Social Sciences</i>, 7 (10), 176.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Hassan, D. (2018). <i>Managing Sport Business, An Introduction</i> . Routledge.					5		
Weed, M. & Bull, C. (2009). <i>Sports Tourism: Participants, policy and providers</i> , Second edition. Oxford: Elsevier Butterworth-Heinemann.					5		
Perić, M., Vitezić, V. & Đurkin Badurina, J. (2019). Business models for active outdoor sport event tourism experiences. <i>Tourism Management Perspectives</i> , 32, 100561.					<i>Pdf online</i>		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>49</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





General information			
Course instructor	Dr. rer. nat. Krešo Mihalinić		
Name of the course	Financial Mathematics		
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management		
Status of the course	elective		
Year of study	3 <sup>rd</sup>		
ECTS credits and manner of instruction	ECTS credits	3	
	Number of class hours (L+E+S)	15 + 15 + 0	
1. COURSE DESCRIPTION			
1.1. Course objectives			
Introduce students to the basic concepts of interest accounting/compounding and their practical applications (lines of credit, loans)			
1.2. Course enrolment requirements			
None			
1.3. Expected learning outcomes			
Students will be able to:			
<ul style="list-style-type: none"> <li>- Differentiate main concepts of simple and compound interest accounting</li> <li>- Calculate present and future values of single and periodic investments (rents)</li> <li>- Apply simple anticipative accounting on consumer loans</li> <li>- Apply compounding to lines of credit</li> <li>- Explain and calculate perpetuities</li> </ul>			
1.4. Course content			
Geometric series, applications of simple interest accounting and (decursive) compounding, loans with different models of repayment, effective interest rate, annuity and perpetuity, return on investment estimates for projects			
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other	
1.6. Comments	Practical applications take priority over mathematical rigor		
1.7. Student responsibilities			
Apart from calculation assignments in the classroom, students are required to complete project assignments as homework. While teamwork is generally allowed, some assignments require individual research.			
1.8. Monitoring of student work <sup>50</sup>			
Class attendance	1	Class participation	
		Seminar paper	
		Experimental	

<sup>50</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



						work	
Written exam	<b>0,4</b>	Oral exam		Essay		Research	
Project	<b>0,8</b>	Continuous assessment	<b>0,8</b>	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

K. Mihalinčić, "Introduction to Financial and Actuarial Mathematics",  
<https://fmtu.lumens5plus.com/courses/808/1/493/write.html>

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

J. Niesen, „MATH1510 Financial Mathematics I“, 2012  
<http://www1.maths.leeds.ac.uk/~jitse/math1510/notes-all.pdf>

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
K. Mihalinčić, "Introduction to Financial and Actuarial Mathematics", <a href="https://fmtu.lumens5plus.com/courses/808/1/493/write.html">https://fmtu.lumens5plus.com/courses/808/1/493/write.html</a>	<i>Available on Lumens</i>	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.



General information		
Course instructor	Lidija Bagarić, Ph.D., Assistant Professor	
Name of the course	Marketing in Hospitality	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The aim of this course is to familiarize students with the concept of marketing in the hotel industry, as a basic segment of the tourism industry. The main goal is that students understand and properly interpret the concept of the marketing mix in the hotel industry and be able to apply the process of researching and defining market segments and to understand the importance of planning, organizing and controlling marketing activities in the hotel industry.</p>		
1.2. <i>Course enrolment requirements</i>		
-		
1.3. <i>Expected learning outcomes</i>		
<p>After passing the exam, students will be able to:</p> <ol style="list-style-type: none"> <li>1) correctly interpret the concept of the marketing mix in the hotel industry</li> <li>2) explain the process of tourism market research and define and analyse the tourism market segments</li> <li>3) design a hotel product with a proposal for the market placement</li> <li>4) Develop a promotion plan for the hotel facility</li> <li>5) understand the importance of planning, organizing and controlling marketing activities in the hotel industry</li> </ol>		
1.4. <i>Course content</i>		
<p>Service marketing. Tourist supply and demand. Tourist market. Tourism market segmentation, targeting and positioning. Hotel Product Market Research. Hotel marketing mix - hotel product - hotel product price - distribution channels - hotel product promotion. Internal marketing. Destination hotel marketing. Managing hotel marketing.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
<p>Students are required to do the following activities: Classes attending, teaching activities, group and individual work, continuous assessment, final exam.</p>		



1.8. <i>Monitoring of student work</i> <sup>51</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,8	Report		Practical work	0,4
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
The student's work for the course will be evaluated and assessed according to the Book of regulations of FTTHM							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Kotler, P., Bowen, J.T., Makens, J.C. (2010) <i>Marketing u ugostiteljstvu, hotelijerstvu i turizmu</i> , Mate, Zagreb							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Šerić, N., Jakšić Stojanović, A., Jerkunica, a. (2019) <i>Upravljanje marketingom hotela</i> , Redak, Aspira Berc Radišić, B. (2004) <i>Marketing u hotelijerstvu</i> , Fakultet za turistički i hotelski menadžment, Opatija							
1.1. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Kotler, P., Bowen, J.T., Makens, J.C. (2010) <i>Marketing u ugostiteljstvu, hotelijerstvu i turizmu</i> , Mate, Zagreb					5		
1.12. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							

<sup>51</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Elena Rudan, PhD, Associate Professor	
Name of the course	International Entrepreneurship	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	(15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>Course objectives: adoption and understanding of the theoretical concepts of international entrepreneurship and its importance for modern business; the importance of global economic institutions and entrepreneurship and EU tourism entrepreneurship with an emphasis on new trends in tourism supply and demand (the importance of innovation and creation of competitive advantages), more efficient business decision-making. Students will acquire knowledge on the relationships between domestic and international entrepreneurship with special emphasis on tourism and hospitality, as well as international entrepreneurship of small and medium enterprises.</p>		
1.2. <i>Course enrolment requirements</i>		
1.3. <i>Expected learning outcomes</i>		
<p>By the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>- define the theoretical concepts related to international entrepreneurship, globalisation, business organization and legal regulation with particular emphasis on tourism and EU countries;</li> <li>- make informed judgments about entrepreneurial strategies in international entrepreneurial development and identify the importance of innovation in international entrepreneurship as an element of competitiveness in a turbulent environment;</li> <li>- analyse the current situation (stakeholders and environment), set goals and formulate strategies for conducting international business;</li> <li>- define international entrepreneurship in tourism destinations and their integral products (new selective forms of tourism) in a competitive tourism market environment, with special emphasis on small and medium entrepreneurship.</li> </ul>		
1.4. <i>Course content</i>		
<p>Introductory lecture</p> <ul style="list-style-type: none"> <li>• Theoretical determinants of international entrepreneurship</li> <li>• Globalisation and international sustainability</li> <li>• Cultural diversity and international entrepreneurship</li> <li>• Planning in international entrepreneurship</li> <li>• Entrepreneurship in the EU and the world</li> <li>• Innovation in international entrepreneurship</li> <li>• Implementation and management in international entrepreneurial strategies</li> <li>• Small and medium entrepreneurship in international business</li> <li>• Risks and opportunities in international entrepreneurship</li> <li>• International entrepreneurship in tourism and hospitality and regional development</li> </ul>		



<ul style="list-style-type: none"> <li>Organisational forms in international tourism entrepreneurship</li> <li>Practical examples from international entrepreneurship in tourism and hospitality</li> </ul>							
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. Comments							
1.7. Student responsibilities							
Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.							
1.8. Monitoring of student work <sup>52</sup>							
Class attendance	<b>1</b>	Class participation		Seminar paper	<b>0,5</b>	Experimental work	
Written exam	<b>0,4</b>	Oral exam		Essay	<b>0,3</b>	Research	
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
1. Hisrich, R. D. (2016) International entrepreneurship: starting, developing, and managing a global venture. London: Sage. 2. Walmsley, A. (2018). Entrepreneurship in tourism. New York: Routledge							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Hisrich, R., Peters, M., Shepherd, D. (2016). Entrepreneurship, 10th ed. New York: McGraw-Hill. 2. Zuchella, A., Magnani, G. (2020). International entrepreneurship: theoretical foundations and practices. 2nd ed. New York: Palgrave Macmillan.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
1. Hisrich, R. D. (2016) International entrepreneurship: starting, developing, and managing a global venture. London: Sage.					5		
2. Walmsley, A. (2018). Entrepreneurship in tourism. New York: Routledge					5		
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty							

<sup>52</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



***Sveučilište u Rijeci • University of Rijeka***

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of Tourism and Hospitality Management.



COURSE DESCRIPTION		
Course instructor	Brigita Bosnar Valković, PhD, Assistant Professor	
Name of the course	Second Foreign Language - German 3	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Training students for oral and written business communication in German in the field of tourism at B1 level of the Common European Framework of Reference for Languages and introducing them to some cultural specificities of German-speaking countries reflected in the field of business communication.		
1.2. <i>Course enrolment requirements</i>		
Knowledge of German at A2 level		
1.3. <i>Expected learning outcomes</i>		
After passing the exam in this course, the students will be able to do in German:		
1. Recognize the meaning of medium complex texts in the field of oral and written business communication (business interview, CV, newsletter, inquiry, offer, reservation, contract, invoice, complaint) when listening and reading.		
2. To present medium complex spoken texts in the field of business communication in a speech interaction		
3. Write medium and medium complex texts in the field of business correspondence (CV, circular, inquiry, offer, reservation, invoice, complaint)		
4. Compare some specific aspects of their own culture and cultures of the German-speaking countries		
1.4. <i>Course content</i>		
Establishing business cooperation. Meeting arrangements. Company presentation. Conducting a business interview. Business lunch. Long distance communication. Nonverbal communication. Intercultural communication. Marketing communication. Business correspondence (circular, inquiry, offer / order, reservation, payment, complaint). Job application. CV.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Monitoring of student work</i> <sup>53</sup>		
1.8. <i>Student responsibilities</i>		
Class attendance, final exam		

<sup>53</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





1.9. <i>Monitoring of student work</i> <sup>54</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,8	Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.10. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
1.11. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Blažević, N. (2013) <i>Geschäftskommunikation im Tourismus</i> , Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu.							
1.12. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
-							
1.13. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Blažević, N. (2013) <i>Geschäftskommunikation im Tourismus</i> , Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu.						10	15
1.14. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
<p>The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.</p>							

<sup>54</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



COURSE DESCRIPTION		
Course instructor	Dolores Miškulin, Ph.D., Associate Professor	
Name of the course	Second Foreign Language – Italian 3	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Italian 3 is aimed at developing basic language competences at the A2 level that include understanding the time system as well as talking about oneself and one's past. Also, the objectives of this course are aimed at the written transmission of basic information to describe in simple terms yourself, your family, living conditions and the like and to develop language skills as a prerequisite for acquiring communication competence in the tourism profession.		
1.2. <i>Course enrolment requirements</i>		
Knowledge at A2 level		
1.3. <i>Expected learning outcomes</i>		
After completing and passing the course, the student will be able to accomplish in Italian: -Recognize words, phrases and sentences from texts that are processed during classes -Comment on selected simple texts from the field of tourism (hotel brochure, description of the tourist destination, travel program, recipe, business letter, etc.) -Create questions on topics in the field of tourism (e.g. on topics related to trends in tourism, ecology in tourism, hotel facilities and services, Croatia as a tourist destination, entertainment in the hotel and tourist place, complaints) -Design conversations in a hotel and travel agency, and simple business conversations -Compose a simple business letter (inquiry, offer, reservation) and compile a short travel program		
1.4. <i>Course content</i>		
Tourism and environment. Tourist product. Leisure organization. Travel organizers. Travel program. Types of hotels. Hotel categorization. Hotel facilities and services. Complaints. Business communication.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Students are expected to attend classes regularly, actively participate and fulfil their teaching obligations.		
1.8. <i>Monitoring of student work</i> <sup>55</sup>		

<sup>55</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Miškulin, D. (2004) L'italiano per il turismo e l'industria alberghiera 2, Školska knjiga, Zagreb.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Miškulin, D. (2004). L'italiano per il turismo e l'industria alberghiera 2. Zagreb: Školska knjiga.	15	20

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.



COURSE DESCRIPTION						
Course instructor	Alenka Šuljić Petrc, PhD					
Name of the course	SECOND FOREIGN LANGUAGE– FRENCH LANGUAGE 3					
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management					
Status of the course	compulsory					
Year of study	3rd					
ECTS credits and manner of instruction	ECTS credits		3 ECTS			
	Number of class hours (L+E+S)		30 (15+15+0)			
1. COURSE DESCRIPTION						
1.1. <i>Course objectives</i>						
French 3 focuses on developing basic language/communication/social/cultural competences at B1 level that include understanding of standard conversation on familiar topics encountered daily at work, school, leisure, etc. Successfully coping with most of the situations - trips to countries where the language in question is spoken. Writing simple text on a familiar topic or topic of personal interest. It can describe experiences and events with a brief description of the reasons for a particular opinion and plans.						
1.2. <i>Course enrolment requirements</i>						
Passed course French 2.						
1.3. <i>Expected learning outcomes</i>						
After passing the exam in this course the student will be able to:						
1. Interpret key concepts in tourism and hospitality						
2. Appoint processes and trends in tourism and hospitality						
3. Demonstrate acquired knowledge and skills in various social/professional situations related to tourism and hospitality						
1.4. <i>Course content</i>						
Customer relationship. Adventure tourism. Tourist brochures. Tourist travel-plan and program. Selling services. Complaint. Gastronomic local offer. Cultural and historical heritage of Croatia. Customer satisfaction. Satisfaction questionnaire analysis.						
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures	<input type="checkbox"/> seminars and workshops	<input checked="" type="checkbox"/> exercises	<input checked="" type="checkbox"/> distance learning	<input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments
						<input checked="" type="checkbox"/> multimedia and network
						<input type="checkbox"/> laboratories
						<input type="checkbox"/> mentorship
						<input type="checkbox"/> other
1.6. <i>Comments</i>						
1.7. <i>Student responsibilities</i>						
Students are expected to regularly attend classes, actively participate and perform teaching duties.						
1.8. <i>Monitoring of student work</i> <sup>56</sup>						
Class attendance	1,2	Class participation		Seminar paper		Experimental work

<sup>56</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Written exam	0,5	Oral exam		Essay		Research							
Project	0,4	Continuous assessment	0,9	Report		Practical work							
Portfolio													
<p><i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management.</p>													
<p><i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i></p> <p>- Dussac, E. (2017). Bon voyage! Francais du tourisme. Paris: CLE International/SEJER.</p>													
<p><i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i></p> <p>1. Gregoire, M. &amp; Thievenaz, O. (2017). Grammaire progressive du francais – Nouvelle edition: Livre intermediaire. Paris: CLE International/SEJER.</p> <p>2. Calmy, A. (2004). Le français du Tourisme. Paris: Hachette.</p>													
<p><i>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</i></p> <table border="1"> <thead> <tr> <th>Title</th> <th>Number of copies</th> <th>Number of students</th> </tr> </thead> <tbody> <tr> <td>Dussac, E. (2017). Bon voyage! Francais du tourisme. Paris: CLE International/SEJER.</td> <td>5</td> <td></td> </tr> </tbody> </table>								Title	Number of copies	Number of students	Dussac, E. (2017). Bon voyage! Francais du tourisme. Paris: CLE International/SEJER.	5	
Title	Number of copies	Number of students											
Dussac, E. (2017). Bon voyage! Francais du tourisme. Paris: CLE International/SEJER.	5												
<p><i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i></p> <p>The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.</p>													



Course instructor	Marta Cerović, Ph.D., Assistant Professor	
Name of the course	FAMILY ENTREPRENURSHIP IN TOURISM AND HOSPITALITY	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
<p>The objective of the course is to introduce students to the basic concepts of family entrepreneurship in tourism and hospitality, the specifics of family entrepreneurship in a changing environment, with emphasis on its importance and impact on the competitiveness of tourism and hospitality. The objective of the course is to identify and differentiate organizational characteristics and business opportunities and the development potential of family businesses in tourism and hospitality.</p>		
<b>1.2. Course enrolment requirements</b>		
None		
<b>1.3. Expected learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Correctly interpret the basic concepts of family entrepreneurship in tourism and hospitality</li> <li>• Recognize the development potential of establishing and managing family-owned businesses</li> <li>• Identify the main challenges of managing family businesses in a competitive and changing environment</li> <li>• Explore the opportunities to improve family businesses in tourism and hospitality</li> </ul>		
<b>1.4. Course content</b>		
<ul style="list-style-type: none"> <li>• Basic concepts of family entrepreneurship in tourism and hospitality</li> <li>• Historical development of family business in tourism and hospitality</li> <li>• Legal aspects of family business in tourism and hospitality</li> <li>• Classification of family business in tourism and hospitality</li> <li>• Organizational forms of family business in tourism and hospitality</li> <li>• Innovation of family business - a prerequisite for successful business</li> <li>• The role of professional associations in managing the family businesses</li> <li>• Competitiveness of family businesses in tourism and hospitality</li> <li>• Socio-economic effects of family entrepreneurship in tourism and hospitality</li> <li>• Life cycle of family businesses in tourism and hospitality</li> <li>• Organizational culture of family businesses in tourism and hospitality</li> <li>• Sustainability of family businesses in tourism and hospitality</li> </ul>		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Actively participating and attending the course, fulfilment of course obligations defined in the teaching program.		



1.8. <i>Monitoring of student work</i> <sup>57</sup>							
Class attendance	1	Class participation		Seminar paper	0,25	Experimental work	
Written exam	0,4	Oral exam		Essay	0,3	Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio		Presentation	0,25				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Brookes, M., Altinay, L. (2015). <i>Entrepreneurship in hospitality and tourism: a global perspective</i> . Oxford : Goodfellow Lee-Ross, D., Lashley, C. (2011). <i>Entrepreneurship and small business management in the hospitality industry</i> . Abingdon : Routledge							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<b>Getz, D., Carlsen, J. &amp; Morisson, A. (2004). <i>The family business in tourism and hospitality</i>. Wallingford, Cambridge, MA: CABI.</b>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
<i>Brookes, M., Altinay, L. (2015). Entrepreneurship in hospitality and tourism: a global perspective. Oxford : Goodfellow</i>					5		
<i>Lee-Ross, D., Lashley, C. (2011). Entrepreneurship and small business management in the hospitality industry. Abingdon : Routledge</i>					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>57</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course coordinator	Romina Alkier, PhD., Associate Professor	
Course title	GOLF TOURISM	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Course status	elective	
Year	3 <sup>rd</sup>	
Value of points and way of class performance	ECTS Coefficient of Student's work overload	3 ECTS
	Number of hours (L+E+S)	30 (15+0+15)

## 1. COURSE DESCRIPTION

### 1.1. Course goals

The aim of this course is to form modern theoretical knowledge about specific forms of tourism, respectively about golf tourism as a relatively new form of tourism in the Republic of Croatia. Students acquire theoretical and practical knowledge about the characteristics and effects of this form of tourism on the further development of the tourist offer, but also on the environment.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

After passing the exam, students will be able to:

1. Interpret the basic terminology from the field of golf tourism,
2. Identify and get to know the complex unit of the content and relationship of tourism, respectively this specific form of tourism,
3. Construct the broadest conceptual frameworks for understanding the functioning of golf tourism,
4. To get acquainted with and analyse contemporary trends and tendencies related to the further development of golf tourism.

