



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Elena Rudan, PhD, Assistant Professor	
Name of the course	Entrepreneurship in Culture	
Study programme	Graduate university study programme <b>Sustainable Tourism Development</b>	
Status of the course	elective	
Year of study	I year, I semester	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. Course objectives</b>		
<p>Course objectives are: the acquisition and understanding of theoretical knowledge on entrepreneurship, culture, cultural offer development and entrepreneurship in culture, with an emphasis on new trends in tourism supply and demand (cultural tourism, creative tourism); improving the efficiency of decision-making and development; the implementation of the acquired knowledge in solving specific problems related to business management in culture and tourism. The course encourages the understanding of the importance of innovation for both culture and tourism, the importance of achieving market competitiveness, and new strategic directions of cultural and creative industries.</p>		
<b>2. Course enrolment requirements</b>		
<p></p>		
<b>3. Expected learning outcomes</b>		
<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 entrepreneurship in culture, business organisations in culture, legal regulations and cultural business management in both Croatia and the EU;</li> <li>- elaborate on the ways of implementing entrepreneurial strategies into the development concepts of various institutions in culture; identify innovation as an important element of competitiveness in a turbulent environment,</li> <li>- analyse the current situation, the environment and the stakeholders; set the goals, propose and discuss various implementation strategies, all in order to create an integral product of tourism destinations (new selective forms of tourism) on the competitive tourism market,</li> <li>- explain the new strategic directions of organizations in culture,</li> <li>- explain new trends in cultural tourism (selective forms of tourism).</li> </ul>		
<b>4. Course content</b>		
<ul style="list-style-type: none"> <li>• Introductory lecture</li> <li>• Theoretical determinants of entrepreneurship</li> <li>• Specific features of entrepreneurship in cultural management and organisations</li> <li>• Innovations and characteristics of entrepreneurs in cultural activities</li> <li>• Types of managing cultural institutions</li> <li>• Legislation and entrepreneurship in culture and intellectual property</li> <li>• Business process and entrepreneurial strategy</li> <li>• Planning and funding in cultural management and organizations</li> <li>• Incentives for cultural entrepreneurship in Croatia and EU cultural projects</li> <li>• New strategic directions of cultural management and organisations</li> </ul>		



<ul style="list-style-type: none"> <li>• Entrepreneurial synergy in culture and tourism</li> <li>• Selective forms of tourism and the importance of entrepreneurship in culture</li> <li>• Practical examples of entrepreneurship in culture</li> </ul>							
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		
6. Comments							
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.							
8. Monitoring of student work <sup>1</sup>							
Class attendance	1,2	Class participation		Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay	0,2	Research	
Project		Continuous assessment	0,9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<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 it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> <li>1. Hisrich, R. D., Poduzetništvo, Mate d.o.o. Zagreb, 2011.</li> <li>2. Dragičević Šešić, M., Stojković, B., Kultura: menadžment, animacija, marketing, Kulturno informativni centar, Zagreb, 2013.</li> <li>3. Dragojević, S., Dragičević Šešić, M., Menadžment umjetnosti u turbulentnim vremenima, Naklada Jesenski i Turk, Zagreb, 2008.</li> </ol>							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> <li>1. Kolaković, M., Poduzetništvo u ekonomiji znanja, Sinergija nakladništvo, Zagreb, 2006.</li> <li>2. Buble, M., Kružić, D., Poduzetništvo: realnost sadašnjosti i izazov budućnosti, RRIF, Zagreb, 2006.</li> <li>3. Pavičić, J., Alfirević, N., Aleksić, Lj., Marketing i menadžment u kulturi i umjetnosti, Masmedia, Zagreb, 2006</li> <li>4. Bartoluci, M., Upravljanje razvojem turizma i poduzetništva, Školska knjiga, Zagreb, 2013.</li> <li>5. Vujić, V., Poduzetništvo i menadžment u uslužnim djelatnostima, Fakultet za menadžment u turizmu i ugostiteljstvu, 2010.</li> <li>6. Cetinski, V., Šugar, V., Perić, M., Menadžment institucija i destinacija kulture, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2012</li> </ol>							
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							

<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.



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of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.