

**RIT CROATIA PROGRAM OUTLINE**

**PROGRAM TITLE:** HOSPITALITY AND TOURISM MANAGEMENT

**TYPE OF PROGRAM:** Undergraduate professional program

**DURATION OF PROGRAM:** 4 years /8 semesters

**TOTAL NUMBER OF ECTS:** 240

**SCIENTIFIC AREA:** Social Science

**SCIENTIFIC FIELD:** Economics

**EFFECTIVE FOR:** Students enrolled starting from AY 2021/22

## 1. ENROLLMENT CRITERIA

Admission requirements:

Students can be admitted to the Hospitality and Tourism Management program through three different procedures:

### 1. Croatian national exams (državna matura)

Upon completion of a high-school program in Croatia, students need to pass the mandatory national exams (državna matura) and are admitted on the basis of their results.

Besides the mandatory exams, applicants are evaluated based on two additional requirements:

- Motivational essay
- Motivational interview

### Results calculation

Mandatory national exams:

Croatian - not used

Mathematics - 20%

English - 40%

Additional requirements:

Motivational essay - 10%

Motivational interview - 30%

### 2. Internal admissions process

This process applies to all candidates who have completed secondary education, but are not required to take the national exams in Croatia.

Candidates need to:

- Fill out the application form on RIT Croatia web site:  
<https://www.croatia.rit.edu/applicationform>
- Submit secondary education transcripts, including any final national exit exams
- Submit a motivational essay
- Participate in a motivational interview in English

Candidates will be scored as follows:

Secondary education final or exit exams:

Mathematics - up to 200 points

English - up to 400 points

Additional requirements:

Motivational essay - up to 100 points

Motivational interview - up to 300 points

### 3. Transfer from another higher education institution

Candidates who are already enrolled at another higher education institution can submit an application for transfer and enrollment in the same way as candidates who enroll through the internal enrollment process, except that they also submit a transcript of grades from a previously enrolled study program, along with the course descriptions.

Candidate's transcript of grades and description of the courses from their home university undergo a detailed review, during which we determine which courses can be recognized within the Hospitality and Tourism Management program.

## 2. CRITERIA FOR ENROLLMENT IN THE NEXT SEMESTER/YEAR LEVEL

A student must maintain a cumulative GPA of 2.00 or above at RIT Croatia in order to remain in good academic standing. Any student whose term Grade Point Average falls below 2.00 (and is above 1.00) or whose overall Cumulative Grade Point Average falls below 2.00 will be placed on probation (i.e. is eligible to enroll in classes, though specific conditions of enrollment or restrictions will be applied).

Any student whose overall Cumulative Grade Point Average falls below 2.00 will be placed on academic warning.

Suspension refers to the academic action taken when a student is not permitted to enroll in courses at the university for a determined period of time.

- Any degree-seeking undergraduate student whose Term Grade Point Average falls below a 2.00 (C average) and for whom suspension is not applicable will be placed on probation. The number of probations is limited to TWO per degree level during the entire duration of your studies.
- Students placed on suspension after two probations will be suspended for a period of one semester.
- Students who have been readmitted to RIT Croatia after an academic suspension will have up to two semesters (fall and spring) to return to good

academic standing, and their status will be "pending action." Students who fail to return to good academic standing in two semesters will be placed on academic suspension.

- Students who attempt fewer than 9 credits in a term, and earn a term GPA less than a 2.0, but whose CUM GPA is 2.0 or higher may be subject to academic action at the discretion of the college.
- Students on probation, deferred suspension and returning from a suspension are now required to work with their Academic Advisor to create an Academic Success Plan. Academic Success Plan is an agreement between a student and the student's academic advisor designed to facilitate success in the program. Students should consult with their academic advisor to determine the appropriate number of credits per term.
- Any student whose Term Grade Point Average falls below 1.00 will be directly suspended from RIT Croatia for a period of one semester (fall or spring).

- A suspended student cannot enroll in any credit or non-credit course at the university while on suspension. This also includes co-ops.
- A suspended student may not be admitted to another program while suspended.
- In special circumstances, a suspended student may apply in writing to the Ombudsperson for a suspension waiver. This waiver request will be evaluated by the Ombudsperson and the Academic Advisors before submission to the Manager of Academic Affairs for approval.
- A suspension waiver may only be granted ONCE during a student's undergraduate studies.