### 1.4. Course content

TERM, SUBJECT AND EMERGING FORMS OF GOLF ACTIVITY; TOURIST AND MACROECONOMIC ASPECTS OF GOLF; CROATIA – PREVIOUS ACTIVITIES AND RESULTS; GOLF DEVELOPMENT PROGRAM AS AN ELEMENT OF CROATIAN TOURISM DEVELOPMENT STRATEGY; GOLF LAW; VALORIZATION OF ECONOMICS, LEGAL, TECHNICAL AND SPORTS CRITERIA IN THE SELECTION OF POTENTIAL GOLF LOCATIONS; ANALYSIS OF INFRASTRUCTURE AND OTHER CRITERIA IN SELECTION OF POTENTIAL GOLF LOCATIONS; GOLF MARKET ANALYSIS; GOLF DEMAND ANALYSIS; FINANCIAL BASIS OF GOLF PROJECTS; FINANCIAL ANALYSIS OF GOLF PROJECTS; FINANCIAL REPORTS; ANALYSIS OF NON-ECONOMIC CRITERIA; EXAMPLE OF THE DEVELOPMENT OF GOLF TOURISM IN ISTRIA COUNTY

1.5. Types of teaching performance	<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Individual assignments
	<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Multi-media and Network
	<input type="checkbox"/> Exercises	<input type="checkbox"/> Laboratory
	<input type="checkbox"/> Long distance education	<input type="checkbox"/> Mentorship
	<input type="checkbox"/> Field work	<input type="checkbox"/> Rest

### 1.6. Comments

### 1.7. Student's obligations





Attending classes, active participation in classes, writing and presenting a seminar paper, writing an essay on a given topic, and studying for mid-term exams and the final written exam.

1.8. Evaluation<sup>58</sup> of student's work

Pohađanje nastave	1	Activity during class		Seminar paper	0,3	Experimental work	
Pismeni ispit	0,4	Oral exam		Essay	0,5	Research	
Project		Continuous knowledge check	0,8	Report		Practical work	
Portfolio							

1.9. Procedure and the examples of evaluation of the learning outcome during classes and on final exam

Assessment and evaluation of student work during classes and at the final exam is carried out on the basis of the Rule book on student assessment of FTTHM. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.

1.10. Mandatory literature (in the period of application of the proposition of a study program)

Hudson, S. & L. (2014). Golf Tourism, Goodfellow Publishers, 2<sup>nd</sup> Edition

1.11. Supplementary literature (in the period of application of the proposition of a study program)

1.12. Number of copies of Mandatory literature in relation to the number of students who are currently attending the classes on the course

Title	Number of copies	Number of students
Hudson, S. & L. (2014). Golf Tourism, Goodfellow Publishers, 2nd Edition	5	

1.13. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences

The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the Rule book on Quality Assurance and Improvement of the University of Rijeka of the Faculty of Tourism and Hospitality Management in Opatija.

<sup>58</sup> **IMPORTANT:** along with every of ways of tracking student's work enter appropriate share in ECTS points of individual activities in a way that total number of ECTS points matches the point value of the course. Empty fields use for additional activities.



General information							
Course instructor	Helga Maškarin Ribarić, PhD, Full Professor						
Name of the course	Management of non-profit organizations						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	3rd						
ECTS credits and manner of instruction	ECTS credits	3					
	Number of class hours (L+E+S)	30 (15+0+15)					
1. COURSE DESCRIPTION							
1.1. <i>Course objectives</i>							
The course objective is to facilitate students to critically reflect on non-profit sector, analyse and master the complex topics of non-profit management, identify the strengths that shape non-profit organizations and their relationships with profit organizations and public sector.							
1.2. <i>Course enrolment requirements</i>							
Passed exam /course Management							
1.3. <i>Expected learning outcomes</i>							
After mastering this course students are expected to be able to:							
1. Correctly interpret the relationships and interdependencies between non-profit, profit and public sector							
2. Argue on specificities of management functions in non-profit sector							
3. Analyse and interpret the links between the non-profit sector and tourism							
4. Create fundraising strategy for a non-profit organization.							
1.4. <i>Course content</i>							
Civil Society, NGO, NPO; Characteristics of the Establishment and Operation of the NPO; Management Functions in NPO (Planning, Organizing, Human Resources and Volunteers, Leading and Leadership, Performance Management); Social Capital and Social Entrepreneurship; Marketing in NPO; Fundraising, Volunteering and Service Learning; NPO and Tourism; Quality and Ethics; Challenges of the Future Development of Non-profit Sector.							
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures	<input type="checkbox"/> individual assignments					
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network					
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories					
	<input type="checkbox"/> distance learning	<input type="checkbox"/> mentorship					
	<input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> other – Case Study					
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Regular attendance and active participation in course/class activities; case study.							
1.8. <i>Monitoring of student work</i> <sup>59</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay	0,1	Research	

<sup>59</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Project		Continuous assessment	0,8	Report		Practical work	
Portfolio		Case study	0,7				
<p><i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
<p><i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i></p>							
<ol style="list-style-type: none"> <li>Renz, D. (2016). The Jossey-Bass Handbook of Nonprofit Leadership and Management (4th ed.). New Jersey: John Wiley &amp; Sons.</li> <li>Herrington, B. (2008). The Financial and Strategic Management for Non-Profit Organizations. NJ: Prentice-Hall.</li> </ol>							
<p><i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i></p>							
<ol style="list-style-type: none"> <li>Drucker, P. (2006). Managing the Non Profit Organization: Principles and Practices. NY: HarperCollins Publishers</li> <li>selected journal articles</li> </ol>							
<p><i>2.1. Number of assigned reading copies in relation to the number of students currently attending the course</i></p>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Renz, D. (2016). The Jossey-Bass Handbook of Nonprofit Leadership and Management (4th ed.). New Jersey: John Wiley & Sons.						5	
Herrington, B. (2008). The Financial and Strategic Management for Non-Profit Organizations. NJ: Prentice-Hall.						5	
<p><i>2.2. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i></p> <p>The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.</p>							



General information		
Course instructor	Marko Perić, PhD, Associate Professor	
Name of the course	Creativity and Business Innovation	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	Elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The objective of the course is to explain students how to develop ideas and action plans to address goals, challenges, and problems using creative thinking. The course aims to provide students with basic concepts and awareness in innovation management and a comprehension of the threats and opportunities that small and large organizations face in relation to this. In addition, the objective of the course is to systematically integrate knowledge and understanding of different aspects and applications of innovation, and its role in the tourism business.</p>		
1.2. <i>Course enrolment requirements</i>		
1.3. <i>Expected learning outcomes</i>		
<p>After passing the exam, students will be able to:</p> <ol style="list-style-type: none"> <li>interpret a definition and discuss on key concepts of innovation and creativity and their overall impact on management and organizations in the tourism industry</li> <li>recognize and analyse innovation processes in organizations both internally and externally</li> <li>critically conclude and recommend solutions to challenges in organizations relating to innovative performance and sustainability aspects of innovation</li> <li>present creative thinking in the direction of new product development and new service design in tourism.</li> </ol>		
1.4. <i>Course content</i>		
<p>Importance and sources of innovation in tourism. Types of innovation. Patterns and models of innovation. Innovation management. Managing innovation and creativity. Components of the innovative organization. Idea generation. Idea selection. New product/service development. Innovation measurement. Open and close innovation systems. Entrepreneurship and business planning. Business model innovation. Intellectual property rights. Innovation in sustainable tourism.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
<p>Students are required to attend the lectures, fieldwork and tests (exams) and make written project assignment/case study.</p>		



1.8. <i>Monitoring of student work</i> <sup>60</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	0,2
Project	0,6	Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Tidd, J., &amp; Bessant, J. R. (2018). <i>Managing innovation: integrating technological, market and organizational change</i>. Hoboken: John Wiley &amp; Sons.</li> <li>Yeung, A., &amp; Ulrich, D. (2019). <i>Reinventing the Organization: How Companies Can Deliver Radically Greater Value in Fast-changing Markets</i>. Harvard Business Press.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Hjalager, A. M. (2015). 100 innovations that transformed tourism. <i>Journal of Travel Research</i>, 54(1), 3-21.</li> <li>Chesbrough, H. (2004). Managing open innovation. <i>Research-Technology Management</i>, 47(1), 23-26.</li> </ol>							
a. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Tidd, J., & Bessant, J. R. (2018). <i>Managing innovation: integrating technological, market and organizational change</i> . Hoboken: John Wiley & Sons.					5		
Yeung, A., & Ulrich, D. (2019). <i>Reinventing the Organization: How Companies Can Deliver Radically Greater Value in Fast-changing Markets</i> . Harvard Business Press.					5		
Hjalager, A. M. (2015). 100 innovations that transformed tourism. <i>Journal of Travel Research</i> , 54(1), 3-21.					<i>Pdf online</i>		
Chesbrough, H. (2004). <i>Managing open innovation</i> . <i>Research-Technology Management</i> , 47(1), 23-26.					<i>Pdf online</i>		
a. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>60</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Dolores Miškulin, Ph.D., Associate Professor	
Name of the course	Third Foreign Language – Italian 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
Italian 2 is aimed at developing basic language competences at the A2 level that include understanding the time system as well as talking about oneself and one's past. Also, the objectives of this course are aimed at the written transmission of basic information to describe in simple terms yourself, your family, living conditions and the like and to develop language skills as a prerequisite for acquiring communication competence in the tourism profession.		
<b>1.2. Course enrolment requirements</b>		
Passes Italian 1 course and exam		
<b>1.3. Expected learning outcomes</b>		
After completing and passing the course, the student will be able to accomplish in Italian: -Recognize words, phrases and sentences from texts that are processed during classes -Comment on selected simple texts from the field of tourism (hotel brochure, description of the tourist destination, travel program, recipe, business letter, etc.) -Create questions on topics in the field of tourism (eg on topics related to trends in tourism, ecology in tourism, hotel facilities and services, Croatia as a tourist destination, entertainment in the hotel and tourist place, complaints) -Design conversations in a hotel and travel agency, and simple business conversations -Compose a simple business letter (inquiry, offer, reservation) and compile a short travel program		
<b>1.4. Course content</b>		
Trends in tourism. Travel organizers. Travel program. Types of hotels. Hotel categorization. Hotel facilities and services. Croatia as a tourist destination. Cultural and historical heritage of Croatia. Fun in the hotel and tourist resort. Complaints. Business communication.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Students are expected to attend classes regularly, actively participate and fulfill their teaching obligations.		



1.8. Monitoring of student work <sup>61</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
Miškulin, D. (2009). L'italiano per il turismo e l'industria alberghiera 1. Zagreb: Školska knjiga.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
Miškulin, D. (2009). L'italiano per il turismo e l'industria alberghiera 1. Zagreb: Školska knjiga.						15	
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.							

<sup>61</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information			
Course instructor	Brigita Vaković Bosnar, PhD, Assistant Professor		
Name of the course	Third Foreign Language – German 2		
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management		
Status of the course	elective		
Year of study	3rd		
ECTS credits and manner of instruction	ECTS credits	3ECTS	
	Number of class hours (L+E+S)	30 (15+15+0)	
1. COURSE DESCRIPTION			
1.1. <i>Course objectives</i>			
1. Development of basic language competencies at the A2 level. 2. Developing language skills (listening and reading comprehension, speaking and writing) as prerequisites for acquiring communication competence in the tourism profession in accordance with the expected learning outcomes			
1.2. <i>Course enrolment requirements</i>			
Passing German 1 course and exam			
1.3. <i>Expected learning outcomes</i>			
After passing the exam, it is expected that the student will be able to: 1. understand words, phrases and sentences from texts that are taught in classes; 2. read selected texts from the field of tourism (hotel brochures, descriptions of the tourist destination, travel programs, recipes, business letters, etc.); 3. to conduct short conversations in the field of tourism (eg on topics related to holidays, vacations and holidays, Croatia as a tourist destination) and simulate conversations in a travel agency and simple business conversations on the basis of the familiar texts; 4. Write a simple business letter (inquiry, offer, reservation) and write a short travel program.			
1.4. <i>Course content</i>			
Vacation and school breaks; At a tourist destination; Celebrations and holidays; Tour operator; At a tourist destination; Trave program; Croatia as a tourist destination; Prominent tourist destinations in Croatia; Croatian cuisine; Business communication; Job application.			
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other	
1.6. <i>Comments</i>			
1.7. <i>Student responsibilities</i>			
Students are expected to attend classes regularly, actively participate, pass two midterm exams and a final exam.			
1.8. <i>Monitoring of student work</i> <sup>62</sup>			
Class attendance	1	Class participation	Seminar paper Experimental work

<sup>62</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Blažević, N., Njemački u turizmu A2, FMTU, 2011.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Blažević, N., Njemački u turizmu A2, FMTU, 2011.	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.



General information		
Course instructor	Alenka Šuljić Petrc, PhD	
Name of the course	THIRD FOREIGN LANGUAGE– FRENCH LANGUAGE 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
French 2 is aimed at developing core A2-level language competences that include understanding the system of time as well as talking about oneself and your past. In addition, the objectives of this subject focus on the written transfer of basic information in simple terms to describe oneself, one's family, living conditions, and to develop language skills as prerequisites for acquiring communication competence in the tourism profession.		
<b>1.2. Course enrolment requirements</b>		
Passed course French 1.		
<b>1.3. Expected learning outcomes</b>		
After passing the exam in this course the student will be able to: 1. Recognize words, phrases and sentences from texts that are processed during class 2. Create questions on topics in the field of tourism profession (e.g. topics related to trends in tourism, ecology in tourism, hotel facilities and services, Croatia as a tourist destination, entertainment in a hotel and tourist place, receding) 3. Compile a simple business letter (inquiry, offer, reservation) and draw up a short travel program		
<b>1.4. Course content</b>		
Trends in tourism. Tour planners. It's a travel program. Types of hotels. Categorization of the hotel. Hotel facilities and services. Croatia as a tourist destination. Cultural and historical heritage of Croatia. Entertainment in a hotel and tourist resort. Complaint. Business communication.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Students are expected to regularly attend classes, active participation and to perform teaching duties.		
<b>1.8. Monitoring of student work<sup>63</sup></b>		

<sup>63</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

- Corbeau, S., Dubois, C. & Perforinis, J.-L. (2004). *Tourisme.com*. Paris: CLE International/SEJER.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

- 1. Gregoire, M. & Thievenaz, O. (2017). *Grammaire progressive du français – Nouvelle edition: Livre debutant*. Paris: CLE International/SEJER.
- 2. Calmy, A. (2004). *Le français du Tourisme*. Paris: Hachette.
- 3. Laygues, A. & Coll, A. (2016). *Le français en contexte – Tourisme* Paris: Maison des langues. (selected texts)

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
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*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.



General information		
Course instructor	Christian Stipanović, Ph.D., Full Professor with tenure	
Name of the course	Development Strategy and Business Policy	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	30+0+30
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
<p>The objectives are set at two levels: to enable students to assimilate, build on and understand theoretical knowledge in the field of development strategies and business policies, and to apply the acquired knowledge in solving problem situations, i.e. to innovate the development concept and business policies of companies and destinations in order to ensure a well thought-out response to changes in a dynamic market. The objectives include providing knowledge necessary to understand the importance of a development concept model, development strategies and business policies in a new value system, analyse the current state and level of competitiveness of a destination and a company (macro and micro level), anticipate changes in the tourism market, set goals, innovate potential strategies to achieve innovation-based competitive advantages, implement strategies, innovate specific business policies, ensure the interaction of new strategic orientations and the development concept model to achieve excellence, and examine practical examples of development strategies and business policies.</p>		
<b>1.2. Course enrolment requirements</b>		
-		
<b>1.3. Expected learning outcomes</b>		
<p>After passing the exam, students will be able to correctly interpret the basic theoretical ideas of the model of the development concept, development strategy and business policy, to analyse new trends in tourism in the 21st century. Analyse new trends in tourism of the 21st century and understand changes in tourism business, design new strategic orientations for modern hotel and tourism enterprises and destinations within a new system of values, distinguish basic resources and levels of competitive advantages, interpret the conditions for development, analyse the current state of competitiveness of destinations and hotel and tourism enterprises, set business goals, propose and justify strategies and specific business policies that can ensure success in the turbulent tourism market, and understand the implementation of new strategic orientations and the reengineering of modern enterprises and the transformation of existing enterprises into learning organisations.</p>		
<b>1.4. Course content</b>		
<p>Conceptual attributes of the development concept model. Business and development policies in the face of the dynamic twenty-first-century marketplace. Environmental management as a tool of development. Devising a concept as a tool of enterprise development: Potential strategies. The methods of devising concepts. Selecting the best strategy. Strategy implementation. Operations strategies: marketing strategy, R/D strategy, production strategy, financial strategy, human resources strategy. Specific features of the development concept and development strategies in tourism. Business and development policies of hotel and tourism enterprises within a new system of market values. New strategic orientations of modern hotel and tourism enterprises. Change management in the business policies of hotel and tourism enterprises. Factors of the development concept of Croatian tourism. Practical examples of development strategies and business policies.</p>		



1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. Comments							
1.7. Student responsibilities							
Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.							
1.8. Monitoring of student work <sup>64</sup>							
Class attendance	2	Class participation		Seminar paper	0,4	Experimental work	
Written exam	1	Oral exam		Essay	0,6	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio		Presentation of the seminar paper	0,5				
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
The student's work for the course will be evaluated and assessed according to the Book of regulations on introducing an ECTS assessment scale along with a numeric national grade scale for the university undergraduate (240 ECTS) and graduate studies (60 ECTS), as well as for the professional study programmes (180 ECTS) that are carried out at the Faculty of tourism and hospitality management in Opatija.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
1. Tribe, J. (2016). Strategy for tourism (No. Ed. 2). Woodeaton: Goodfellow Publisher Limited							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Moutinho, L. (2011). Strategic Management in Tourism, Cabi: Oxfordshire.							
2. Navas-López, J. E. & Guerras-Martín L. A. (2018). Fundamentals of Strategic Management. 2nd edition, Navarra: Thomson Reuters Civitas							
3. Sharpley, R., & Telfer, D. J. (Eds.). (2015). Tourism and development: concepts and issues, Bristol: Channel view publications.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
Tribe, J. (2016). Strategy for tourism (No. Ed. 2). Woodeaton: Goodfellow Publisher Limited					5		
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>64</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Helga Maškarin Ribarić, PhD, Full Professor	
Name of the course	Controlling	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30 + 0 + 30)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The course objective is to instruct students to purposefully use the instruments of operative and strategic controlling in order to increase the business success and avoid business risks. Students will be trained to analyse and assess the economic position of business entities by analysing all relevant business activities that affect business results and success.</p>		
1.2. <i>Course enrolment requirements</i>		
None.		
1.3. <i>Expected learning outcomes</i>		
<p>Upon mastering this course students are expected to be able to:</p> <ul style="list-style-type: none"> <li>• interpret basic concepts and principles in the field of business analysis and controlling</li> <li>• to choose the appropriate set of operational and strategic controlling instruments for the purpose of collecting, analysing and synthesizing business information</li> <li>• identify and diagnose the positive and negative aspects, and evaluate the economic position of the business entity</li> <li>• formulate and argue (innovative) proposals for improving the business in order to increase business performance and avoid business risks</li> <li>• make own conclusions independently and present the results of the analysis</li> <li>• apply controlling principles for the purpose of coordinating and integrating business and enable business growth.</li> </ul>		
1.4. <i>Course content</i>		
<p>Controlling – conceptualization, development determinants and phases. Controlling principles. Business analysis and controlling: methodology and methods, operative business diagnosis – analysis of financial results, revenues, costs, assets, financial situation, human resources. Performance indicators and systems of indicators. Financial and non-financial reporting. Managerial functions as controlling objects. Operative and strategic controlling. Coordinative and integrative function of controlling as prerequisite for business optimization and growth.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Regular attendance and active participation in course/class activities.		