Please note: The waiver carries specific responsibilities on the student's part. These may include registering in specific courses, achieving a semester GPA of at least 2.0, not withdrawing from any courses in which we will ask the student to enroll, taking a maximum term load of 12 credits, attending bi-weekly meetings with his or her faculty advisor. These responsibilities are stated in a contract the student will be required to sign. Should the student fail to abide by the conditions of the contract, or should the academic performance warrant suspension again, he or she would then be suspended with no opportunity to appeal.

### 3. TRANSFER PROCEDURE

Credit transfer procedure and transfer procedures generally speaking are defined by The Rulebook on Admission Requirements and Transfer Procedures from other HE institutions to RIT Croatia.

### 4. GRADUATION REQUIREMENT

All of the following are required for graduation from a student's program:

- A Cumulative Grade Point Average (GPA) of 2.00 or above based on the US credits system
- Satisfactory completion of the Senior Project
- Completion of a minimum of 124 US credits for the US degree and 240 ECTS for the Croatian degree
- Satisfactory completion and grade for the required co-ops in duration of a minimum of 800 working hours
- No outstanding library dues
- Full payment or satisfactory adjustment of all financial obligations

#### Graduation with Honors

Honors posted to the academic record will be based upon the student's Cumulative Grade Point Average upon completion of the degree requirements. The numerical criteria for graduation with honors are as follows:

Summa cum laude	3.80 Cumulative GPA
Magna cum laude	3.60 Cumulative GPA
Cum laude	3.40 Cumulative GPA

## **5. DEGREES UPON COMPLETION OF THE STUDIES**

RIT Croatia is the only educational institution in Croatia granting two degrees: an American degree from RIT and a Croatian degree from RIT Croatia.

Upon successful completion of the four-year program students receive a Bachelor of Science (B.S.) degree in Hospitality and Tourism Management from RIT. Studies at RIT Croatia are also accredited by the Croatian Ministry of Science, Education and Sports and meet the requirements of the Bologna Agreement. As a result, all students completing the four-year HTM program will receive the degree title of prvostupnik/prvostupnica (baccalaureus/baccalaurea) ekonomije.

In order to receive a Croatian degree from RIT Croatia students must have either a high school diploma issued by a Croatian high school or a high school diploma recognized by the Ministry of Science, Education and Sports of the Republic of Croatia.

## **6. LIST OF OTHER STUDY PROGRAMS FROM WHICH THE ECTS POINTS COULD BE EARNED**

Web and Mobile Computing Dubrovnik

Web and Mobile Computing Zagreb

International Business

## 7. PROGRAM LEARNING OUTCOMES

HTM1	Evaluate hospitality and tourism related challenges and solutions in order to meet strategic targets
HTM2	Analyze hospitality and tourism operations through the application of quantitative analysis of operating metrics
HTM3	Generate and evaluate solutions to a complex accommodation, food and beverage, event or other hospitality and tourism industry issue applying creative problem solving techniques.
HTM4	Apply interpersonal skills when working with teams so as to facilitate the successful completion of team projects
HTM5	Use information technology in the hospitality and tourism industry to manage and/or innovate operations
HTM6	Develop marketing activities in the hospitality and tourism industry to attract, acquire, and/or maintain customers.
HTM7	Formulate strategies to optimize the customer experience within the hospitality and tourism industry
HTM8	Evaluate the impact of ethics on all stakeholders in a hospitality and tourism business environment.
HTM9	Communicate field-specific information in written and oral form using a standard English variety.
HTM10	Critically evaluate text and other media in a specific field.
HTM11	Reevaluate existing principles and practices in a specific field.
HTM12	Manage one's professional development and engage in lifelong learning activities pertaining to the field.
HTM13	Apply scientific principles in solving contemporary issues in a specific field.