1.8. <i>Monitoring of student work</i> <sup>65</sup>							
Class attendance	2	Class participation		Seminar paper		Experimental work	
Written exam	1	Oral exam		Essay		Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio		Case study	0,5	Computing tasks	1		
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>1. Merchant, K.A. &amp; Van der Stede, W.A. (2017) Management Control Systems: Performance Measurement, Evaluation and Incentives (4<sup>th</sup> Edition). New York: Pearson.</li> <li>2. Charifazdeh, M., Taschner, A. (2017) Management Accounting and Control: Tools and Concepts in a Central European Context, Weinheim: Wiley – VCH.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>1. Anthony, R.N., Govindarajan, V. (2007) Management Control Systems (12<sup>th</sup> Edition). NY: McGraw – Hill International Edition.</li> <li>2. Selected journal articles.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Merchant, K.A. & Van der Stede, W.A. (2017) Management Control Systems: Performance Measurement, Evaluation and Incentives (4 <sup>th</sup> Edition). New York: Pearson.					5		
Charifazdeh, M., Taschner, A. (2017) Management Accounting and Control: Tools and Concepts in a Central European Context, Weinheim: Wiley – VCH.					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>65</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	NADIA PAVIA, PhD, Full Professor	
Name of the course	ORGANIZATION AND MANAGEMENT OF HOTEL PROCESSES	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60(30+0+30)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The aim of the course is to introduce students to the fundamental terms of organization. Students will be trained to apply theoretical knowledge in practice, to interpret contemporary forms of organization in hotel business, use and explain new knowledge about management in hospitality industry, to analyse organizational problems in changing environment and to make suggestions for new forms of organization. Students will also be competent to argue the importance of organization in creating competitive tourist offer.</p>		
1.2. <i>Course enrolment requirements</i>		
None		
1.3. <i>Expected learning outcomes</i>		
<p>After finishing the course and passing the exam the students are expected to:</p> <ul style="list-style-type: none"> <li>– Explain and use the methods and techniques of organizing the work process in the hotel industry</li> <li>– Use accomplished knowledge, skills and competencies in managing the hotel process functions</li> <li>– Identify and comment on organizational structure factors</li> <li>– Analyse the elements of organizational structure</li> <li>– Design the hotel organization</li> </ul>		
1.4. <i>Course content</i>		
<p>Hospitality industry in tourist offer: the principals of hospitality industry, hotel products; Organization: concept and definition of organization, organization principles, organizational factors; Shaping the organizational structure: concept and elements of organizational structure, types and structures; choosing the appropriate organizational structure; Contemporary trends in shaping the organization; Responsibility centres in the organizational structure; Projecting and schematic approach to the organization; Business functions; Business functions: disassembling tasks, grouping and linking hotels' work tasks; Process functions; Organization of workplace: definition and elements of workplace; designing the workplace; Management of business functions; Hotel staff in shaping the hotel offer: business prediction, profile of hotel staff, staff training; Procurement of goods and merchandise; Preparation and sale of products and services: preparation of facilities and rooms; preparation of meals and drinks; promotion and sale of products.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input checked="" type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		





Actively participating and attending the course, fulfilment of course obligations defined in the teaching program.							
1.8. <i>Monitoring of student work</i> <sup>66</sup>							
Class attendance	2	Class participation		Seminar paper	0,45	Experimental work	
Written exam	1	Oral exam		Essay	0,6	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio		Presentation	0,45				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Brotherton, B. et al. (2003.). The International Hospitality Industry – Structure, Characteristics and Issues. Oxford: Butterworth Heinemann							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Ford, C.R. & Struman C. M. (2020) Managing Hospitality Organizations: Achieving Excellence in the Guest Experience, SAGE							
2. O'Fallon, M.J. & Rutherford, D. G. (2011), Hotel Management and Operations, 5 <sup>th</sup> Edition, John Wiley & Sons, Inc. Hoboken, New Jersey							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Brotherton, B. et al. (2003.). The International Hospitality Industry – Structure, Characteristics and Issues. Oxford: Butterworth Heinemann					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>66</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Tea Baldigara, PhD, Full Professor Maja Gregorić, PhD, Assistant Professor	
Name of the course	Business Decision-Making Methods in the Hotel Industry	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
Ability to recognize the affiliation of certain problem situations to a certain model for which some methods and decision-making techniques has been already developed, as well as the ability to apply these methods and techniques to the needs of tourism.		
<b>1.2. Course enrolment requirements</b>		
For the course enrolment, students must have previous knowledge in Mathematics, Economics and Management.		
<b>1.3. Expected learning outcomes</b>		
After passing the exam of the course Business Decision-Making Methods in the Hotel Industry, students should be able to:		
<ol style="list-style-type: none"> <li>1. Correctly interpret basic concepts in the field of business decision-making method in tourism;</li> <li>2. Describe appropriate business decision models and methods;</li> <li>3. Apply appropriate business decision models and methods in solving specific problems in hotel and tourism practice;</li> <li>4. Apply business decision methods to specific problems in hotel and tourism practice using an appropriate computer software support;</li> <li>5. Critically evaluate the results of the application of business decision-making methods to the specific problems in hotel and tourism practice.</li> </ol>		
<b>1.4. Course content</b>		
Basics of linear programming theory. Types of linear programming models. Methods for solving linear programming problems (graphical and simplex method), and their application. Solving linear programming problems with computer software support. Specific linear programming problems (transport problem and assignment problem). Matrix game theory. Inventory management.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>	Lectures, seminars and workshops will complementing each other. Individual assignments, workshops, seminars and multimedia will allow students to work through the topics covered in the lectures and give the opportunity for questions, discussions and knowledge upgrading.	
<b>1.7. Student responsibilities</b>		
Students responsibilities are as follow: To attend lectures and seminar classes and actively participate in the teaching process, to solve a short quiz, to solve independent assignments, continuous assessments and final exam.		



1.8. <i>Monitoring of student work</i> <sup>67</sup>							
Class attendance	2	Class participation		Seminar paper		Experimental work	
Written exam	1	Oral exam		Essay		Research	
Project	1,5	Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Render, B., Stair, R., Hanna, E.M., Hale, T.S. (2018). Quantitative Analysis for Management (13th ed.). England: Pearson.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., Cochran J. J. (2019). An Introduction to Management Science: Quantitative Approaches to Decision Making (15th Edition). USA: Cengage Learning							
1. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
1. Render, B., Stair, R., Hanna, E.M., Hale, T.S. (2018). Quantitative Analysis for Management (13th ed.). England: Pearson.						5	
2. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>67</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Sandra Janković, PhD, Full Professor in tenure	
Name of the course	Revenue Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	(15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The objective of the course is in gaining theoretical knowledge in the field of applying revenue management instruments as well as practical skills for revenue maximisation in tourism and hospitality industry, considering product and service costs, costs of market segments and channels, seasonality and perishable inventory.</p>		
1.2. <i>Course enrolment requirements</i>		
None.		
1.3. <i>Expected learning outcomes</i>		
<p>It is expected, that after fulfilling all the obligations of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Critically conclude the instruments of operational and strategic revenue management.</li> <li>2. Asses the top line and bottom line measures of revenue management.</li> <li>3. Conduct the benchmarking analysis according to measures of revenue management.</li> <li>4. Recommend the selling price for different market segments and channels.</li> </ol> <p>The students, besides specific competencies, will actively participate in the class activities and case studies, and will develop the capabilities of analytical and critical thinking and team work.</p>		
1.4. <i>Course content</i>		
<p>The course content is focused on revenue management instruments and is studied through the following units: Introduction to revenue management: from traditional approach to non-traditional approaches and dynamic pricing. Development of revenue management: from yield management to total revenue management. Strategic levers in hotel revenue management: price and duration. Top and Bottom line measures of revenue management. Benchmarking analysis. Operational and strategic instruments of revenue management.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input checked="" type="checkbox"/> other Case study
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
<p>The manner of instruction on this course are lectures and seminars and it is expected from the students that they actively participate in all the given assignments. The students have to take the partial exams and the final exams with the condition that they have fulfilled all the obligations that are provided in the course syllabus.</p>		



1.8. <i>Monitoring of student work</i> <sup>68</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0,4	Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio		Case study	0,8				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Forgacs, G. (2017). Revenue Management Maximizing Revenue in Hospitality Operations. Second edition. AHLEI							
2. Janković, S. PowerPoint presentations and e-materials available on Lumens.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Ivanov, S. (2014) Hotel Revenue Management: From Theory to Practice, Zangador							
3. Kimes, S., (2004). Restaurant Revenue Management, CHR Reports, Cornell, Center for Hospitality Research							
4. Tranter, K., Sturt-Hill, T., Parker, J., (2008) Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World, An Introduction, Prentice Hall							
5. Yeoman, I., McMahon-Beattie, U. (2004) Revenue Management and Pricing: Case studies and Applications, Thomson							
6. Phillips, R.L. (2005). Pricing and Revenue optimization, Stanford University Press							
7. Talluri, K.T., Van Ryzin, G.J. (2004) The Theory and Practice of Revenue Management, Springer, New York							
a. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Forgacs, G. (2017). Revenue Management Maximizing Revenue in Hospitality Operations. Second edition. AHLEI						5	30
b. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>68</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Sandra Janković, PhD, Full Professor	
Name of the course	ACCOUNTING for SMEs	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4th	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15 + 15+ 0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The course objective is to introduce students to specifics of accounting for SMEs and to enable students for accounting procedures in SMEs and according to them developing competencies and skills regarding recording business transactions and composing financial statements in small hotel enterprises.</p>		
1.2. <i>Course enrolment requirements</i>		
none		
1.3. <i>Expected learning outcomes</i>		
<p>After the completion of the exam the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain and differentiate specifics of Accounting for SMEs (d.o.o./crafts)</li> <li>2. Asses the importance of accounting documentation</li> <li>3. Record simple business transactions using accounting software Synesis</li> <li>4. Prepare and interpret Balance sheet and Profit and Loss Account created in software Synesis</li> </ol>		
1.4. <i>Course content</i>		
<p>The course content is focused on developing practical skills to teach students how to organize and run accounting in small and medium enterprises, using accounting software Synesis. Students acquire knowledge about the SME accounting concept and content through the following topics: Theoretical framework of SME Accounting. Accounting standards for SME. General ledger and accounting documentation. Financial statements for SME.</p> <p>The emphasis is on creating own case study by designing complete documentation for a small tourism or hotel enterprise including: opening of a business, getting long term and short term assets, preparing depreciation form, receiving invoices and outgoing invoices, creating account payment and receipts records, ect. using software Synesis.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
<p>The manner of instruction on this course are lectures and seminars and it is expected from the students that they actively participate in all the given assignments. The students have to take the partial exams and the final exams with the condition that they have fulfilled all the obligations that are provided in the</p>		



course syllabus.							
1.8. <i>Monitoring of student work</i> <sup>69</sup>							
Class attendance	1,0	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	0,8
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature</i>							
1. Suwardy, T., Harrison, W., Tietz, W., Horngren, C., Thomas, C., Financial Accounting, 11 <sup>th</sup> edition, Pearson, 2019. (selected chapters)							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
International Financial Reporting Standards (IFRS) for SMS; IFAC, 2015							
1.12. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>69</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Romina Alkier, PhD., Associate Professor	
Name of the course	European Economics	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 15+0+15
1. COURSE DESCRIPTION		
<i>1.1. Course objectives</i>		
The goal of this course is the formation of contemporary theoretical knowledge about the European Union with an emphasis on economic integration processes among states, and the analysis of capability of joining of the Republic of Croatia to the EU. Students gain theoretical and practical knowledge about the characteristics and the functioning of economic systems, economic, monetary, foreign affairs, tax and other policies in the EU.		
<i>1.2. Course enrolment requirements</i>		
Passed course Tourism and Macroeconomics		
<i>1.3. Expected learning outcomes</i>		
After passing the exam the students will be capable to:		
<ol style="list-style-type: none"> <li>1. Explain basic terminology from the area of European Union</li> <li>2. Identify historical and social context in which the European Union was formed and developed</li> <li>3. Construct widest conceptual framework for understanding and functioning of the EU</li> <li>4. Learn and analyse contemporary trends and tendencies related to further EU development</li> </ol>		
<i>1.4. Course content</i>		
Historical development and strategic determinants of European Integration Process; Law sources and the institutions of the EU process; Economic Regional Blocks; External Determinants of the EU; Joint Trade Policy; Preferential System of the EU; Internal European Market; European Policies System; Fiscal Policy of the EU; Monetary Policy of the EU; Economic and Social Cohesion; Environmental Protection Policy and Sustainable Development in the EU; Croatia and the Economic Integrations		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<i>1.6. Comments</i>		
<i>1.7. Student responsibilities</i>		
Class attendance, active participation in classes, preparation and presentation of a seminar paper, writing an essay on a given topic, and studying for mid-term tests and final written exam.		
<i>1.8. Monitoring of student work<sup>70</sup></i>		

<sup>70</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Class attendance	1	Class participation		Seminar paper	0,3	Experimental work	
Written exam	0,4	Oral exam		Essay	0,5	Research	
Project		Continuous knowledge assessment	0,8	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Grading and evaluation of student's work during classes and on the final exam is conducted according to the Rulebook of grading students at FTTHM-purified text (since 15<sup>th</sup> December 2015)

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Ali M. El-Agraa, The European Union, Economics and Policies, Cambridge University Press, Eight Edition, 2007.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

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*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Ali M. El-Agraa, The European Union, Economics and Policies, Cambridge University Press, Eight Edition, 2007.	30	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

Quality of program, teaching process, skill of teaching and the level of adoption of the material will be determined by conducting written evaluation, extended questionnaires, and in other ways predicted by the accepted standards, according to the Rulebook about the system for quality of the University of Rijeka and the Rulebook about the system for quality of Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Siniša Bogdan, PhD, Assistant Professor	
Name of the course	Capital Budgeting and Project Appraisal	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
<p>The objective of this course is to familiarize students with the long-term decision-making process and investment appraisal techniques. Students will gain specific knowledge related to estimation of cash flow and cost of capital, they will also develop competencies for understanding the risks of investment projects and how to involve them in the decision-making process.</p>		
1.2. <i>Course enrolment requirements</i>		
None		
1.3. <i>Expected learning outcomes</i>		
<p>After attending and passing this course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply and interpret investment appraisal techniques</li> <li>2. Estimate cost of capital</li> <li>3. Apply risk assessment techniques in investment appraisal</li> <li>4. Evaluate and argue the financial viability of investment projects</li> </ol>		
1.4. <i>Course content</i>		
<p>The concept of capital budgeting. Financial and real investments. Characteristics of the investment project. Financial efficiency. Types of investment projects. The process of capital budgeting. The importance of capital budgeting and financial decision-making methods. Payback period. Discounted payback period. Net present value. Internal rate of return. Profitability index. Annuity approach. Types of investment decisions. Assessment of individual project effectiveness. Project ranking. Mutually exclusive projects. Relevant cash flow. Estimation of investment costs. Forecast of net cash flows. The residual value of the project. Capital structure. Dilemmas in determining the cost of capital. Individual cost of capital. Cost of capital after tax. Total cost of capital. Marginal and incremental cost of capital. Three components of project risk. Measuring individual project risk. Measuring project risk for an enterprise. Market risk of the project. Incorporating risk into project effectiveness assessment. Special cases of capital budgeting.</p>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
<p>Class attendance (full-time students, minimum class attendance 75%), active participating in class, writing and oral presentation of a seminar paper and practical work, continuous assessment and written exam.</p>		



1.8. <i>Monitoring of student work</i> <sup>71</sup>							
Class attendance	1,0	Class participation		Seminar paper	0,3	Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	0,5
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Crundwell, F. (2008). <i>Finance for engineers: Evaluation and funding of capital projects</i> . Springer Science & Business Media. Peterson, P. P.. & Fabozzi F. J. (2002). <i>Capital Budgeting: Theory and Practice</i> . John Wiley & Sons							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Baker, H. K., & English, P. (2011). <i>Capital budgeting valuation: financial analysis for today's investment projects</i> . John Wiley & Sons.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
<i>Crundwell, F. (2008). Finance for engineers: Evaluation and funding of capital projects. Springer Science &amp; Business Media.</i>						5	
<i>Peterson, P. P.. &amp; Fabozzi F. J. (2002). Capital Budgeting: Theory and Practice. John Wiley &amp; Sons</i>						5	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>71</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information							
Course instructor	Edna Mrnjavac, Ph.D., Full Professor						
Name of the course	Traffic Management in Tourist Destination						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	4th						
ECTS credits and manner of instruction	ECTS credits		3				
	Number of class hours (L+E+S)		15+0+15				
1. COURSE DESCRIPTION							
1.1. <i>Course objectives</i>							
Gaining and assimilating theoretical knowledge about: traffic concept in tourist destination, characteristics of traffic-touristic demand, interdependence between traffic demand and offer in tourism destination, as well as about planning, organizing and managing traffic in destination. Empower students to select optimal traffic options according to special features of destination tourism offer and contemporary trends in traffic and tourism.							
1.2. <i>Course enrolment requirements</i>							
none							
1.3. <i>Expected learning outcomes</i>							
After having passed the exam students will be able to: -interpret correctly the role of traffic in the quality of destination tourism offer, -formulate a critical conclusion about the traffic concept in selected tourism destination, -argumentatively formulate a proposal to improve the actual traffic concept in destination.							
1.4. <i>Course content</i>							
The role of traffic in tourism destination. Managing traffic demand. Traffic planning in tourism destination. Traffic organization in traffic destination. Traffic managing in tourism destination. Actual challenges and perspectives of traffic in destination.							
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Students are required to attend lectures and actively take part in fulfilment of selected assignments, work on individual assignment in form of research work according to instructors recommendations as well as to perform an oral presentation.							
1.8. <i>Monitoring of student work</i> <sup>72</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam		Essay		Research	0,8

<sup>72</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Project		Continuous assessment	0,8	Report		Practical work	
Portfolio		Final exam	0,4				

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

1. Chuck, Y. G., Makens, J.C. & Choy, D.J.L.(1997). The Travel Industry. New York: Wiley
2. Evans, N., Campbell, D. & Stonehouse, G.(2003). *Strategic Management for Travel and Tourism*. Amsterdam: Butterworth Heinemann.
3. Tumlin J.(2012). Sustainable Transportation Planning, New York: Wiley

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

2. Page, S.J.(2015). Tourism Management: Oxon, Routledge.
3. Prideaux, B. & Carson, D. (2011). Drive Tourism: Oxon Routledge
4. Tribe, J.(2011). The Economics of Recreation, Leisure and Tourism: London, Routledge.

*4.1. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
1. Chuck, Y. G., Makens, J.C. & Choy, D.J.L.(1997). The Travel Industry. New York: Wiley	1	
2. Evans, N., Campbell, D. & Stonehouse, G.(2003). <i>Strategic Management for Travel and Tourism</i> . Amsterdam: Butterworth Heinemann.	1	
3. Tumlin J.(2012). Sustainable Transportation Planning, New York: Wiley	1	

*4.2. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Josipa Cvelić Bonifačić, PhD, Assistant Professor	
Name of the course	Camping Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Study programme	elective	
Year of study	4th	
ECTS credits and manner of instruction	ECTS	3 ECTS-a
	Number of hours (L+E+S)	30 (15+0+15)

1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
The aim of the course is to acquaint students with the theoretical framework of camp management and the possibility of implementing the acquired knowledge in the operation of camps and camping resorts.		
1.2. <i>Conditions for enrollement</i>		
None		
1.3. <i>Expected outcomes</i>		
<p>After completing and passing the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Properly interpret terminology, history, legal aspects, marketing and sales, characteristics of camping services in Croatia and Europe as well as standards in camping operations</li> <li>2. Properly interpret the quality standards of the camping service, its impact on Destination Management and trends in innovative camping services</li> <li>3. Calculate the necessary standards in the construction of the camp in accordance with the positive regulations</li> </ol>		
1.4. <i>Subject content</i>		
The concept, history, organization and importance of camping tourism in Croatia and Europe in the context of climate change and the pursuit of sustainable destination development. Creative opportunities for the development of new types of camps, examples of best practice and Benchmark European and Croatian camps. Legal aspects of Croatian and European camping services, quality standards and certification in campsites and trends in the development of camping services. Specifics of operations, marketing, sales and sustainable management in camps. Calculation of the necessary standards for the construction of individual quality elements in the camp.		
1.5. <i>Types of lecturing</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Students obligations</i>		



Classes will be conducted in the form of lectures and seminars, and students are expected to actively participate and fulfil all assigned obligations. The student is required to take a partial form of examination, and a written exam, provided that he masters all forms of material provided by the curriculum of the course.

Classes will include 1 day of fieldwork by visiting a camp and getting acquainted with the management functions of that camp.

#### 1.8. Monitoring of student work

Class attendance	1	Class participation		Seminar paper	0,6	Experimental work	
Written exam	0,4	Oral exam		Essay	0,2	Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio							

#### 1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of student work during classes and at the final exam is carried out on the basis of the Ordinance on student assessment of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.

#### 1.10. Mandatory literature (at the time of submission of study programme proposal)

1. Cvelić-Bonifačić, J. (2019). Skripta Menadžment kampova. Opatija: Sveučilište u Rijeci, Fakultet za turistički i hotelski Menadžment.
2. Cvelić-Bonifačić, J. (2019). Power Point prezentacije i materijali. (online)

#### 1.11. Optional/additional literature (at the time of submission of the study programme proposal)

1. [Zakon o ugostiteljskoj djelatnosti - neslužbeno pročišćeni tekst](#); (NN 85/15; NN 121/16; NN 99/18); izmjene (NN 25/19); izmjene (NN 98/19).
2. Pravilnik o razvrstavanju i kategorizaciji ugostiteljskih objekata iz skupine Kampovi (NN 54/16); Izmjene i dopune (NN 68/19); Izmjene i dopune (NN 120/19).
3. Cerović, Z. (2010). Hotelski menadžment. Opatija: Sveučilište u Rijeci, Fakultet za turistički i hotelski Menadžment.
4. Nitschke, H. (2011). Kamp budućnosti, kamping resort – odmorišno naselje. Poreč: IGL., KUH, AS-press.

#### 1.12. Number of assigned reading copies in relation to the number of students currently attending the course

Title	Number of copies	Number of students
Cvelić-Bonifačić, J. (2019). Skripta Menadžment kampova. Opatija: Sveučilište u Rijeci, Fakultet za turistički i hotelski Menadžment.	Available on Lumensu	
Cvelić-Bonifačić, J. (2019). Power Point prezentacije i materijali. (online)	Available on Lumensu	

#### 1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the Ordinance on Quality Assurance and Improvement of the University of Rijeka. in tourism and hospitality.



General information							
Course instructor	Sabina Hodžić, PhD., Associate Professor						
Name of the course	Environment Protection Financing						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	4 <sup>th</sup>						
ECTS credits and manner of instruction	ECTS credits		3				
	Number of class hours (L+E+S)		30 (15+0+15)				
1. COURSE DESCRIPTION							
1.1. Course objectives							
The objective of the course is to establish and address the importance of environmental protection financing with special emphasize on different ways of financing. In addition, students will suggest the model for environment protection by using economic instruments in environment protection.							
1.2. Course enrolment requirements							
None.							
1.3. Expected learning outcomes							
After passing the course, student will be able to:							
1. properly describe basic terms of environmental protection financing							
2. analyse different ways of environmental protection financing							
3. establish the model for environmental protection financing by using economic instruments							
1.4. Course content							
The relationship between finance, ecology and environment protection. Economic instruments for environmental protection financing (direct and indirect). Public sector and environmental protection financing. Distribution of public functions and environmental protection financing. Local government revenues and environmental protection financing. Environmental taxes. Energy policy and environment – the problem of financing. Pareto efficiency and pollution. Environment protection financing in the Republic of Croatia.							
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. Comments							
1.7. Student responsibilities							
Class attendance (75%), individual assignments, seminar paper and presentation, essay, mid-terms, final exam.							
1.8. Monitoring of student work <sup>73</sup>							
Class attendance	1,0	Class participation		Seminar paper	0,5	Experimental work	
Written exam	0,4	Oral exam		Essay	0,3	Research	

<sup>73</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Project		Continuous assessment	0,8	Report		Practical work																						
Portfolio																												
<p><i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>																												
<p><i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i></p> <p>1. Labatt, S., &amp; White, R.R. (2002). Environmental Finance: A Guide to Environmental Risks Assessment and Financial Products. Wiley.          2. Goodstein, E. S., &amp; Polasky, S. (2020). Economics and the Environment. (9<sup>th</sup> edition). Wiley.</p>																												
<p><i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i></p> <p>1. Curley, M. (2014). Finance Policy for Renewable Energy and a Sustainable Environment. CRC Press, Taylor &amp; Francis Group.          2. Curley, M. (2020). Environmental Finance for the Developing World. CRC Press, Taylor &amp; Francis Group.</p>																												
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<p><i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i></p> <p>The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.</p>																												



COURSE DESCRIPTION		
Course instructor	Suzana Bareša, PhD, Assistant Professor	
Name of the course	FINANCIAL PLANNING	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Acquaint the student with the financial planning process as well as the creation of the financial plan of the business entity with the aim of planning future activities and bringing adequate business decisions.		
1.2. <i>Course enrolment requirements</i>		
1.3. <i>Expected learning outcomes</i>		
After completing the course, the student will be able:		
<ul style="list-style-type: none"> <li>– To identify, describe and interpret the basic terms, procedures and tasks of financial planning,</li> <li>– To differentiate individual financial plans necessary for developing the final financial plan,</li> <li>– To create break even point analysis,</li> <li>– To create projection of financial statements on a business example,</li> <li>– To apply basic and specific financial knowledge in the area of financial planning on a business case.</li> </ul>		
1.4. <i>Course content</i>		
Financial Planning: Significance, role and process of financial planning, Financial planning and solvency, Maintenance and control of operational funds, Prediction of the required amount of funds, Financial planning and profitability, Incomes and expenditures of money, BEP analysis, Control of incomes and expenditures of funds, Flexible financial plan, Investment Control, Financial Plan as a Financing Assistance; Preparation of a detailed budget: Preparation for the financial plan, production and raw material planning, procurement costs, insurance, and other cost plans, Capital investment plan, Financial plan, Plan of cash receipts from sales, Planned profit or loss statement, Planed balance sheet. Expansion of business.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Students are obliged to attend and participate actively in class. Students are obliged to make a projection of planning documents of a specific business case (case study - word document) and present a business case orally; pass two midterms; and the final exam.		
1.8. <i>Monitoring of student work</i> <sup>74</sup>		

<sup>74</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1,2	Class participation	0,1	Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project		Continuous assessment	0,9	Report		Practical work	
Portfolio						Presentation	0,1

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in class and at the final exam is conducted according to faculty assessment rules - revised version (from 15.12.2015.).

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Alexander, J. Financial Planning & Analysis: Performance Management, John Wiley & Sons, Inc. Hoboken, New Jersey, 2018.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

Brigham, E.F., Houston, J.F. Fundamentals of Financial Management, 14th ed., Cengage Learning, Boston, 2015.

Gibson, C.H. Financial Reporting & Analysis Using Financial Accounting Information, 12th edition, Cengage Learning, 2011.

Lee, A.C., Lee J.C., Lee C-F. Financial Analysis, Planning and Forecasting: Theory and Application, 2nd Edition, World Scientific Publishing Company, London, 2008.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
<i>Alexander, J. Financial Planning &amp; Analysis: Performance Management, John Wiley &amp; Sons, Inc. Hoboken, New Jersey, 2018.</i>	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality is constantly monitored in accordance with the developed system implemented at the Faculty. Analysis of examinations is performed annually. Surveys are conducted once a semester.



General information							
Course instructor	Zrinka Zadel, Ph.D., Associate Professor						
Name of the course	Cultural Tourism						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	4 <sup>th</sup>						
ECTS credits and manner of instruction	ECTS credits		3				
	Number of class hours (L+E+S)		30 (15+0+15)				
1. COURSE DESCRIPTION							
1.1. Course objectives							
The objectives of the course are to acquaint the student with the theoretical and practical achievements of cultural tourism as one of the specific forms of tourism and the acquisition of student knowledge about the cultural tourism management.							
1.2. Course enrolment requirements							
-							
1.3. Expected learning outcomes							
After passing the exam it is expected that the student will be able to:							
<ol style="list-style-type: none"> <li>1. State and name the basic concepts of cultural tourism</li> <li>2. Explain, correlate and utilize knowledge related to managing cultural resources and forming a competitive cultural tourism product</li> <li>3. Classify and generate cultural tourism development</li> </ol>							
1.4. Course content							
Fundamental characteristics and forms of cultural tourism. Development of a cultural and tourist product. Sustainable development of cultural tourism. Material and non-material heritage. Management and economic approach to cultural heritage. Marketing of cultural heritage. Market of cultural tourism. Management of cultural heritage. Cultural and tourist policy. The role of international organizations in cultural tourism. Status of cultural tourism in the Republic of Croatia.							
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. Comments	-						
1.7. Student responsibilities							
Regular class attendance, preparation and verbal presentation of the seminar work, essay, final written exam.							
1.8. Monitoring of student work <sup>75</sup>							
Class attendance	1	Class participation		Seminar paper	0,5	Experimental work	
Written exam	0,4	Oral exam		Essay	0,3	Research	

<sup>75</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Project		Continuous assessment	0,8	Report		Practical work										
Portfolio																
<p><i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>																
<p><i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i></p> <p>1.Park, H. (2014). Heritage Tourism. Routledge, London and New York</p>																
<p><i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i></p> <p>1. McKercher, B., Cros, H. (2002). Cultural Tourism. The Haworth Hospitality Press, New York, London, Oxford  2. Timothy, D.J., Boyd, S.W. (2003). Heritage tourism. Prentice Hall, Harlow</p>																
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<p><i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i></p> <p>The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.</p>																



General information		
Course instructor	Ana Čuić Tanković, PhD, Assistant Professor	
Name of the course	Business Communication in Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	(15+0+15)
1. COURSE DESCRIPTION		
1.1. Course objectives		
The aim of this course is to teach students how to evaluate different forms of communication (oral and written) through the lectures and practical exercises and to successfully create oral and written communication messages in the internal and external, domestic and international communication environment with the application of modern information and communication technologies.		
1.2. Course enrolment requirements		
None.		
1.3. Expected learning outcomes		
After attending the course and successfully finishing the exam, students will be able to:		
1. Interpret the theoretical knowledge, the information and the facts required in the choice of forms and media of communication.		
2. Create different forms of written and oral communication in business.		
3. Manage the complex communication processes in company's internal and external environment.		
4. Critically conclude about the communication's paradigms nowadays and integration of digital and information communication technology.		
1.4. Course content		
Introduction to communication and business communication. Communication process. Types of messages. Written communication. Oral communication. Nonverbal communication. International communication. Ethics and communication etiquette. Internal communication. Negotiation. Digital communication, technique and technology in communication. Marketing communication. Characteristics of business communication in tourism and hotel industry.		
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. Comments		
1.7. Student responsibilities		
Attending classes and participating in teaching activities, developing a practical work, conducting and presenting a research work, undergoing continuous assessment and written exam.		
1.8. Monitoring of student work <sup>76</sup>		

<sup>76</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	<b>1</b>	Class participation		Seminar paper		Experimental work	
Written exam	<b>0,4</b>	Oral exam		Essay		Research	<b>0,4</b>
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	<b>0,4</b>
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Bovee, C., Thill, J. (2014), Business Communication Today, 12th edition, Pearson

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

Egan, J. (2015). Marketing Communications, London: SAGE Publications Ltd.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Bovee, C., Thill, J. (2014), Business Communication Today, 12th edition, Pearson	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Jelena Đurkin Badurina, PhD, Assistant Professor	
Name of the course	Local Community Management	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	15+0+15
1. COURSE DESCRIPTION		
<i>1.1. Course objectives</i>		
<p>One of the main course objectives is to raise awareness among students about importance of understanding, involving and managing local community as a key stakeholder for long-term sustainable tourism development. The course is aims at train students to understand, critically assess and develop solutions for managerial and organisational challenges in enabling participation of local communities in planning, developing and managing tourism on local level.</p>		
<i>1.2. Course enrolment requirements</i>		
<i>1.3. Expected learning outcomes</i>		
<ol style="list-style-type: none"> <li>1.To explain the concepts of local community, empowerment, capacity-building, stakeholder management, community-based tourism and community enterprise</li> <li>2.To conduct stakeholder analysis for particular local community</li> <li>3. To explain means and challenges of participation of local community in planning, developing, owing and managing tourism resources on local level</li> <li>4.To assess organisational models that enable participation of local community in tourism development (e.g. community enterprise)</li> <li>5.To provide managerial and organisational suggestions for situations outlined in real-life case studies from local communities engaged in tourism development</li> </ol>		
<i>1.4. Course content</i>		
<p>Concept of (local) community/ Stakeholder management in the context of local community/ Empowering and capacity building in local community/Local community perception and participation in tourism development/ Community-based tourism: management and organisation issues/Organisational models for tourism stakeholders in local communities/Community enterprise: theory and practice/ Real-life case studies (examples) of management of local communities for the tourism development</p>		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<i>1.6. Comments</i>		
<i>1.7. Student responsibilities</i>		
<p>Full-time students are required to attend lectures and seminars (75% attendance at classes). All students are required to have minimum of 35% during the semester, and the activities through which they can obtain the required percentages are: continuous assessment (2 midterm examinations), class participation, conducting stakeholder analysis on chosen local community, and developing solutions for</p>		





selected case study. In order to successfully pass the course, students are required to take the final exam and earn a minimum of 50%.

1.8. Monitoring of student work<sup>77</sup>

Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project	0,8	Continuous assessment	0,8	Report		Practical work	
Portfolio							

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

1.10. Mandatory literature (at the time of submission of study programme proposal)

Beeton, S. (2006). *Community Development through Tourism*. Collingwood: Landlinks Press.

Peredo, A. M. & Christman, J.J. (2017) Conceptual foundations: Community-based enterprise and community Development, in van Ham, M., Reuschke, D., Kleinhans, R., Mason, C. and Syrett, S. (Eds.), *Entrepreneurial Neighbourhoods*, Cheltenham: Edward Elgar Publishing, 151–178.

1.11. Optional/additional literature (at the time of submission of the study programme proposal)

- Jepson, A. & Clarke, A. (eds.) (2016). *Managing and developing communities, festivals and events*, New York: Palgrave Macmillan.

-Murphy, P.E. & Murphy, A.E. (2004). *Strategic Management for Tourism Communities: Bridging the Gaps*, Clevedon/Buffalo/Toronto: Channel View Publications.

-Roseland, M. (2012). *Toward sustainable communities: solutions for citizens and their governments*, 4th ed., Gabriola Island: New Society Publishers.

-Đurkin Badurina, J. (2019). Teaching Case study: [Mon Perin ltd.: example of community-owned tourism](#). *Tourism and hospitality management* 25(2), 421-429.

-Đurkin, J. & Wise, N. (2017). [Managing community stakeholders in rural areas: Assessing the organisation of local sports events in Gorski kotar, Croatia](#), in Jepson, A. & Clarke, A. (Eds.). *Power, Construction and Meaning in Festivals*, London; New York : Routledge, 185-200.

-Hall, D. & Richards, G. (2003). *Tourism and sustainable community development*, London: Routledge.

-Đurkin, J. & Perić, M. (2017). [Organising for community-based tourism: Comparing attitudes of local residents and local tourism entrepreneurs in Ravna Gora, Croatia](#), *Local Economy*, 32 (7), 678 – 691.

- Moscardo, G. (2008). *Building community capacity for tourism development*, Wallingford: CABI.

1.12. Number of assigned reading copies in relation to the number of students currently attending the course

Title	Number of copies	Number of students
All compulsory literature is available in the form of pdf. (free access)		

1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

<sup>77</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



**Sveučilište u Rijeci • University of Rijeka**

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The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Maja Gregorić, PhD, Assistant Professor	
Name of the course	Quantitative Forecasting Methods in Tourism	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30(15+0+15)
1. COURSE DESCRIPTION		
<i>1.1. Course objectives</i>		
Developing general and specific competencies necessary for the correct interpretation, analysis and comparison of basic forecasting methods in tourism, their application for the purpose of forecasting models estimation through available software support, as well as application in hotel and tourism business practice.		
<i>1.2. Course enrolment requirements</i>		
For the course enrolment, students must have previous knowledge in Statistics, Mathematics and Economics.		
<i>1.3. Expected learning outcomes</i>		
After passing the exam of the course Quantitative Forecasting Methods in Tourism, students should be able to:		
<ol style="list-style-type: none"> <li>1. Properly describe and interpret basic concepts in the field of forecasting;</li> <li>2. Apply appropriate forecasting methods and models in forecasting empirical data from hotel and tourism practice;</li> <li>3. Evaluate appropriate forecasting models in forecasting empirical data from hotel and tourism practice using computer support;</li> <li>4. Present and critically evaluate the results obtained by applying quantitative forecasting methods on data from hotel and tourism practice.</li> </ol>		
<i>1.4. Course content</i>		
Conceptual definition and characteristics of forecasting in tourism. Basic concepts and definitions of time series analysis. Time series decomposition. Dynamics indicators and time series indices. Quantitative forecasting methods (Forecasting and evaluation of forecasting models. Classical models of time series analysis. Causal forecasting methods. Artificial intelligence methods.) Forecasting software.		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<i>1.6. Comments</i>	Lectures, seminars and workshops will complement each other. Individual assignments, workshops, seminars and multimedia will allow students to work through the topics covered in the lectures and give the opportunity for questions, discussions and knowledge upgrading.	
<i>1.7. Student responsibilities</i>		
Students responsibilities are as follow: To attend lectures and seminar classes and actively participate in the teaching process, to solve short quiz, to solve independent assignments, continuous assessment and final exam.		