## 8. LIST OF COURSES

### Fall Semester

Course no.	Course Name	Credits	ECTS
<b>YEAR 1</b>			
HSPT-225	HTM Fundamentals	3	6
ACCT-110	Financial Accounting	3	6
MGMT-101	Business 1	3	5
UWRT-100	Critical Reading and Writing	3	5
MATH-101	College Algebra	3	5
YOPS-010	RIT 365: RIT Connections	0	0

### YEAR 2

STAT-145	Introduction to Statistic I	3	5
SOCI-102	Foundations of Sociology	3	5
MKTG-230	Principles of Marketing	3	6
ECON-101	Principles of Microeconomics	3	5
MGMT-035	Careers in Business	0	0

#### CHOOSE 1 LANGUAGE COURSE BELOW:

MLGR-201	Beginning German I	4	5
MLIT-201	Beginning Italian I	4	5
MLSP-201	Beginning Spanish I	4	5
MLFR-201	Beginning French I	4	5
MLRU-201	Beginning Russian I	4	5

### YEAR 3

MGMT-215	Organizational Behavior	3	6
HSPT-375	Customer Experience management	3	6
ENGL-210	Literature, Culture and Media (WI)	3	5
HSPT-335	Food and Beverage Management	3	6

#### CHOOSE 1 OF THE FOLLOWING OPTIONS:

##### OPTION 1: LANGUAGE IMMERSION (MUST)

MLSP-301	Intermediate Spanish 1	3	4
MLFR-301	Intermediate French 1	3	4
MLIT-301	Intermediate Italian 1	3	4
MLRU-301	Intermediate Russian 1	3	4
MLGR-301	Intermediate German 1	3	4

#### OR

##### OPTION 2: ANTHROPOLOGY IMMERSION

ANTH-210	ANTH-1: Cultures in Globalization	3	5
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### YEAR 4

MGMT-560	Strategic Management	3	6
ENVS-151	Scientific Inq	3	5
COMM-253	Communicatoin (WI)	3	5
HSPT-444	Meeting and Event Management	3	6
FREE-XXX	ANTH-3: Glob Econ n Grass or FR	3	5

#### ELECTIVE COURSES

HSPT-372	Hosp Entre in the Global Econom	3	5
HSPT-374	Hosp Enter Management and Gr	3	5
HSPT-377	Hosp Luxury Operations Design	3	5
HSPT-376	Hosp Luxury Service Excellence	3	5
HRDE-380	Human Resources Management	3	6
ANTH-350	Global Economy and Grassroots	3	5

### Spring Semester

Course no.	Course Name	Credits	ECTS
HSPT-155	Food and Travel	3	6
ACCT-210	Management Accounting	3	6
MGMT-102	Business 2	3	5
UWRT-100	Writing Seminar	3	5
MATH-161	Applied Calculus	4	5

STAT-146	Introduction to Statistics II	4	5
FINC-220	Financial Management	3	6
INTB-225	Global Business Environment	3	6
ECON-201	Principles of Macroeconomics	3	5

#### CHOOSE 1 LANGUAGE COURSE BELOW:

MLGR-202	Beginning German II	4	5
MLIT-202	Beginning Italian II	4	5
MLSP-202	Beginning Spanish II	4	5
MLFR-202	Beginning French II	4	5
MLRU-202	Beginning Russian II	4	5

	Co-op 1	0	12
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DECS-310	Operations Management	3	6
ENVS-150	Ecology of Dalmatian Coast	4	5
HSPT-315	Lodging Ops, Analytics & Mgmt	3	6
HSPT-XXX	FREE: HSPT-372 Hosp Enter Mng	3	5

#### CHOOSE 1 OF THE FOLLOWING OPTIONS:

##### OPTION 1: LANGUAGE IMMERSION (MUST)

MLSP-302	Intermediate Spanish 2	3	4
MLFR-302	Intermediate French 2	3	4
MLIT-302	Intermediate Italian 2	3	4
MLRU-302	Intermediate Russian 2	3	4
MLGR-302	Intermediate German 2	3	4

#### OR

##### OPTION 2: ANTHROPOLOGY IMMERSION

ANTH-380	ANTH-2: Nationalism and Identity	3	5
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	Co-op 2	0	12
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MGMT-340	Business Ethics	3	6
MGIS-130	Info Systems	3	6
HSPT-490	Senior Project (WI)	3	6
NUTRI-215	Contemporary Nutrition	3	6
FREE-XXX	Free Elective	3	5

Elective courses may vary depending on availability and enrolment.

# **YEAR 1 – COURSE DESCRIPTIONS**



## General Information

Course title:	Hospitality and Tourism Management Fundamentals HSPT-225
Course leader:	Besim Agušaj
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	First
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

Hospitality and tourism industry is one of the largest industries in the world. This introductory course provides students with an overview of the hospitality industry and segments of travel and tourism. Students are introduced to career opportunities and skills needed to succeed in the specific hospitality and tourism fields. Students examine the growth and development of industry segments and their distinguishing characteristics, current issues and trends. Students will learn about the interdependence of the various industry players and the roles of these diverse participants within the industry. The concepts and practices of hospitality management are examined and discussed.