<i>1.8. Monitoring of student work<sup>78</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project	0,8	Continuous assessment	0,8	Report		Practical work	
Portfolio							
<i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
<i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Hanke, E. John, & Wichern, D. (2014). Business Forecasting. UK: Pearson.							
<i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Fretchling, C. D. (2001). Forecasting Tourism Demand: Methods and Strategies. Oxford: Butterworth-Heinemann.							
2. UNWTO and European Travel Commission. (2008). Handbook on Tourism Forecasting Methodologies. Spain, Madrid: World Tourism Organisation.							
<i>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
1. Hanke, E. John, & Wichern, D. (2014). Business Forecasting. UK: Pearson.					5		
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>78</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Lorena Bašan, PhD, Full Professor	
Name of the course	TRAVEL AGENCIES	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
This course's main objective is to introduce students to specific knowledge required to understand travel agencies' management and marketing and apply the acquired knowledge in the tourist market's particular context.		
1.2. <i>Course enrolment requirements</i>		
No		
1.3. <i>Expected learning outcomes</i>		
After passing the course examination, students should be able to:		
<ol style="list-style-type: none"> <li>1. explain the concept related to the management of travel agencies</li> <li>2. explain the concept related to the marketing implementation in travel agencies business</li> <li>3. explain the guidelines of consumer protection and the application of sustainability in the tour operator business</li> <li>4. analysing the problems in practice and recommend suitable solutions to problems.</li> </ol>		
1.4. <i>Course content</i>		
<ol style="list-style-type: none"> <li>1. The development of organized travel and the origin of tourism intermediaries</li> <li>2. The concept, types, functions, and legal framework of travel agencies business</li> <li>3. The relationship of travel agencies and business partners</li> <li>4. Resources for travel agencies business</li> <li>5. Tour operators – term, rise, and types</li> <li>6. Applying the marketing concept to travel agencies               <ol style="list-style-type: none"> <li>6.1. Travel agencies and consumer behaviour in tourism</li> <li>6.2. Tourist market research and segmentation for the needs of travel agencies</li> <li>6.3. Types of travel packages, designing and implementing travel packages</li> <li>6.4. Costing travel packages and pricing policies</li> <li>6.5. Selling and promoting travel packages</li> </ol> </li> <li>7. Consumer/tourist protection</li> <li>8. Travel agencies and the B2B market</li> <li>9. Integrating sustainability into tour operator business</li> <li>10. Tour operators on the Croatian and European tourist market</li> <li>11. The importance of tourism intermediaries for Croatian tourism</li> </ol>		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input checked="" type="checkbox"/> other
1.6. <i>Comments</i>		



1.7. <i>Student responsibilities</i>							
1.8. <i>Monitoring of student work</i> <sup>79</sup>							
Class attendance	1,0	Class participation	0,1	Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio		Project work and presentation	0,5	Case study	0,2		
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus that coordinates activities, student load, learning outcomes, and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Syratt, G., Archer, G.: <i>Manual of Travel Agency Practice</i>, Third edition, Elsevier Butterworth-Heinemann, 2004.</li> <li>Holland, J., Leslie, D.: <i>Tour Operators and Operations – Development, Management and responsibility</i>, CABI, 2017.</li> <li>Middleton, V., Fyall, A., Morgan, M., Ranchod, A.: <i>Marketing in Travel and Tourism</i>, Routledge, 2009.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Chand, M.: <i>Travel Agency Management – An Introductory Text</i>, 2<sup>nd</sup> Revised and Enlarged Edition, Anmol Publications Pvt.Ltd, New Delhi, 2009.</li> <li>Kotler, Ph., Bowen, J., Makens, J., Baloglu, S.: <i>marketing for Hospitality and Tourism</i>, 7<sup>th</sup> Edition, Pearson, 2016.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>		<i>Number of students</i>
<i>Syratt, G., Archer, G.: Manual of Travel Agency Practice, Third edition, Elsevier Butterworth-Heinemann, 2004.</i>					5		
<i>Holland, J., Leslie, D.: Tour Operators and Operations – Development, Management and responsibility, CABI, 2017.</i>					5		
<i>Middleton, V., Fyall, A., Morgan, M., Ranchod, A.; Marketing in Travel and Tourism, Routledge, 2009.</i>					5		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>79</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Krešimir Mikinac, Ph.D., Assistant Professor	
Name of the course	International Enogastronomy	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
<i>1.1. Course objectives</i>		
<p>The aim of the course is to provide students knowledge of international enogastronomy in order to learn about the cultural identity of individual countries in Europe and the world. The goal is also to enable students to properly serve and organoleptically evaluation of wine. Additionally, students are introduced to the specifics of new trends in international enogastronomy, which is characterized by rapid development and are very important in creating a competitive advantage and in the process of creating complete customer satisfaction.</p>		
<i>1.2. Course enrolment requirements</i>		
No special requirements.		
<i>1.3. Expected learning outcomes</i>		
<ol style="list-style-type: none"><li>1. Identify trends and propose innovative solutions for improving tourism and hospitality offer</li><li>2. Interpret the knowledge of the gastronomic cultures and customs of particular peoples of Europe and the world</li><li>3. Identify the importance of enogastronomy culture in tourism and hospitality</li><li>4. Present different types of wines, pair them with individual dishes in accordance with the traditions and local customs of the region or country</li><li>5. Organoleptically evaluate and compare different types of wine</li></ol>		
<i>1.4. Course content</i>		
<p>INTERNATIONAL CUISINE AND CULTURAL IDENTITY OF CERTAIN COUNTRIES: The role and importance of international cuisine in the formation of complete catering services in the tourist destination. World culinary trends and their characteristics. Gastronomy as part of the cultural and historical heritage of the world and Europe. Creating a competitive advantage through the inclusion of domestic and international dishes in the hospitality industry.</p> <p>CHARACTERISTICS OF CERTAIN EUROPEAN AND WORLD CUISINES THROUGH THEIR GASTRONOMIC OFFER: The use of specific foods, spices, groceries and sauces in international cuisine. International salty and sugary foods as world brands. The gastronomic offer of the countries of Western and Northern Europe. Gastronomic offer of Eastern Europe. The gastronomic offer of Africa. The gastronomic offer of Asia, Australia and New Zealand. The gastronomic offer of the Americas.</p>		



VITICULTURE AND WINEMAKING OF EUROPE AND THE WORLD: Review of wine - wine production in the world. Review of viticulture and winemaking in European countries (France, Italy, Spain and Portugal, Germany, Austria and Switzerland, Bulgaria, Hungary and Slovenia). Review of viticulture and winemaking in non-European countries (USA, Argentina and Chile, Australia, South Africa, New Zealand).

THE PRESENT TIME SOMMELIER IN THE RESTAURANT: Conceptualization of the sommelier profession quality sommelier. The present day sommelier. The basics of communication. Basic requisites of a sommelier and his duties. Care and storage of drinking wine in a restaurant.

WINE SERVING AND WINE TASTING TECHNIQUE: The temperature of wine inventory for serving wine. Wine glasses. Offer and presentation of wines. Demonstrations of serving white, rose, red and sparkling wines. Personal wine lists. Organoleptic senses. Optimal sampling.

WINE LIST AND THE HARMONY OF WINE AND FOOD: The term of wine list. Preparation of the wine map. Wine list layout. Stacking techniques of wine and food. Wine and food pairing.

1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input checked="" type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other

1.6. Comments

1.7. Student responsibilities

Regular class attendance, preparation and presentation of seminar work, critical reflection on a given topic, participation in practical work at the Department of Gastronomy and Restaurant Business, and study for the final written exam.

1.8. Monitoring of student work<sup>80</sup>

Class attendance	1	Class participation		Seminar paper	0,3	Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	0,4
Portfolio		Critical Review	0,1				

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

1.10. Mandatory literature (at the time of submission of study programme proposal)

1. Marzi, F. M., Rossella R.(2018.). Hrana i vino. Pula: Hrvatski sommelier klub.

<sup>80</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





2. De Nicola, S. (2015.). Priručnik za sommeliere. Pula: Hrvatski sommelier klub.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. Johnson, H., Robinson, J. (2019.). The World Atlas of Wine (8<sup>th</sup> ed.). Great Britain: Mitchell Beazley.
2. Gillespie, C. (2006.). European Gastronomy into the 21st Century. New York: Butterworth Heinemann.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Marzi, F. M., Rossella R. (2018.). Hrana i vino. Pula: Hrvatski sommelier klub.	15	45
De Nicola, S. (2015.). Priručnik za sommeliere. Pula: Hrvatski sommelier klub.	15	45
Johnson, H., Robinson, J. (2019.). The World Atlas of Wine (8 <sup>th</sup> ed.). Great Britain: Mitchell Beazley.	5	45
Gillespie, C. (2006.). European Gastronomy into the 21st Century. New York: Butterworth Heinemann.	5	45

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Brigita Valković Bosnar, PhD, Assistant Professor	
Name of the course	Fourth Foreign Language – German 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
Number of class hours (L+E+S)	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
Training students to communicate in German in the field of tourism at B1 level of the Common European Framework of Reference for Languages and introducing students to the cultural specificities of German-speaking countries		
1.2. <i>Course enrolment requirements</i>		
None.		
1.3. <i>Expected learning outcomes</i>		
After completing and passing the course, the student will in German be able: 1. Understand the meaning of longer and medium complex texts in the field of tourism professions (education, work, dialogues in hotel and restaurant, hotel brochure, reservation) when listening and reading 2. Present longer and medium complex texts from the field of tourism (education, work, description accommodation facilities, dialogues in a hotel, restaurant and travel agency, travel program) 3. Write medium-long and medium-complex texts (curriculum vitae, reservation, reservation confirmation, travel program) 4. Compare certain aspects of one's own culture and the cultures of German-speaking countries		
1.4. <i>Course content</i>		
Occupations in tourism. Travel planning. Motives and types of travel. Tourist agency. Accommodation facilities in tourism. Reception. Hotel household. Food and Beverage Department. Dialogues at a travel agency, at a reception, in the hotel household and in the restaurant. German-speaking countries as tourist destinations.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>		
1.7. <i>Student responsibilities</i>		
Regular class attendance, final exam.		
1.8. <i>Monitoring of student work</i> <sup>81</sup>		

<sup>81</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class participation		Seminar paper
Oral exam	0,8	Essay
Continuous assessment	0,8	Report
<i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>		
Assessment and evaluation of student work during classes and at the final exam is carried in accordance with the Book of regulations on students' assessment of the FTMM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.		
<i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i>		
Blažević, N. (2020). Gute Reise 1. Zagreb: Školska knjiga.		
<i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i>		
<i>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</i>		
<i>Title</i>		
Blažević, N. (2020). Gute Reise 1. Zagreb: Školska knjiga.		
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.		



General information		
Course instructor	Dolores Miškulin, Ph.D., Associate Professor	
Name of the course	Fourth Foreign Language - Italian 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4th	
ECTS credits and manner of instruction	ECTS credits	3ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
Italian A1 is aimed at developing basic language competences at A1 level which include the exchange of basic information, asking questions and understanding the answers. Also, the objectives of this course are focused on the use of simple phrases and sentences, reading very short and simple texts related to the tourism profession as well as writing postcards or short messages.		
<b>1.2. Course enrolment requirements</b>		
None		
<b>1.3. Expected learning outcomes</b>		
After completing and passing the course, the student will be able to accomplish in Italian: 1. Recognize words, phrases and sentences from the area of immediate personal interest (eg information related to the immediate environment, education, work, etc.) and conversations in a hotel, restaurant and travel agency 2. Comment on selected simple texts from the field of tourism (job advertisement, hotel prospectus, weather forecast, timetable, description of tourist destination, types of tourism with special reference to sustainable development, eco tourism (classification in Italy and Croatia), travel program , menu, recipe, etc. 3. Create questions on topics from everyday life (eg on topics related to the immediate environment, education, work, etc.) and in the field of tourism 4. Describe your education and job 5. Design conversations at the reception, in a restaurant and in a travel agency 6. Compile a short CV, short travel program, accommodation reservation, notes and messages and fill in forms with personal data (eg enter name, citizenship and address in the hotel application form)		
<b>1.4. Course content</b>		
Occupations in tourism. Types of travel. Travel planning. Tourist agency. Accommodation facilities in tourism. Admissions Department. Hotel household. Food and Beverage Department. Talks at the travel agency, at the reception, in the hotel household and in the restaurant. Italian-speaking countries as tourist destinations.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Students are expected to attend classes regularly, actively participate and fulfill their teaching obligations.		



1.8. <i>Monitoring of student work</i> <sup>82</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Miškulin, D. (2018). Talijanski u hotelijerstvu. Opatija: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (e-book)							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Miškulin, D. (2018). Talijanski u hotelijerstvu. Opatija: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (e-book)						<i>On Lumens</i>	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.							

<sup>82</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information		
Course instructor	Alenka Šuljić Petrc, PhD	
Name of the course	FOURTH FOREIGN LANGUAGE– FRENCH LANGUAGE 1	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4th	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. <i>Course objectives</i>		
The development of basic language competence at level A1. Developing language skills (listening and reading with understanding, speech and writing) as the basic assumptions for the acquisition of communication competences in the tourism profession in accordance with the expected learning outcomes.		
1.2. <i>Course enrolment requirements</i>		
No needed.		
1.3. <i>Expected learning outcomes</i>		
After passing the exam in this course the student will be able to: 1. understand the words, phrases and sentences from the areas of most immediate personal relevance (e.g., information related to the immediate environment, education, job, etc.) and conversations in the hotel, restaurant and the tourist agency; 2. read the selected simple texts from the fields of tourist professions (an ad for a position, the hotel's brochure, weather forecast, timetables, description of tourist destinations, types of tourism, with a particular focus on sustainable development, eco-tourism (classification in the France and Croatia), the travel program, special diet, recipe and etc.); 3. on the basis of the texts ask and answer questions on topics from everyday life (for example, on topics relating to the local area, education, job, etc.) and from the area of the tourist trade, describe your education and work place and simulate conversations at the front desk, in the restaurant and in the tourist agency; 4. write a short biography, compose a short program to travel, write and confirm the reservation of accommodation, write down notes and messages and fill out forms to personal data (for example, enter the name, nationality and address on a hotel registration form).		
1.4. <i>Course content</i>		
Occupations in the tourism industry. Types of travel and transport. Travel planning. Tourist agency. Accommodation facilities in the tourism industry. Admissions Department. The talks in a travel agency, at the reception, in the hotel's household and in the restaurant. Types of tourism. Promotion of some tourist destinations.		
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. <i>Comments</i>	This course is performed in the French language and is adapted to the beginner's level.	



1.7. <i>Student responsibilities</i>							
Students are expected to regularly attend classes, active participation and to perform teaching duties.							
1.8. <i>Monitoring of student work</i> <sup>83</sup>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
- Perornis, J.-L. (2014). <i>Français.com</i> . Paris: CLE International/SEJER.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
- 1. Gregoire, M. & Thievenaz, O. (2017). <i>Grammaire progressive du français – Nouvelle edition: Livre debutant</i> . Paris: CLE International/SEJER.							
- 2. Calmy, A. (2004). <i>Le français du Tourisme</i> . Paris: Hachette.							
- 3. Laygues, A. & Coll, A. (2016). <i>Le français en contexte – Tourisme</i> Paris: Maison des langues. (selected texts)							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
Title					Number of copies	Number of students	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.							

**General information**

<sup>83</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Course instructor	Marija Ivaniš, PhD, Assistant Professor	
Name of the course	Personalistic Ethics and Social Responsibility	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	1 ECTS
	Number of class hours (L+E+S)	(15+0+0)
<b>1. COURSE DESCRIPTION</b>		
<i>1.1. Course objectives</i>		
<p><b>THE AIM OF THE COURSE</b> is to theoretically and conceptually consider the development of ethical thought as a philosophical discipline and the specificity of social responsibility in the context of modern times in the context of multiculturalism. <b>THE PURPOSE OF THE COURSE</b> is to raise awareness among students of the need to understand the elements and content of ethics and to understand the characteristics of their own (personal) personalistic ethics in order to implement ethical principles and principles into economic practice and business practice in the context of social responsibility.</p>		
<i>1.2. Course enrolment requirements</i>		
There is no course enrolment requirements		
<i>1.3. Expected learning outcomes</i>		
<p>After passing the exam it is expected that students will be able to:</p> <ol style="list-style-type: none"> <li>1. Discuss content and elements of ethics as assumption of social responsibility</li> <li>2. Recognize the key features of ethical and moral living</li> <li>3. Present the role and importance of socially responsible behaviour and actions</li> <li>4. To judge the features of global moral crisis, global and personal ethics</li> </ol>		
<i>1.4. Course content</i>		
<p>A scientific-methodological approach to ethical learning and action. Conceptual considerations of ethics and morality, moral standards and ethical principles. Descriptive, normative and meta-ethics. Deontology, consequential ethics, and Aristotle ethics. Factors influencing ethical behaviour and decision making. Characteristics of ethical and moral Behaviour and action. Global Ethics and the Moral Crisis at the Beginning of the 21st Century. Global and Personalistic Ethics. The interference of ethics and spirituality. Social Responsibility. The role and importance of ethics in contemporary business in the time of multiculturalism. Managing Ethics and social responsibility in contemporary business. Establishing a world ethical and socially responsible order.</p>		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
<i>1.6. Comments</i>	There is no comments.	
<i>1.7. Student responsibilities</i>		
Student obligations are defined by the Study Regulations.		
<i>1.8. Monitoring of student work<sup>84</sup></i>		

<sup>84</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Class attendance	<b>0,3</b>	Class participation		Seminar paper	<b>02</b>	Experimental work	
Written exam	<b>02</b>	Oral exam		Essay		Research	
Project		Continuous assessment	<b>0,3</b>	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

- Ivaniš, M. (2015) Poslovna etika i duhovnost u procesu korporativnoga upravljanja-novu pristup strateškom menadžmentu u doba multikulturalizma. Rijeka: Naklada Kvarner.
- Vujić, V., Ivaniš, M., Bojić, B. (2016) Poslovna etika i multikultura. Rijeka: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, second edition.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

- Kolumbić, A., Borna, B. (2005) Poslovna etika. Zagreb: Sinergija d.o.o.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Ivaniš, M. (2015) Poslovna etika i duhovnost u procesu korporativnoga upravljanja-novu pristup strateškom menadžmentu u doba multikulturalizma. Rijeka: Naklada Kvarner.	15	
Vujić, V., Ivaniš, M., Bojić, B. (2016) Poslovna etika i multikultura. Rijeka: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, drugo dopunjeno i prošireno izdanje.	15	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

General information	
Course instructor	Vlado Galičić, PhD, Full Professor
Name of the course	Principles and Practice of Tourism and the Hotel Industry



Study programme	<b>Undergraduate study: Business Economics in Tourism and Hospitality</b>	
	<b>Module: Hospitality Management</b>	
Status of the course	<b>compulsory</b>	
Year of study	<b>4<sup>th</sup></b>	
ECTS credits and manner of instruction	<b>ECTS credits</b>	<b>3 ECTS</b>
	<b>Number of class hours (L+E+S)</b>	<b>30 (15+0+15)</b>
<b>1. COURSE DESCRIPTION</b>		
<i>1.1. Course objectives</i>		
<ul style="list-style-type: none"> <li>- to teach students the basic elements of tourism and the hotel industry along with the attributes of today's tourism supply and demand;</li> <li>- to enable students to understand the political, economic, cultural, social and technological factors, vital to the development of tourism and the hotel industry;</li> <li>- to define primary platforms for determining development strategies in tourism and the hotel industry;</li> <li>- to emphasize the importance of the influence of national tourism policies and legislation on practice in modern tourism.</li> </ul>		
<i>1.2. Course enrolment requirements</i>		
None.		
<i>1.3. Expected learning outcomes</i>		
<p>After passing the exam, students should be able to:</p> <ul style="list-style-type: none"> <li>- correctly explain and interpret the major elements of the tourism industry and describe the attributes of today's tourism trade and supply;</li> <li>- analyse international scientific and professional associations and corporations as agents of tourism development;</li> <li>- interpret research involving the influence of national tourism policies and legislation on tourism and the hotel industry;</li> <li>- accurately describe vertical and horizontal integrations that are preconditions to the strategic integration of operators in tourism and the hotel industry.</li> </ul>		
<i>1.4. Course content</i>		
<p>Elements of the tourism industry (hotel business, intermediaries, attractions). Attributes of today's tourism supply and demand (factors and motivations). Political, cultural, social and technological factors that foster the development and internationalization of tourism and the hotel industry. International tourism and hotel trade associations (scientific and professional). Globalization, segmentation, standardization and introducing information technology in tourism and the hotel industry. Business strategies and organizational structures of international tourism and hotel corporations and their impact on modern management. The impact of national tourism policies on the practice of tourism and the hotel industry. Legislation in tourism and the hotel industry. Vertical and horizontal business integrations in tourism and the hotel industry. Strategic integrations of tourism and hotel enterprises. The principles and practice of sustainable development in tourism and the hotel industry. Cultural differences in managerial practice in tourism and the hotel industry. The organizational culture of tourism and hotel enterprises. Current trends in human resource management in tourism and the hotel industry. The advantages and disadvantages of foreign direct investment in tourism and the hotel industry. Tourism planning (practical basic concepts of local, regional and national tourism plans). The future of tourism and the hotel industry (identifying trends)</p>		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other



1.6. Comments							
1.7. Student responsibilities							
Regular course attendance, research and final written exam.							
1.8. Monitoring of student work <sup>85</sup>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio		Case study	0,8				
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
Cooper, C. et. al. (2004), Tourism Principles and Practice, 3rd. Ed. Harlow: Pearson.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
Keiser J.R. (1979), Principles and Practice of Management in the Hospitality Industry, CBI Publishing, Inc., Boston.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
Cooper, C. et. al. (2004), Tourism Principles and Practice, 3rd. Ed. Harlow: Pearson.					5		
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programme, the teaching process, the teaching skills and the level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							
<b>General information</b>							
Course instructor		Ivana Ivančić, Ph.D., Assistant Professor					
Name of the course		Practical Work Experience					

<sup>85</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Study programme	<b>Undergraduate study: Business Economics in Tourism and Hospitality</b>	
	<b>Module: Hospitality Management</b>	
Status of the course	<b>compulsory</b>	
Year of study	<b>4<sup>TH</sup></b>	
ECTS credits and manner of instruction	<b>ECTS credits</b>	<b>14 ECTS</b>
	<b>Number of class hours (L+E+S)</b>	<b>420 (0+420+0)</b>
<b>1. COURSE DESCRIPTION</b>		
<i>1.1. Course objectives</i>		
To enable students to acquire practical knowledge and skills by working at tasks in hospitality facilities providing accommodation services, food and beverage services, within the framework of tourist boards, with various types of intermediaries in organizing tourist travel (travel agencies and tour operators), in banks and in other businesses involved in tourism and hospitality.		
<i>1.2. Course enrolment requirements</i>		
No special requirements.		
<i>1.3. Expected learning outcomes</i>		
After completion 420 hours of practical work experience students will be able to:		
1. Identify and present elements of the management process of human, financial, material and information resources;		
2. Identify and differentiate business system elements and evaluate different organizational solutions in tourism and hospitality facilities;		
3. Analyse macro and microeconomic environment, models and policies in tourism and hospitality;		
4. Describe and analyse management function in tourism and hospitality facilities;		
5. Apply information and communication technology in tourism and hospitality industry business;		
6. Explain the legislation and standards in tourism and hospitality;		
7. Take personal and team responsibility on the principles of ethical and social responsibility in order to manage professional development;		
8. Apply social, communication and interpersonal skills in personal and professional development.		
<i>1.4. Course content</i>		
<ul style="list-style-type: none"> <li>• Hospitality facility management and control.</li> <li>• Management and executive information systems in hospitality facilities.</li> <li>• Organizing and managing the process functions of preparing and providing accommodation services (marketing, selling, booking, front office, back office operations).</li> <li>• Organizing and managing the process functions of preparing and providing food and beverage services (procurement, preparing and serving food and beverages, costing, analysis).</li> <li>• Organizing and managing other supportive process functions (animation, recreation, sports, culture, wellness, etc.).</li> <li>• Intermediaries in tourism (travel agencies, tour operators).</li> <li>• Commercial banks (departments dealing with tourism and hospitality). Town, municipal and county tourist boards.</li> </ul>		
<i>1.5. Manner of instruction</i>	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input checked="" type="checkbox"/> PRACTICAL WORK
<i>1.6. Comments</i>	The Committee for Organizing and Monitoring Professional Practical Training (appointed by the FTHM Council) manages the professional practical training of students in collaboration with licenced mentors in hospitality and tourism businesses. Students may choose to have practical	



training a) during the summer (after the end of the sixth semester), b) during the seventh and eighth semesters, or c) after the end of the eighth semester (during the summer by 1 September at the latest). Professional practical training is carried out in accordance to the provisions of the "Regulations on the Organization and Monitoring of Professional Practical Training of Full-time FTHM Students".

**1.7. Student responsibilities**

Students are obliged to attend and complete a total of 420 hours of practical training, based on the required documentation and in accordance with predetermined time schedules for professional practical training. Students are also obliged to carry out practical training pursuant to the valid regulations of their practical training provider.

**1.8. Monitoring of student work<sup>86</sup>**

Class attendance		Class participation		Seminar paper		Experimental work	
Written exam		Oral exam		Essay		Research	
Project		Continuous assessment		Report		Practical work	14
Portfolio							

**1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)**

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

**1.10. Mandatory literature (at the time of submission of study programme proposal)**

**1.11. Optional/additional literature (at the time of submission of the study programme proposal)**

**1.12. Number of assigned reading copies in relation to the number of students currently attending the course**

Title	Number of copies	Number of students

**1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences**

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

**General information**

Course instructor	Katarina Poldrugovac, PhD, Assistant Professor
Name of the course	RESPONSIBILITY ACCOUNTING

<sup>86</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Study programme	<b>Undergraduate study: Business Economics in Tourism and Hospitality</b>						
	<b>Module: Hospitality Management</b>						
Status of the course	elective						
Year of study	4 <sup>th</sup>						
ECTS credits and manner of instruction	ECTS credits			3			
	Number of class hours (L+E+S)			15+0+15			
<b>1. COURSE DESCRIPTION</b>							
<i>1.1. Course objectives</i>							
The aim of this course is to introduce students with the theoretical framework of responsibility accounting and the possibilities of the implementation in the business systems. Also, the aim is to enable students that they implement the acquired knowledge and skills in preparation of segment reports.							
<i>1.2. Course enrolment requirements</i>							
None.							
<i>1.3. Expected learning outcomes</i>							
It is expected, that after fulfilling all the obligations of the course, the students will be able to:							
<ul style="list-style-type: none"> <li>• Correctly interpret the concept of responsibility accounting, principles and standards of segment reporting and budgeting and control on the level of responsibility centre.</li> <li>• Correctly categorize responsibility centres according to the segment reporting principles and standards.</li> <li>• Prepare a segment report on an example of a hotel company.</li> </ul>							
<i>1.4. Course content</i>							
<ul style="list-style-type: none"> <li>- Responsibility accounting, as a subsystem of managerial accounting, oriented towards preparing relevant segmental information for short term decision making</li> <li>- Accounting principles and standards, relevant for segment reporting and their historical development (IAS 14, US GAAP SFAS 131; IFRS 8; USALI, UFRS, USAR ...)</li> <li>- Business/operating segment reporting based on the principles of IFRS 8</li> <li>- Uniform System of Accounts for the Lodging Industry (USALI) as a worldwide standard and other business related standards for reporting information on segments</li> <li>- Budgeting and control system focused on specific needs of responsibility' centres' level (segments) in the hospitality industry, with special emphasis on actual practice of Croatian hotels (interrelation between budgeting, control and reporting)</li> </ul>							
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input checked="" type="checkbox"/> other Case Study			
<i>1.6. Comments</i>							
<i>1.7. Student responsibilities</i>							
The manner of instruction on this course are lectures and seminars and it is expected from the students that they actively participate in all the given assignments. The students have to take the partial exams and the final exams with the condition that they have fulfilled all the obligations that are provided in the course syllabus.							
<i>1.8. Monitoring of student work<sup>87</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental	

<sup>87</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



					work	
Written exam	0,4	Oral exam		Essay	Research	
Project		Continuous assessment	0,8	Report	Practical work	
Portfolio		Case study	0,8			

**1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)**

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

**1.10. Mandatory literature (at the time of submission of study programme proposal)**

1. Cote,R. (2019). Hotel and Restaurant Accounting, 8<sup>th</sup> ed., Lansing, Michigan: American Hotel & Lodging Educational Institute.(Selected chapters)
2. Hotel Association of New York City (2014), USALI, 11th ed. (Selected chapters)
3. International Accounting Standards Board 2006, IFRS 8 Operating Segments, IASB.
4. Poldrugovac, K. PowerPoint presentations and e-materials available on Lumens.

**1.11. Optional/additional literature (at the time of submission of the study programme proposal)**

1. Biswas, T. (2017). Responsibility accounting: A review of related literature. International Journal of Multidisciplinary Research and Development, 4(8), 202-206.
2. Crawford, L., Extnance, H., Helliard, C., & Power, D. (2012). Operating segments: The usefulness of IFRS 8. The Institute of Chartered Accountants of Scotland.  
[https://discovery.dundee.ac.uk/ws/files/1962683/Report\\_Crawford\\_For\\_website\\_9.4.12\\_.pdf](https://discovery.dundee.ac.uk/ws/files/1962683/Report_Crawford_For_website_9.4.12_.pdf)
3. International SPA Association. (2005). Uniform system of financial reporting for spas, American Hotel & Lodging Assotiation Educational Institute.(Selected chapters)
4. National Restaurant Association (2021), Uniform System of Accounts for Restaurants, 8<sup>th</sup> ed.
5. Nita, B. (2013). Segmental reporting in responsibility accounting under international financial reporting standards. Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, (290), 60-71.
6. Schmidgall, R.S., (2016) Hospitality Industry Managerial Accounting. Lansing, Michigan, USA: American Hotel & Lodging Educational Institute.

**1.12. Number of assigned reading copies in relation to the number of students currently attending the course**

Title	Number of copies	Number of students
Cote,R. (2019). Hotel and Restaurant Accounting, 8th ed., Lansing, Michigan: American Hotel & Lodging Educational Institute.(	5	10
Hotel Association of New York City (2014), USALI, 11th ed. (Selected chapters)	5	10
International SPA Association. (2005). Uniform system of financial reporting for spas, American Hotel & Lodging Assotiation Educational Institute.	1	10
International Accounting Standards Board 2006, IFRS 8 Operating Segments, IASB.	online	online

**1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences**

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.

**General information**

Course instructor **Ines Milohnić, Ph.D., Full Professor**



Name of the course	<b>Management of Small and Medium Enterprises</b>	
Study programme	<b>Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management</b>	
Status of the course	<b>elective</b>	
Year of study	<b>4th</b>	
ECTS credits and manner of instruction	<b>ECTS credits</b>	<b>3 ECTS</b>
	<b>Number of class hours (L+E+S)</b>	<b>30 (15+0+15)</b>
<b>1. COURSE DESCRIPTION</b>		
<i>1.1. Course objectives</i>		
<p>The objectives of the course are to encourage students to systematically and comprehensively capture knowledge, skills and competencies about the basic principles of management, to correctly interpret basic theoretical and practical concepts in the management of small and medium-sized enterprises. Define the functions and highlight the specificities of management in small and medium-sized catering companies, introduce students to the basics of starting a business and crafts, their business and place and importance in the economic structure, as well as an overview of the legal framework in which the business of companies and small and medium-sized enterprises is conducted.</p>		
<i>1.2. Course enrolment requirements</i>		
None.		
<i>1.3. Expected learning outcomes</i>		
<p>After successfully completing and passing the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Define and correctly interpret the basic concepts in the specific area of SME management</li> <li>2. Collect and analyse quantitative and qualitative data and information relevant to business decision making</li> <li>3. Draw conclusions independently and present research findings</li> </ol>		
<i>1.4. Course content</i>		
<p>Conceptual definition and definition of small and medium-sized enterprises. Development of small and medium-sized enterprises in the Republic of Croatia and the EU, with special emphasis on tourism and hospitality specialties. Establishment of a small and medium-sized catering company. Legal forms and organizational structure of small and medium-sized catering companies. Importance of small and medium-sized catering companies for the development of the hospitality industry. Management functions and specifics in small and medium-sized catering companies. Management levels in small and medium-sized hospitality companies. Organizational culture in small and medium-sized catering companies. Knowledge, skills and personal characteristics of managers. Strategic management and its application, environment research and strategy formulation, strategy implementation, business performance evaluation and control. Specificities of planning and budgeting in small and medium-sized enterprises. Strategic planning, strategic planning for portfolios and individual assets. Management through management companies and franchising. Asset Management Plan, Access, Key Determinants of the Portfolio Management Function.</p>		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other





1.6. Comments							
1.7. Student responsibilities							
Attendance, seminar paper and essay, final exam.							
1.8. Monitoring of student work <sup>88</sup>							
Class attendance	1,0	Class participation	-	Seminar paper	0,5	Experimental work	-
Written exam	0,4	Oral exam	-	Essay	0,3	Research	0,3
Project	-	Continuous assessment	0,8	Report	-	Practical work	-
Portfolio	-						
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
1. Hatten, T. S. (2018). Small business management: Creating a sustainable competitive advantage. SAGE Publications.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Neck, H. M., Neck, C. P., & Murray, E. L. (2019). Entrepreneurship: the practice and mindset. SAGE Publications.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
Hatten, T. S. (2018). Small business management: Creating a sustainable competitive advantage. SAGE Publications.					5		
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

General information	
Course instructor	Ana-Marija Vrtodušić Hrgović, Ph.D., Associate Professor

<sup>88</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Name of the course	<b>Integrated Management System</b>						
Study programme	<b>Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management</b>						
Status of the course	<b>elective</b>						
Year of study	<b>4th</b>						
ECTS credits and manner of instruction	<b>ECTS credits</b>			<b>3 ECTS</b>			
	<b>Number of class hours (L+E+S)</b>			<b>30 (15+0+15)</b>			
<b>1. COURSE DESCRIPTION</b>							
<i>1.1. Course objectives</i>							
Introduce students to the management system standards and enable to plan activities for their integration into the business systems.							
<i>1.2. Course enrolment requirements</i>							
There are no special requirements.							
<i>1.3. Expected learning outcomes</i>							
After the successful completion of the course students will be able to:							
1. Explain the quality management system (ISO 9001) as a basis for building an integrated management system							
2. Describe and compare other standardized management systems (ISO 14001, ISO 45001, ISO 22000, ISO 26000, ISO 50001, ISO / IEC 27001, ISO 31000)							
3. Suggest and explain the activities necessary for the implementation of the integrated management system in tourism and hotel companies							
4. Analyse the impact of the implementation of the integrated management system on the performance of tourism and hotel companies							
<i>1.4. Course content</i>							
Management systems. Standardization. Quality management system development. Principles and requirements of the quality management system: ISO 9001: 2015. Environmental Management System (ISO 14001). Occupational Health and Safety Management System (ISO 45001). Food Safety Management System (ISO 22000). Social Responsibility Guidelines (ISO 26000). Energy Management System (ISO 50001). Information Security Management System (ISO / IEC 27001). Risk Management System (ISO 31000). Management system audit. Management system integration.							
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other			
<i>1.6. Comments</i>							
<i>1.7. Student responsibilities</i>							
Class attendance, project, final exam							
<i>1.8. Monitoring of student work<sup>89</sup></i>							
Class attendance	1,0	Class participation		Seminar paper		Experimental work	

<sup>89</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Written exam	0,4	Oral exam		Essay		Research	
Project	0,8	Continuous assessment	0,8	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.

For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

1. Jensen, F. (2016) Integrated Management System: Combining other standards with ISO 9001, Lulu.com; First Edition
2. Jaccard, M. (2013) The Objective is Quality: An Introduction to Performance and Sustainability Management Systems, EPFL Press, Lausanne, Switzerland (selected chapters)

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. ISO 9001:2015 Quality management systems — Requirements (2016) sixth edition. Zagreb: Croatian Standards Institute.
2. ISO 14001:2015 Environmental management systems — Requirements with guidance for use (ISO 14001: 2015; EN ISO 14001: 2015) Croatian Standards Institute.
3. ISO 31000: 2009 Risk management: principles and guidelines, 2012. Croatian Standards Institute.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course .*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Jensen, F. (2016) Integrated Management System: Combining other standards with ISO 9001, Lulu.com; First Edition	5	
Jaccard, M. (2013) The Objective is Quality: An Introduction to Performance and Sustainability Management Systems, EPFL Press, Lausanne, Switzerland (selected chapters)	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.



Course instructor	SUZANA MARKOVIĆ, PhD, Full Professor	
Name of the course	CUSTOMER SATISFACTION RESEARCH	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15 + 0 + 15)
1. COURSE DESCRIPTION		
1.1. Course objectives		
The aim of this course is to gain knowledge about the customer satisfaction concept, as well as to introduce students to the techniques, models and methods for customer satisfaction measurement and research.		
1.2. Course enrolment requirements		
Passed exams in Marketing and Statistics		
1.3. Expected learning outcomes		
After completing the course students will be able to:		
<ol style="list-style-type: none"> <li>1. Explain the concepts of customer satisfaction, expected value and perceived value</li> <li>2. Apply basic techniques and methods to research customer satisfaction</li> <li>3. Critically review the stages of development for evaluating customer satisfaction</li> <li>4. Analyse and interpret guest satisfaction data in the tourism and hotel industries.</li> </ol>		
1.4. Course content		
<p><i>Customer satisfaction concept:</i> Customer satisfaction definition. Customer satisfaction theories. Determinants of customer satisfaction. Customer satisfaction in tourism and hospitality industry.</p> <p><i>Customer satisfaction attributes:</i> Antecedents and consequences. Service quality. Expected value. Perceived value. Image. Customer loyalty. Customer complaints. Relationships between customer satisfaction and its antecedents and consequences.</p> <p><i>Customer satisfaction measurement and research:</i> Defining the terms measurement and research. Questionnaire design. Measurement scales. Measurement techniques (complaints and suggestions, questionnaires, mystery shoppers). Models for measuring customer satisfaction (customer satisfaction index models). Other models for measuring customer satisfaction. Measuring and researching customer satisfaction in tourism and hospitality industry. Application of statistical analysis methods in measuring customer satisfaction.</p>		
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. Comments		
1.7. Student responsibilities		
Regular class attending, research and a final written exam.		