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### Course objectives:

- Become acquainted with the social, economic and environmental context within which the hospitality industry operates
- Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism
- Obtain an appreciation of the various functions of hospitality management, including marketing, finance and human resource management
- Identify the role of managers and to highlight their principal responsibilities

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### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Interpret key concepts of the hospitality and tourism industry

**CLO2:** Assess career opportunities in hospitality and tourism

**CLO3:** Identify challenges in the hospitality and tourism

**CLO4:** Analyse current trends and industry standards in hospitality

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## Course content:

- Travel and Society
- Why Do People Travel?
- Trends in Hospitality and Tourism
- Promoters of Tourism - Customers
- Team Project
- Destination Management and MICE
- Hotel Industry Landscape
- Niche Tourism
- Cruise Ship Industry
- Careers in Hospitality

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## Teaching delivery methods:

- Lectures

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

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## Monitoring student work:

Activity	ECTS
Cases	0.6
Exam 1	1.8
Project 1	0.6
Project 2	0.6
Project Presentation	0.6
Exam 2	1.8
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

Components of evaluation:

Component	Points/%
Cases	10
Exam 1	30
Project 1	10
Project 2	10
Project Presentation	10
Exam 2	30
<b>Total:</b>	<b>100</b>

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## Required reading:

- Walker, J. R. (2017). *Introduction to hospitality*. Pearson

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## Additional reading:

- Relevant articles from business press, determined on a weekly basis

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Financial Accounting ACCT 110
Course leader:	Kevin Walker
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	First
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

An introduction to the way in which corporations report their financial performance to interested stakeholders such as investors and creditors. Coverage of the accounting cycle, generally accepted accounting principles, and analytical tools help students become informed users of financial statements.

- Master the underlying foundations to financial accounting, including transaction analysis, debit / credit implementation, journal entries, t-accounts, and trial balances as used in the accrual accounting cycle
- Apply accounting practices in the construction and analysis of financial statements (income statement, statement of retained earnings, balance sheet, and statement of cash flows)
- Create financial statement for merchandising operations, including accounting of inventories
- Apply specific accounting rules / practices to current and noncurrent assets as well as current and non-current liabilities

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### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Apply the bookkeeping rules of an accrual accounting system to a wide set of basic business transactions

**CLO2:** Apply the accounting process to create a set of financial statements

**CLO3:** Analyze financial ratios constructed from financial statement data

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## Course content:

- Transaction analysis, journal entries, debits/credits, t-accounts
- Adjusting entries
- Financial statements
- Merchandize operations
- Inventories
- Current and noncurrent assets
- Current and non-current liabilities

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## Teaching delivery methods:

- Lectures
- In-class exercises

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

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## Monitoring student work:

Activity	ECTS
Quiz 1	0.3
Exam 1	1.32
Quiz 2	0.3
Assignments	0.6
Exam 2	1.38
Quiz 3	0.3
Final Exam	1.8
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	5
Exam 1	22
Quiz 2	5
Assignments	10
Exam 2	23
Quiz 3	5
Final Exam	30
<b>Total:</b>	<b>100</b>

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### Required reading:

- Wild, John J., (2006) *Financial Accounting: Information for Decisions*, McGraw-Hill/Irwin, New York, NY: Fourth Edition.

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### Additional reading:

- Other various articles and Internet sites and associated material may also be utilized.

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	MGMT 101 Business 1
Course leader:	Milena Kužnin
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

This is the first of a two course sequence in which students learn to take a business idea from inception to launch. In Business 1 students will conceive new business ideas that will be developed through the remainder of the sequence. The course provides students with a solid grounding in the different functional areas of a business.

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### Course objectives:

- Analyze hospitality and tourism operations through the application of quantitative analysis of operating metrics
- Apply interpersonal skills when working with teams so as to facilitate the successful completion of team project
- Use information technology in the hospitality and tourism industry to manage and/or innovate operations

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### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Use teamwork, professionalism, and personal leadership in the business workplace.

**CLO2:** Conduct research through the use of databases.

**CLO3:** Define key business functions.

**CLO4:** Describe the impact of social, economic, global, and technology trends and news on business decisions.

**CLO5:** Create a business product idea and pitch business ideas.

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## Course content:

- Intro to the business world of today
- Economic factors
- Global Factors
- Managing a business
- Idea Generation

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## Teaching delivery methods:

- Lectures
- In class exercises

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

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## Monitoring student work:

Activity	ECTS
Quiz 1	0.75
Quiz 2	0.75
Quiz 3	0.75
Weekly Ideas Portfolio	1
Final Group Project	1.25
Assessment of a Product	0.5
<b>Total</b>	<b>5</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.



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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	15
Quiz 2	15
Quiz 3	15
Weekly Ideas Portfolio	20
Final Group Project	25
Assessment of a Product	10
<b>Total:</b>	<b>100</b>

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### Required reading:

- Kelly, M., & Williams, C. (2018). *BUSN 10*, Cengage, Boston.

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### Additional reading:

- PDF files and selected chapters – will be uploaded by the instructor

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Critical Reading and Writing (UWRT100)
Course leader:	Rebecca Charry Roje
Study programme:	Hospitality and Tourism Management/Web and Mobile Computing
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Read, analyse and respond orally and in writing to a variety of nonfiction essays
- Give and receive peer feedback
- Understand principles of academic honesty and intellectual property
- Plan, draft and revise three essays in standard English

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### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Critically evaluate a variety of texts

**CLO2:** Compose and revise texts in standard English using appropriate style and rhetorical strategy

**CLO3:** Evaluate peer work

**CLO4:** Use APA style in referencing and citing

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## Course content:

- Paragraphing
- Sentence structure
- Punctuation
- Vocabulary in context
- Critical reading and note taking strategies
- Quoting, summarising, paraphrasing
- Use of evidence to support arguments
- Peer review
- Self-editing and revision

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## Teaching delivery methods:

- Lectures
- Seminars
- Workshops
- Exercises
- Independent work
- Multimedia

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## Student obligations:

- Attending classes
- Submitting assignments
- Completing exams and quizzes
- Participating in discussions

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## Monitoring student work:

Activity	ECTS
Descriptive essay	0.5
Critical response essay	0.75
Personal essay	0.75

Final Portfolio	0.5	
Vocabulary quizzes	0.5	
Essay exam on assigned readings		0.75
Grammar quiz	0.5	
Reading quizzes	0.25	
APA quiz	0.5	

**Total** **5**

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Descriptive essay	10
Critical response essay	15
Personal essay	15
Final Portfolio	10
<b>Vocabulary quizzes</b>	10
<b>Essay exam on assigned readings</b>	15
<b>Grammar quiz</b>	10
<b>Reading quizzes</b>	5
<b>APA quiz</b>	10
<b>Total:</b>	<b>100</b>

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### Required reading:

- American Psychological Association. (2020). Publication manual of the American Psychological Association (7<sup>th</sup> ed.).
- Hacker, D., & Sommers, N. (2015). *A writer's reference* (8<sup>th</sup> ed.). Bedford/St. Martin's.

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## Additional reading:

- Course packet of selected essays provided by instructor. Essays include:
- Orwell, G. (1936) Shooting an Elephant
- Lewis, C.S. (1955) The Trouble with X. *God in the Dock*.
- Zinsser, W. (1976) Simplicity. *On Writing Well*.
- Hall, E. (1966) The English and the Americans.
- Tannen, D. (2001) Gender Patterns Begin at the Beginning.
- Campbell, P. (2006) How to do what you love

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student course evaluation
- Peer observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	College Algebra, COS-MATH-101
Course leader:	Kristijan Tabak
Study programme:	HTM
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Apply basic definitions, concepts, rules, vocabulary, and mathematical notation of algebra and coordinate geometry
- Gain the necessary manipulative skills required for solving problems in algebra and coordinate geometry.
- Acquire a background in mathematics necessary to a study of university mathematics.

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### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** combine algebraic identities to construct the solutions of algebraic equations,
- CLO2:** generate graph representations of exponential and logarithmic functions,
- CLO3:** develop procedures to solve mathematical problems from the business domain,
- CLO4:** connect concepts in algebra with practical problems in management.