<b>1.8. Monitoring of student work<sup>90</sup></b>							
Class attendance	<b>1,0</b>	Class participation		Seminar paper		Experimental work	
Written exam	<b>0,4</b>	Oral exam		Essay		Research	
Project	<b>0,4</b>	Continuous assessment	<b>0,8</b>	Report		Practical work	<b>0,4</b>
Portfolio							
<b>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</b>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
<b>1.10. Mandatory literature (at the time of submission of study programme proposal)</b>							
<ol style="list-style-type: none"> <li>1. Grigoroudis, E. &amp; Siskos, Y. (2010). Customer Satisfaction Evaluation: Methods for Measuring and Implementing Service Quality. New York: Springer Science and Business Media</li> <li>2. Wilson, A., Zeithaml, V., Bitner, M. J., Gremler, D (2016) Services Marketing: Integrating Customer Focus Across the Firm (3rd edition). Berkshire : McGraw-Hill Higher Education</li> </ol>							
<b>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</b>							
<ol style="list-style-type: none"> <li>1. Hayes, B. E. (2007). Measuring Customer Satisfaction: Surveys Design, Use and Statistical Analysis and Methods. Milwaukee, Wisconsin: ASQ Quality Press.</li> <li>2. Myers, J. H (1999) Measuring customer satisfaction: hot buttons and other measurement issues. American Marketing Association.</li> <li>3. Oliver, R. L. (2014). Satisfaction: A Behavioral Perspective on the Consumer (2<sup>nd</sup> edition). Taylor and Francis.</li> <li>4. Vavra, T. G. (1997). Improving your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing and Reporting Customer Satisfaction Measurement Programs. Milwaukee, Wisconsin: ASQ Quality Press.</li> <li>5. Zeithaml, V., Parasuraman, A., Berry, L. L. (1990). Delivering Service Quality: Balancing Customer Perceptions and Expectations. New York: The Free Press.</li> </ol>							
<b>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</b>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Grigoroudis, E. & Siskos, Y. (2010). Customer Satisfaction Evaluation: Methods for Measuring and Implementing Service Quality. New York: Springer Science and Business Media						5	
Wilson, A., Zeithaml, V., Bitner, M. J., Gremler, D (2016) Services Marketing: Integrating Customer Focus Across the Firm (3rd edition). Berkshire : McGraw-Hill Higher Education						5	
<b>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</b>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

<sup>90</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information				
Course instructor	Dr. rer. nat. Krešo Mihalinić			
Name of the course	Actuarial Mathematics			
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management			
Status of the course	elective			
Year of study	4th			
ECTS credits and manner of instruction	ECTS credits	3		
	Number of class hours (L+E+S)	30 (15 + 15 + 0)		
1. COURSE DESCRIPTION				
1.1. Course objectives				
Introduce students to the basic concepts of financial mathematics and probability theory in order to apply them to the main models of actuarial mathematics				
1.2. Course enrolment requirements				
Mathematics, 1. semester				
1.3. Expected learning outcomes				
Students will be able to:				
<ol style="list-style-type: none"> <li>1. Explain basic concepts of financial mathematics and probability theory</li> <li>2. Derive – from pt.1 above – the central formulas of actuarial mathematics</li> <li>3. Determine present and future values of rents</li> <li>4. Distinguish rents in financial vs. actuarial mathematics</li> <li>5. Solve basic problems within most common life insurance problems</li> </ol>				
1.4. Course content				
FINANCIAL MATHEMATICS: Compounding, rents and lines of credit PROBABILITY THEORY: Basics with an emphasis on conditional probability, life tables ACTUARIAL MATHEMATICS: Life insurance models, Rents in actuarial mathematics, Premiums				
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other		
1.6. Comments				
1.7. Student responsibilities				
Apart from calculation assignments in the classroom, students are required to complete project assignments as homework. While teamwork is generally allowed, some assignments require individual research.				
1.8. Monitoring of student work <sup>91</sup>				
Class attendance	1	Class participation	Seminar paper	Experimental work
Written exam	0,4	Oral exam	Essay	Research

<sup>91</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Project	<b>0,8</b>	Continuous assessment	<b>0,8</b>	Report		Practical work	
Portfolio							
<p><i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
<p><i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i></p> <p>K. Mihalinić, "Introduction to Financial and Actuarial Mathematics",  <a href="https://fmu.lumens5plus.com/courses/808/1/493/write.html">https://fmu.lumens5plus.com/courses/808/1/493/write.html</a></p>							
<p><i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i></p> <ol style="list-style-type: none"> <li>J. Niesen , „MATH1510 Financial Mathematics I“, 2012  <a href="http://www1.maths.leeds.ac.uk/~jitse/math1510/notes-all.pdf">http://www1.maths.leeds.ac.uk/~jitse/math1510/notes-all.pdf</a></li> <li>Gerber Hans, U., Life Insurance Mathematics, 3rd edition, Springer Science &amp; Business Media, 1997.</li> </ol>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
3. J. Niesen , „MATH1510 Financial Mathematics I“, 2012 <a href="http://www1.maths.leeds.ac.uk/~jitse/math1510/notes-all.pdf">http://www1.maths.leeds.ac.uk/~jitse/math1510/notes-all.pdf</a>					18	30	
4. Gerber Hans, U., Life Insurance Mathematics, 3rd edition, Springer Science & Business Media, 1997.					16	30	
<i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
<p><i>1.12. The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.</i></p>							



General information							
Course instructor	Daniel Dragičević, Ph.D., Associate Professor						
Name of the course	Managerial Economics						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	4th						
ECTS credits and manner of instruction	ECTS credits	3 ECTS					
	Number of class hours (L+E+S)	30 (15+0+15)					
1. COURSE DESCRIPTION							
1.1. Course objectives							
The aim of the course is to introduce students to the application of acquired knowledge from managerial economics to be able to analyse and manage the operations of the hotel. Students are expected to apply the acquired knowledge on the web simulator HOTS (Hotel Operations, Tactics and Strategies).							
1.2. Course enrolment requirements							
None.							
1.3. Expected learning outcomes							
After passing the exam it is expected that the student will be able to:							
<ol style="list-style-type: none"> <li>1. Properly interpret and present the basic concepts of managerial economics in tourism</li> <li>2. Research and critically evaluate the basic concepts of measuring the business performance of a hotel company</li> <li>3. Define, describe and interpret methods for forecasting tourism demand</li> <li>4. Analyse the operation of hotel companies and manage hotel business in a web simulator (HOTS)</li> <li>5. Differentiate the basic integration processes in the hotel industry</li> </ol>							
1.4. Course content							
Demand for accommodation services. Demand forecasting methods for accommodation services. Assets, capital and liabilities of hotel companies. Hotel business revenue, expenses and business result. Price policy in hotel industry. Instruments for monitoring business success. Integration processes in hotel industry.							
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other					
1.6. Comments							
1.7. Student responsibilities							
Class attendance.							
1.8. Monitoring of student work <sup>92</sup>							
Class attendance	1	Class participation		Seminar paper	0,6	Experimental work	

<sup>92</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Written exam	<b>0,4</b>	Oral exam		Essay		Research	<b>0,2</b>
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Salvatore, D. (2015). Managerial Economics: Principles and Worldwide Applications, International (8th ed.). New York: Oxford University Press.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. Perloff, J.M. & Brander, J.A. (2020). Managerial Economics and Strategy (3<sup>rd</sup> ed.). London: Pearson.
2. Froeb, L. et al. (2018). Managerial Economics: A Problem Solving Approach (5<sup>th</sup> ed.). Boston: Cengage Learning
3. Hirschey, M., Bentzen, E.: Managerial Economics, 14th Edition, Cengage Learning, 2016.
4. Thomas, C. R., Maurice, S. C.: Managerial Economics: Foundations of Business Analysis and Strategy, 12th Edition, McGraw Hill, 2016.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Salvatore, D. (2015). Managerial Economics: Principles and Worldwide Applications, International (8th ed.). New York: Oxford University Press.	2	60

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Christian Stipanović, Ph.D., Full Professor with tenure	
Name of the course	Event Planning	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	Elective	
Year of study	4th	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
<i>1.1. Course objectives</i>		
The objectives are set at two levels: to familiarize the student with the theoretical determinants of event planning in the function of attractiveness and competitiveness of tourist destinations and to apply the acquired knowledge and skills in the planning of events - analysis of the current situation, defining objectives and proposals for innovative operational strategies, evaluation and control processes.		
<i>1.2. Course enrolment requirements</i>		
-		
<i>1.3. Expected learning outcomes</i>		
After final exam the student will be able to: <ul style="list-style-type: none"> <li>- correctly interpret the basic theoretical concepts of event planning in the tourist offer</li> <li>- analyse the current competitive situation of the tourist event</li> <li>- define quantitative and qualitative event goals</li> <li>- propose and explain the means to innovate the operational strategies.</li> </ul>		
<i>1.4. Course content</i>		
Platform of strategic planning in tourism. Events and attractions in the tourist offer. Factors of event planning. Methods of event planning. Analyse the current state of t event offerings. Defining event objectives and development strategies. Event feasibility assessment. Staging and funding events. Risk management in event planning. Human resources in event planning. Entrepreneurship in event planning. Event assessment and quality. New trends in the events offering. Importance of events in Croatian tourism. Practical guide with examples for event planning.		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<i>1.6. Comments</i>		
<i>1.7. Student responsibilities</i>		
Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.		
<i>1.8. Monitoring of student work<sup>93</sup></i>		

<sup>93</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1	Class participation		Seminar paper	0,3	Experimental work	
Written exam	0,4	Oral exam		Essay	0,3	Research	
Project		Continuous assessment	0,7	Report		Practical work	
Portfolio		Paper presentation	0,3				

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Getz, D., Page, S.J. (2016). Event Studies: Theory, research and policy for planned events. London: Routledge.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. Allen, J. (2009). Event Planning. Toronto: John Willey & Sons.
2. Foley, M., McGillivray, D. & McPherson, G. (2012). Event Policy: from Theory to Strategy. Abingdon: Routledge.
3. Kilkenny, S. (2011). The Complete Guide to Successful Event Planning. Ocala: Atlantic Pub Group.
4. Ziekos, V. (2014). Event Portfolio Planning and Management: a Holistic Approach. New York: Routledge/Taylor and Frances Group, New York.

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Getz, D., Page, S.J., (2016). Event Studies: Theory, research and policy for planned events, London: Routledge	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information						
Course instructor	Elena Rudan, PhD, Associate Professor					
Name of the course	Glagolitic Monuments and Tourism					
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management					
Status of the course	elective					
Year of study	4 <sup>th</sup>					
ECTS credits and manner of instruction	ECTS credits	3 ECTS				
	Number of class hours (L+E+S)	30 (15+0+15)				
1. COURSE DESCRIPTION						
1.1. Course objectives						
The aim of this course is to provide students with knowledge of Glagolitic cultural heritage monuments needed for recognizing the valuable monumental heritage in their environment. Students will be able to properly interpret and integrate Glagolitic cultural heritage in the creation of Croatian tourism offer.						
1.2. Course enrolment requirements						
1.3. Expected learning outcomes						
By the end of this course and after passing the final exam, students will be able to:						
<ul style="list-style-type: none"> <li>- Explain the origin and types of the Glagolitic script</li> <li>- Interpret and describe selected monuments of Glagolitic cultural heritage in Croatia.</li> <li>- Analyse and interpret the role of Glagolitic heritage monuments in destination tourism offer.</li> <li>- Plan and interpret tourism offer incorporating Glagolitic heritage.</li> </ul>						
1.4. Course content						
Origins and types of Glagolitic alphabets. Croatian square Glagolitsa. First Croatian presses. Croatian Glagolitic manuscripts outside the country. Glagolitic monuments on the Island of Krk. The Baška tablet. The Senj tablet and the Law codex of Vinodol. The Kastav statute and Law codex of Veprinac. Glagolitic monuments in Lovran, Mošćenice and Brseč. Glagolitic monuments on the Island of Cres. Glagolitic monuments in Istria. Glagolitic alley from Roč to Hum. Glagolitic monuments in tourist offer.						
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. Comments						
1.7. Student responsibilities						
Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.						
1.8. Monitoring of student work <sup>94</sup>						
Class attendance	1	Class participation	Seminar paper	0,5	Experimental work	

<sup>94</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Written exam	<b>0,4</b>	Oral exam		Essay	<b>0,3</b>	Research	
Project		Continuous assessment	<b>0,8</b>	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

1. CROATIAN GLAGOLITIC SCRIPT, <http://virtualna.nsk.hr/glagoljica/2019/05/14/croatian-glagolitic-script/?lang=en>
2. Antunac, S. et al. (2018). Hrvatska glagoljica: Croatian Glagolitic Script. Zagreb: Nacionalna i sveučilišna knjižnica. [https://www.nsk.hr/wp-content/uploads/2012/01/Hrvatska-glagoljica\\_katalog\\_web.pdf](https://www.nsk.hr/wp-content/uploads/2012/01/Hrvatska-glagoljica_katalog_web.pdf)

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

1. Aničić, L. (2016). Corpus analysis of Glagolitic inscriptions from the island of Krk and a problem with the current dating hypothesis of Baška tablet, *Mélanges de l'École française de Rome - Moyen Âge* [En ligne], 128-2 | 2016: <http://journals.openedition.org/mefrm/3357>
2. Glagolitic Alphabet, [http://worldheritage.org/articles/eng/Glagolitic\\_alphabet](http://worldheritage.org/articles/eng/Glagolitic_alphabet)

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
1. CROATIAN GLAGOLITIC SCRIPT, <a href="http://virtualna.nsk.hr/glagoljica/2019/05/14/croatian-glagolitic-script/?lang=en">http://virtualna.nsk.hr/glagoljica/2019/05/14/croatian-glagolitic-script/?lang=en</a>		
2. Antunac, S. et al. Hrvatska glagoljica: Croatian Glagolitic Script, Nacionalna i sveučilišna knjižnica, Zagreb, 2018. <a href="https://www.nsk.hr/wp-content/uploads/2012/01/Hrvatska-glagoljica_katalog_web.pdf">https://www.nsk.hr/wp-content/uploads/2012/01/Hrvatska-glagoljica_katalog_web.pdf</a>		

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Alenka Šuljić Petrc, PhD	
Name of the course	Cultural and Historical Heritage of Croatia (Patrimoine culturel croate)	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
1. COURSE DESCRIPTION		
1.1. Course objectives		
Acquiring the linguistic and cultural competences needed to describe cultural heritage monuments. Enabling students to give an individual oral presentation related to describing cultural heritage monuments (in French).		
1.2. Course enrolment requirements		
French language skills (CEFR level A2/B1).		
1.3. Expected learning outcomes		
After passing the exam it is expected that the student will be able to: 1. Analyse and describe components of cultural heritage monuments. 2. Independently apply specialized terminology related to the field of cultural heritage. 3. Independently choose materials and organize their content with the purpose of giving a presentation on a specific cultural heritage monument.		
1.4. Course content		
An overview and the characteristics of artistic periods and styles. Cultural and historical development of Croatia. Cultural and historical heritage of Rijeka and the Opatija Riviera. Cultural and historical monuments of coastal Istria. Cultural and historical heritage of central Istria. Cultural and historical heritage of North-Adriatic islands. Cultural and historical heritage of Northern Dalmatia. Cultural and historical heritage of Middle Dalmatia. Cultural heritage of Dubrovnik. Cultural heritage of the Dalmatian islands. Zagreb and its cultural and historical heritage. Cultural and historical heritage of Central Croatia. Cultural and historical heritage of Eastern Croatia.		
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. Comments		
1.7. Student responsibilities		
Students are expected to regularly attend classes, actively participate and to perform teaching duties.		



<b>1.8. Monitoring of student work<sup>95</sup></b>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							
<b>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</b>							
The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management – consolidated text (of 15 December 2015).							
<b>1.10. Mandatory literature (at the time of submission of study programme proposal)</b>							
1. Škunca, J., Patrimoine culturel croate, FTHM CD, Opatija, 2011.							
<b>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</b>							
1. Ivančević, R., Trésor artistique de la Croatie, ITP Motovun, Zagreb, 1993.							
2. Guide Gallimard, Croatie, Edition Nouveaux-Loisirs, Paris, 1999/2001.							
<b>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</b>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Škunca, J., Patrimoine culturel croate, FTHM CD, Opatija, 2011.					5		
<b>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</b>							
The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.							

<sup>95</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



General information							
Course instructor	Sabina Hodžić, PhD, Associate Professor						
Name of the course	Corporate taxation						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	4 <sup>th</sup>						
ECTS credits and manner of instruction	ECTS credits		3				
	Number of class hours (L+E+S)		(15+0+15)				
1. COURSE DESCRIPTION							
1.1. Course objectives							
The objective of the course is to provide an insight into basic principles of corporate taxation and the impact on business operations. In addition, students will acquire knowledge about the effect of fiscal policy on the position of corporations on the market and their cause-effect relationship.							
1.2. Course enrolment requirements							
None.							
1.3. Expected learning outcomes							
After passed course, student will be able to:							
1. state and explain the basic principles of corporate taxation							
2. analyse the impact of taxation on business operations							
3. determine the effect of fiscal policy on corporation position on the market							
1.4. Course content							
The course consists of the following content: Profit taxation. Taxation of capital gains. Taxation of profit and capital gains in the world. International double taxation. Tax neutrality and taxation of capital gains. The influence of income taxation on business operations. Influence of the fiscal system on business operations and economy. Turnover tax and other charges.							
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. Comments							
1.7. Student responsibilities							
Class attendance (75%), individual assignments, seminar paper and presentation, mid-terms, final exam							
1.8. Monitoring of student work <sup>96</sup>							
Class attendance	1,0	Class participation		Seminar paper	0,8	Experimental work	
Written exam	0,4	Oral exam		Essay		Research	

<sup>96</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Project		Continuous assessment	0,8	Report		Practical work																			
Portfolio																									
<p><i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>																									
<p><i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i></p> <p>1. Schwarz, S., &amp; Lathrope, D. J. (2019). Corporate Taxation. (9<sup>th</sup> edition). West Academic Publishing.</p>																									
<p><i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i></p> <p>1. Kahn, D. A., Kahn, J. H., &amp; Perris, T. G. (2010). Principles of Corporate Taxation. Thomson Reuters.</p>																									
<p><i>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</i></p> <table border="1"> <thead> <tr> <th>Title</th> <th>Number of copies</th> <th>Number of students</th> </tr> </thead> <tbody> <tr> <td>Schwarz, S., &amp; Lathrope, D. J. (2019). Corporate Taxation. (9<sup>th</sup> edition). West Academic Publishing.</td> <td>5</td> <td></td> </tr> <tr> <td>Kahn, D. A., Kahn, J. H., &amp; Perris, T. G. (2010). Principles of Corporate Taxation. Thomson Reuters.</td> <td>5</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>								Title	Number of copies	Number of students	Schwarz, S., & Lathrope, D. J. (2019). Corporate Taxation. (9 <sup>th</sup> edition). West Academic Publishing.	5		Kahn, D. A., Kahn, J. H., & Perris, T. G. (2010). Principles of Corporate Taxation. Thomson Reuters.	5										
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<p><i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i></p> <p>The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.</p>																									



Genera information		
Course instructor	Hrvoje Grofelnik, Ph.D., Assistant Professor	
Name of the course	Geoecology of Tourist Destinations	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
The goal is to quantitatively and qualitatively analyse the tourist environment as an ecosystem for its most favourable organization, use and protection.		
<b>1.2. Course enrolment requirements</b>		
None		
<b>1.3. Expected learning outcomes</b>		
Understand the current situation of the potential or real tourist environment, and be able to correctly determine the direction and intensity of human activity.		
<b>1.4. Course content</b>		
Introduction. A brief overview of historical development, approaches and methods. Geoecological approaches in the management of tourist destinations (environment, landscape). Planetary ecological changes and tourism (climate change and the Croatian economy). Tourism and water pollution. Impacts of tourism on the coast (case study). Loss of land conversion of space (golf, skiing, ...). Energy as a key environmental factor (Non-renewable sources 82%, renewable sources 18%). Leaving and disposing of waste in tourism. Impacts of natural disasters on the tourist area (earthquake, storm and hurricane wind, Fire, Flood, Drought, Hail, Frost, Snow, snowfall, avalanche, Ice on the watercourse, landslide, epidemic, plant disease, soil pollution). Management of protected areas. The concept of a national park, geoparks and wildlife zone. Development of tourist resorts and use of areas (development and design of new and increasing the success of existing tourist destinations). Interaction of tourism and environment. Geoecological bases of spatial planning in tourism. Geoecological evaluation of tourist destinations.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input checked="" type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Students' obligations are in accordance with the Ordinance on the introduction of the national numerical grading scale and the ECTS Scale Assessment of Student Success.		