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### Course content:

- Exponents, radicals, and their properties

- Equations and inequalities
- Systems of equations in two and three variables
- Functions, their notation and graphs
- Logarithms and Exponentials
- Solving exponential and logarithmic equations
- Applications

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## Teaching delivery methods:

- Lectures
- Workshops
- Exercises
- Remote learning
- Independent work
- Multimedia
- Mentoring

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## Student obligations:

- Attending classes
- Participate in discussions

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## Monitoring student work:

Activity	ECTS
Assignment 1	1.5
Assignment 2	1.5
Assignment 3	1.5
In Class Quiz	0.5
<b>Total</b>	<b>5</b>

Teaching time has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
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Assignment 1	30
Assignment 2	30
Assignment 3	30
In class Quizz	10
<b>Total:</b>	<b>100</b>

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### Required reading:

- Blitzer, Algebra and Coordinate Geometry, Prentice Hall, Upper Saddle River, NJ
- Larson and Hostetler, Algebra and Trigonometry, Brooks/Cole, Pacific Grove, CA.

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### Additional reading:

- None

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	RIT 365: RIT Connections - YOPS-010
Course leader:	Milena Kužnin
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	First
ECTS points:	0
Teaching hours (L+S+E):	15 (1+0+0)

## Course Description

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### Course objectives:

- Develop broad-based professional competencies, including communication, critical thinking and collaboration.
- Enhance personal growth by using intentional strategies (tools).
- Connect with various RIT Croatia community members and understand their roles.

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### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

- LO1:** Integrate with the RIT Croatia community
- LO2:** Discuss their ownership and accountability during their educational experience.
- LO3:** Identify strategies to enhance their personal academic growth through tools that aid in decision making throughout their education.
- LO4:** Engage in reflective dialogue based on their knowledge and first-year experiences.

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### Course content:

- Engage in reflective dialogue/discussion
- Attend Super Speaker even

- Reflective Coaching session
- Analyze and construct arguments
- Reflective writing

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## Teaching delivery methods:

- Lectures
- Independent work
- Coaching
- Exercises

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions
- Coaching session

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## Assessment and evaluation of student work

### Components of evaluation:

<b>Component</b>	<b>Points/%</b>
Reflection Paper 1	20%
Reflection Paper 2	20%
Reflection Paper 3	20%
Reflection Paper 4	20%
Coaching	10%
6 Word Story	10%
<b>Total:</b>	<b>100</b>

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## Required reading (at the moment of submitting the Study Programme Report):

- RIT Croatia Student Handbook 2022-23
- RIT Croatia Cooperative Education Handbook 2022-23

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Additional reading (at the moment of submitting the Study Programme Report):

- N/A

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Number of copies of required reading in relation to the number of students who currently attend a course:

Materials available on RIT Croatia website.

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Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Food and Travel HSPT-155
Course leader:	TBD
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	First
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

This course introduces students to the concept of food in the hospitality and service industry as representative of a location's culture and values. The course analyzes the existing and emerging client base and delves deeply into the topic of trends and opportunities based on food and beverage. Students will examine the importance of service chains and new product development. In addition to examining the final product and the accompanying service chain, the course will examine basics associated with producing meals; namely, food preparation methods, quality standards, food presentation, professionalism in food preparation and service, sanitation and safety processes in commercial kitchens, kitchen and restaurant organization and roles, and food service styles. Students completing this course will develop an understanding of how to function effectively in a kitchen or restaurant environment.

---

### Course objectives:

- Identify and describe fundamental elements of the food/travel concept and its connection to destination image, identity and marketing.
- Demonstrate competency to apply food knowledge in effective marketing approaches directed at attracting travelers with national/regional/local food offerings, complete with the appropriate plating and garnishing.
- Identify, examine and differentiate between historic, economic, geographic, and environmental factors influencing food-based travel choices.
- Apply knowledge of food and beverage to list, differentiate and explain significant national foods and their ingredients and beverages.
- Identify and explain key geographic dimensions of food, beverages, quality standards for food ingredients, and food processing.
- Analyze and explain the food service chain concept within various service styles used in food and beverage outlets.
- Identify and explain compliance aspects related to food production/distribution/sanitation.