1.8. <i>Monitoring of student work<sup>97</sup></i>							
Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	0,3
Project	0,1	Continuous assessment	0,9	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Bognar, A., Ložć, S., Saletto-Janković, M. (2002): Geoekologija, interna skripta, Geografski odsjek Prirodoslovno matematičkog fakulteta Sveučilišta u Zagrebu, Zagreb (pojedina poglavlja)</li> <li>Muller, H. (2004): Turizam i ekologija, Masmedia, Zagreb (pojedina poglavlja)</li> <li>Knežević, R. (2005): Održivi razvoj turizma u destinacijama koje ugrožavaju prirodne nepogode, Održivi razvoj turizma, Fakultet za turistički i hotelski menadžment, Opatija.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Ružička, M., Miklos, L., 1990, Basic premises and methods in landscape-ecological planning and optimisation. In: Zonnenveld I.S., Forman R.T.T., (edit) 1990: Changing landscape an Ecological Perspective. Springer Verlag, New York.</li> <li>Zonnenveld, I.S., 1979, Landevaluation and Landscape Science. ITC textbook of photo interpretaion, VII. Second amended and corrected edition. ITC, Enschede.</li> <li>Drdoš, J., 1994: Environmental Research in Slovakia: fundations, current state, perspectives. Geografsky Časpois, 46,2,117-129 Bratislava.</li> <li>FAO 1977, A framework for land evaluation ILRI Publication 22, Wageningen.</li> <li>Miklos, L., 1994, Spatial Organisation of Landscape. Research Report no.103, 89. Department of Geography and International Development Studies. Roskilde.</li> <li>Salleto-Janković, M. (1995): Važnost geoekoloških istraživanja u razvoju Hrvatske, 213-217,</li> <li>I Hrvatski geografski kongres HGD, Zagreb.</li> <li><b>Nacionalni plan djelovanja za okoliš (neap)</b>, Narodne novine br. 46 od 29. travnja 2002</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Bognar, A., Ložć, S., Saletto-Janković, M. (2002): Geoekologija, interna skripta, Geografski odsjek Prirodoslovno matematičkog fakulteta Sveučilišta u Zagrebu, Zagreb (pojedina poglavlja)						10	
Muller, H. (2004): Turizam i ekologija, Masmedia, Zagreb (pojedina poglavlja)						10	
Knežević, R. (2005): Održivi razvoj turizma u destinacijama koje ugrožavaju prirodne nepogode, Održivi razvoj turizma, Fakultet za turistički i hotelski menadžment, Opatija.						10	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							

<sup>97</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



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The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.



General information		
Course instructor	Marina Perišić Prodan, PhD, Assistant Professor	
Name of the course	Urban Marketing	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4 <sup>th</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. Course objectives		
<p>The aim of the course is to acquaint students with the concept of urban marketing and to acquire basic knowledge in the field of urban marketing management and city branding, and to apply the acquired knowledge in preparing and realization of marketing activities in the context of specific urban centres.</p>		
1.2. Course enrolment requirements		
None.		
1.3. Expected learning outcomes		
<p>It is expected that after completing all the obligations of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• correctly interpret the basic concepts of urban marketing;</li> <li>• explain the processes of urban marketing planning and city branding;</li> <li>• analyse the city brand on examples and cases;</li> <li>• make meaningful and provide a suggestion for marketing activities based on concrete examples of specific urban centres</li> </ul>		
1.4. Course content		
<p>The concept of strategic urban marketing;  Urban marketing management;  Analysing the external and internal city environment;  Defining city visions, missions and objectives;  Devising city strategies, selecting target markets and positioning cities;  The city as a product;  The city-product pricing policy;  Distribution channels in cities;  Promotion within the framework of urban marketing;  Implementing strategic urban marketing;  Urban marketing and city branding;  The role of city identity and image in urban marketing;  Building a city brand;  City branding strategies;  City brand management.</p>		
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.6. Comments		



1.7. <i>Student responsibilities</i>							
Regular class attendance and active participation; Designing a project assignment; Seminar designing and presentation; Passing two midterms; Taking the final exam.							
1.8. <i>Monitoring of student work<sup>98</sup></i>							
Class attendance	1	Class participation		Seminar paper	0,3	Experimental work	
Written exam	0,4	Oral exam		Essay		Research	
Project	0,5	Continuous assessment	0,8	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Cudny, W. (Ed.). (2020). Urban Events, Place Branding and Promotion: Place Event Marketing. New York:Routledge.</li> <li>Heeley, J. (2015). Urban Destination Marketing in Contemporary Europe: Uniting Theory and Practice. Ontario: Channel View Publications.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Paganoni, M. (2015). City branding and new media: Linguistic perspectives, discursive strategies and multimodality. Springer.</li> <li>Ashworth, G. &amp; Kavaratzis, M. (2010). Towards Effective Place Brand Management: Branding European Cities and Regions, Cheltenham: Edward Elgar Publishing.</li> <li>Anholt, S. (2010). Places: Identity, Image and Reputation. Hampshire: Palgrave Macmillan.</li> <li>Kolb, B. (2006). Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists, 1st edition. Burlington: Butterworth-Heinemann.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Paganoni, M. (2015). City branding and new media: Linguistic perspectives, discursive strategies and multimodality. Springer.					5		
Ashworth, G. & Kavaratzis, M. (2010). Towards Effective Place Brand Management: Branding European Cities and Regions, Cheltenham: Edward Elgar Publishing.					5		
Anholt, S. (2010). Places: Identity, Image and Reputation. Hampshire: Palgrave Macmillan.					5		

<sup>98</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Kolb, B. (2006). <i>Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists</i> , 1st edition. Burlington: Butterworth-Heinemann.	5	
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.		



General information							
Course instructor	Iva Barić, prof.						
Name of the course	Croatia as a Tourist Destination - German						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	4 <sup>th</sup>						
ECTS credits and manner of instruction	ECTS credits		3 ECTS				
	Number of class hours (L+E+S)		30 (15+0+15)				
1. COURSE DESCRIPTION							
1.1. Course objectives							
The aim of the course is to enable students for communication in German by accomplishing the expected learning outcomes.							
1.2. Course enrolment requirements							
None.							
1.3. Expected learning outcomes							
It is expected that after completing all the obligations of the course, students should be able to:							
<ol style="list-style-type: none"> <li>present Croatia as a tourist destination,</li> <li>describe the most prominent Croatian touristic regions and destinations with special focus on cultural and historical heritage,</li> <li>write and present a travel program for Croatia as a tourist destination,</li> <li>present a chosen tourist destination using PPT,</li> <li>write a guided program through a tourist destination and simulate a guided tour in a tourist destination.</li> </ol>							
1.4. Course content							
Cultural and historical heritage of Croatia; Croatian National parks; Croatian Nature parks; Istria; Kvarner; North Dalmatia; Middle Dalmatia; South Dalmatia; Middle Croatia; Mountain Croatia; Slavonia; Croatian Cuisine.							
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. Comments							
1.7. Student responsibilities							
Regular class attendance and active participation; seminar and presentation; Simulation of a guided tour, two midterms and the final exam.							
1.8. Monitoring of student work <sup>99</sup>							
Class attendance	1	Class participation		Seminar paper	0,3	Experimental work	

<sup>99</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Written exam	0,4	Oral exam		Essay		Research										
Project	0,5	Continuous assessment	0,8	Report		Practical work										
Portfolio																
<p><i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>																
<p><i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i></p> <p>Blažević, N., Kroatien als Tourismusdestination, FMTU, 2019.</p>																
<p><i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i></p>																
<p><i>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</i></p> <table border="1"> <thead> <tr> <th>Title</th> <th>Number of copies</th> <th>Number of students</th> </tr> </thead> <tbody> <tr> <td>Blažević, N., Kroatien als Tourismusdestination, FMTU, 2019.</td> <td>5</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>								Title	Number of copies	Number of students	Blažević, N., Kroatien als Tourismusdestination, FMTU, 2019.	5				
Title	Number of copies	Number of students														
Blažević, N., Kroatien als Tourismusdestination, FMTU, 2019.	5															
<p><i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i></p> <p>The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.</p>																



Genera information							
Course instructor	Brigita Bosnar-Valković, Ph.D., Assistant Professor						
Name of the course	Croatia as a Tourist Destination - English						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	4th						
ECTS credits and manner of instruction	ECTS credits			3 ECTS			
	Number of class hours (L+E+S)			30 (15+0+15)			
1. COURSE DESCRIPTION							
1.1. <i>Course objectives</i>							
Elective course Croatia as a tourist destination is aimed at the acquisition of language and cultural skills necessary to present Croatia as a tourist destination including relevant presentation skills. It is also aimed at the fluent and spontaneous conversation and at using language for social, academic and professional purposes.							
1.2. <i>Course enrolment requirements</i>							
Passed English 2 exam							
1.3. <i>Expected learning outcomes</i>							
1. to present Croatia as a tourist destination individually 2. to present Croatian cultural heritage 3. to design guiding tours through a tourist destination							
1.4. <i>Course content</i>							
General information on Croatia as a tourist destination. Historical aspects and cultural and historical heritage of Croatia. National parks and nature parks. Croatia's tourist regions (Istra, Kvarner, North Dalmatia, Middle Dalmatia, South Dalmatia) as well as the most famous tourist destinations (Dubrovnik, Split, Zadar, Šibenik, Zagreb, Pula, Poreč). Croatian cuisine.							
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures	<input type="checkbox"/> individual assignments					
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network					
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories					
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship					
	<input checked="" type="checkbox"/> fieldwork	<input type="checkbox"/> other					
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Active participation in the learning/teaching process, critical approach to the course content, independent students' work is expected.							
1.8. <i>Monitoring of student work<sup>100</sup></i>							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,4	Oral exam	0,4	Essay	0,4	Research	

<sup>100</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Project		Continuous assessment	0,8	Report		Practical work										
Portfolio																
<p>1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>Assessment of the students' work in class and at the final exam is performed in accordance with the Book of regulations on students' assessment of the FTSM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.</p>																
<p>1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i></p> <p>Bosnar-Valković, B. (2018). Croatia as a tourist destination. Opatija: University in Rijeka, Faculty of Tourism and Hospitality Management</p>																
<p>1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i></p>																
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<p>1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i></p> <p>The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.</p>																



Genera information							
Course instructor	Dolores Miškulin, Ph.D., Associate Professor						
Name of the course	Croatia as a Tourist Destination - Italian						
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management						
Status of the course	elective						
Year of study	4th						
ECTS credits and manner of instruction	ECTS credits			3ECTS			
	Number of class hours (L+E+S)			30 (15+0+15)			
1. COURSE DESCRIPTION							
1.1. <i>Course objectives</i>							
Describe selected tourist destinations in Croatia using the terminology of the language of the profession. Highlight their comparative advantages. Define and describe the elements of the cultural and historical heritage of Croatia.							
1.2. <i>Course enrolment requirements</i>							
Knowledge of Italian at A2 level							
1.3. <i>Expected learning outcomes</i>							
After completing and passing the course, the student will be able to accomplish in Italian: 1. List the selected tourist destinations in Croatia and describe them using the terminology of the language of the profession 2. Write a summary and orally reformulate the topic from the material 3. Independently use the terminology of the language of the profession from the area of tourist destinations in Croatia 4. Propose the topic of a seminar paper from Croatian tourist destinations 5. Collect material to create a topic from at least 3 different sources							
1.4. <i>Course content</i>							
General information about Croatia as a tourist destination. Istria. Kvarner. Dalmatia: Zadar, Šibenik, Split, Dubrovnik. Zagreb. Croatian Zagorje. Međumurje and Podravina. Mountain Croatia. Slavonia and Baranja. National parks. Croatian gastronomy.							
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Students are expected to attend classes regularly, actively participate and fulfill their teaching obligations.							
1.8. <i>Monitoring of student work<sup>101</sup></i>							
Class attendance	1	Class participation		Seminar paper	0.4	Experimental work	

<sup>101</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Written exam		Oral exam	0.4	Essay		Research							
Project		Continuous assessment	0.8	Report		Practical work	0.4						
Portfolio													
<p>1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i></p> <p>Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.</p>													
<p>1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i></p> <p>Miškulin, D. (2020). Hrvatska kao turistička destinacija, Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, nastavni materijal na mreži</p>													
<p>1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i></p>													
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<p>1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i></p> <p>The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.</p>													



General information			
Course instructor	Brigita Vaković Bosnar, PhD, Assistant Professor		
Name of the course	Fourth Foreign Language – German 2		
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management		
Status of the course	elective		
Year of study	4th		
ECTS credits and manner of instruction	ECTS credits	3ECTS	
	Number of class hours (L+E+S)	30 (15+15+0)	
1. COURSE DESCRIPTION			
1.1. Course objectives			
1. Development of basic language competencies at the A2 level. 2. Developing language skills (listening and reading comprehension, speaking and writing) as prerequisites for acquiring communication competence in the tourism profession in accordance with the expected learning outcomes			
1.2. Course enrolment requirements			
Passing German 1 course and exam			
1.3. Expected learning outcomes			
After passing the exam, it is expected that the student will be able to: 1. understand words, phrases and sentences from texts that are taught in classes; 2. read selected texts from the field of tourism (hotel brochures, descriptions of the tourist destination, travel programs, recipes, business letters, etc.); 3. to conduct short conversations in the field of tourism (eg on topics related to holidays, vacations and holidays, Croatia as a tourist destination) and simulate conversations in a travel agency and simple business conversations on the basis of the familiar texts; 4. Write a simple business letter (inquiry, offer, reservation) and write a short travel program.			
1.4. Course content			
Vacation and school breaks; At a tourist destination; Celebrations and holidays; Tour operator; At a tourist destination; Trave program; Croatia as a tourist destination; Prominent tourist destinations in Croatia; Croatian cuisine; Business communication; Job application.			
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other	
1.6. Comments			
1.7. Student responsibilities			
Students are expected to attend classes regularly, actively participate, pass two midterm exams and a fina exam.			
1.8. Monitoring of student work <sup>102</sup>			
Class attendance	1	Class participation	Seminar paper Experimental work

<sup>102</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Blažević, N., Njemački u turizmu A2, FMTU, 2011.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Blažević, N., Njemački u turizmu A2, FMTU, 2011.	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.



General information		
Course instructor	Dolores Miškulin, Ph.D., Associate Professor	
Name of the course	Fourth Foreign Language – Italian 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	elective	
Year of study	4th	
ECTS credits and manner of instruction	ECTS credits	3ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
Italian 2 is aimed at developing basic language competences at the A2 level that include understanding the time system as well as talking about oneself and one's past. Also, the objectives of this course are aimed at the written transmission of basic information to describe in simple terms yourself, your family, living conditions and the like and to develop language skills as a prerequisite for acquiring communication competence in the tourism profession.		
<b>1.2. Course enrolment requirements</b>		
Passes Italian 1 course and exam		
<b>1.3. Expected learning outcomes</b>		
After completing and passing the course, the student will be able to accomplish in Italian: -Recognize words, phrases and sentences from texts that are processed during classes -Comment on selected simple texts from the field of tourism (hotel brochure, description of the tourist destination, travel program, recipe, business letter, etc.) -Create questions on topics in the field of tourism (eg on topics related to trends in tourism, ecology in tourism, hotel facilities and services, Croatia as a tourist destination, entertainment in the hotel and tourist place, complaints) -Design conversations in a hotel and travel agency, and simple business conversations -Compose a simple business letter (inquiry, offer, reservation) and compile a short travel program		
<b>1.4. Course content</b>		
Trends in tourism. Travel organizers. Travel program. Types of hotels. Hotel categorization. Hotel facilities and services. Croatia as a tourist destination. Cultural and historical heritage of Croatia. Fun in the hotel and tourist resort. Complaints. Business communication.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
<b>Students are expected to attend classes regularly, actively participate and fulfill their teaching obligations.</b>		
<b>1.8. Monitoring of student work<sup>103</sup></b>		

<sup>103</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0.4	Essay		Research	
Project		Continuous assessment	0.8	Report		Practical work	0.4
Portfolio		Final exam	0.4				

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Ordinance on grading students of FMTU. A detailed implementation curriculum is developed for each course, which harmonizes activities, student workload, learning outcomes and assessment methods.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

Miškulin, D. (2009). L'italiano per il turismo e l'industria alberghiera 1. Zagreb: Školska knjiga.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Miškulin, D. (2009). L'italiano per il turismo e l'industria alberghiera 1. Zagreb: Školska knjiga.	15	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programs, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation with extensive questionnaires and in other ways provided by accepted standards, in accordance with the University of Rijeka Quality System and the Faculty of Tourism and Hospitality Management System.



Genera information		
Course instructor	Alenka Šuljić Petrc, PhD	
Name of the course	FOURTH FOREIGN LANGUAGE– FRENCH LANGUAGE 2	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	4th	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+15+0)
<b>1. COURSE DESCRIPTION</b>		
<b>1.1. Course objectives</b>		
French 2 is aimed at developing core A2-level language competences that include understanding the system of time as well as talking about oneself and your past. In addition, the objectives of this subject focus on the written transfer of basic information in simple terms to describe oneself, one's family, living conditions, and to develop language skills as prerequisites for acquiring communication competence in the tourism profession.		
<b>1.2. Course enrolment requirements</b>		
Passed course French 1.		
<b>1.3. Expected learning outcomes</b>		
After passing the exam in this course the student will be able to:		
1. Recognize words, phrases and sentences from texts that are processed during class		
2. Create questions on topics in the field of tourism profession (e.g. topics related to trends in tourism, ecology in tourism, hotel facilities and services, Croatia as a tourist destination, entertainment in a hotel and tourist place, receding)		
3. Compile a simple business letter (inquiry, offer, reservation) and draw up a short travel program		
<b>1.4. Course content</b>		
Trends in tourism. Tour planners. It's a travel program. Types of hotels. Categorization of the hotel. Hotel facilities and services. Croatia as a tourist destination. Cultural and historical heritage of Croatia. Entertainment in a hotel and tourist resort. Complaint. Business communication.		
<b>1.5. Manner of instruction</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		
<b>1.7. Student responsibilities</b>		
Students are expected to regularly attend classes, active participation and to perform teaching duties.		
<b>1.8. Monitoring of student work<sup>104</sup></b>		

<sup>104</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Class attendance	1,2	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,4	Continuous assessment	0,9	Report		Practical work	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

The assessment and the evaluation of the students' work during class and at the final exam is carried out according to Student Assessment Regulations at the Faculty of Tourism and Hospitality Management.

*1.10. Mandatory literature (at the time of submission of study programme proposal)*

- Corbeau, S., Dubois, C. & Perforinis, J.-L. (2004). *Tourisme.com*. Paris: CLE International/SEJER.

*1.11. Optional/additional literature (at the time of submission of the study programme proposal)*

- 1. Gregoire, M. & Thievenaz, O. (2017). *Grammaire progressive du français – Nouvelle edition: Livre debutant*. Paris: CLE International/SEJER.
- 2. Calmy, A. (2004). *Le français du Tourisme*. Paris: Hachette.
- 3. Laygues, A. & Coll, A. (2016). *Le français en contexte – Tourisme Paris: Maison des langues*. (selected texts)

*1.12. Number of assigned reading copies in relation to the number of students currently attending the course*

Title	Number of copies	Number of students
Gregoire, M. & Thievenaz, O. (2017). <i>Grammaire progressive du français – Nouvelle edition: Livre debutant</i> . Paris: CLE International/SEJER.	5	
Calmy, A. (2004). <i>Le français du Tourisme</i> . Paris: Hachette.	5	
Laygues, A. & Coll, A. (2016). <i>Le français en contexte – Tourisme Paris: Maison des langues</i> . (selected texts)	5	

*1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of class is monitored according to the acts of the University in Rijeka. In the last weeks of class of the current semester, an anonymous survey will be carried out in order to let the students evaluate the quality of the classes held in this course.