---

## Conditions for enrolment in the course:

None

---

## Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Explain historic, economic, geographic, environmental and leisure factors influencing food-and-beverage-based travel choices
- CLO2:** Explain various F&B service styles and food production/distribution/sanitation aspects
- CLO3:** Compare significant national foods and beverages including their cultural dimensions
- CLO4:** Analyze how cultural heritage and socio-economic development influences food and beverage offers
- CLO5:** Assess fundamental elements of the food-and-travel concept in the context of destinations' image, identity and development

---

## Course content:

- Introducing food as a motive to travel
- Tuscany, a food region
- Key elements of a destination's food offer
- Food, culture and society
- Food service chain
- How to create the drink story presentation
- History of alcoholic drinks
- Middle Eastern Food
- American Food
- Asian food
- Croatian food regions
- F&B Food Sanitation in global environment

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## Teaching delivery methods:

- Lectures

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Individual assignment	0.6
Case 1	0.6
Case 2	0.6
Team Project	0.6
Exam 1	1.2
Exam 2	1.2
Exam 3	1.2
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Individual assignment	10
Case analysis 1	10
Case analysis 2	10
Team project	10
Exam 1	20
Exam 2	20
Exam 3	20
<b>Total:</b>	<b>100</b>

---

## Required reading:

- Korsmeyer, C. (Ed.) (2005). *The Taste Culture Reader: Experiencing Food and Drink*. Berg.
- Bittman, M., & Oseland, J. (2012). *Food Lover's Guide to the World: Experience the Great Global Cuisines*. Lonely Planet
- Page, D. (2021). *Food Americana: The Remarkable People and Incredible Stories behind*

*America's Favorite Dishes*. Mango Publishing Group.

- Bourdain, A., & Woolever, L. (2021). *World Travel: An Irreverent Guide*. HarperCollins.
- Montanari, M. (2006). *Food is Culture*. Columbia University Press.

---

### Additional reading:

- Relevant articles from business press, determined on a weekly basis

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Management Accounting ACCT 210
Course leader:	Kevin Walker
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	First
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

Introduction to the use of accounting information by managers within a business. Explores the value of accounting information for the planning and controlling of operations, assessing the cost of a product/service, evaluating the performance of managers, and strategic decision making.

- Recognizing management accounting's role in an organization
- Developing product costs in a manufacturer
- Conducting profit planning, budgeting, standard cost, overhead and variance analyses
- Performing Cost-Volume-Profit analysis
- Making capital budget and working capital decisions

---

### Conditions for enrolment in the course:

Financial Accounting ACCT 110

---

### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Describe the typical framework and constituent role(s) of organizational accounting/finance functions;
- CLO2:** Demonstrate how key accounting/finance information is obtained, presented and utilized;
- CLO3:** Select a range of accounting/finance tools [such as performance ratios, costing systems, budgeting, project appraisal and working capital management] appropriate to different situations and contexts;



**CLO4:** Prepare basic management accounting analyses and reports;

**CLO5:** Apply cost behavior analysis in forecasting financial results.

---

## Course content:

- Role of management accounting
- Basic cost management concepts and classifications
- Cost-Volume-Profit analysis
- Relevant costs for decision making
- Job and process costing
- Variable and activity-based costing
- Profit planning and budgeting
- Standard costs and overhead analysis
- Revenue management
- Capital budgeting and working capital
- Segment reporting and performance indicators

---

## Teaching delivery methods:

- Lectures
- In-class exercises

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.3
Exam 1	1.5
Quiz 2	0.3
Exam 2	1.5
Quiz 3	0.3
Quiz 4	0.3
Final Exam	1.8

Total 6

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	5
Exam 1	25
Quiz 2	5
Exam 2	25
Quiz 3	5
Quiz 4	5
Final Exam	30
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Garrison, Noreen & Brewer, (2010), *Managerial Accounting*, McGraw-Hill/Irwin, New York, NY (ISBN-13: 978-0-07-337961-6): Thirteenth Edition

---

### Additional reading:

- Other various articles and Internet sites and associated material may also be utilized.

---

### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Business 2: Business Planning MGMT 103
Course leader:	Kevin Walker
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

This course, the second course in the First-year Business Sequence, applies technology tools to create well defined and complete business plans, taking their business concept outlined in Business 1 to a final business plan.

- Understand the key components of a business plan
- Conduct appropriate business research
- Use spreadsheet software tools to assist in analysis and support of proposals
- Prepare pro forma financial statements
- Prototype product and/or build website
- Prepare an appropriate oral and written presentation of the business plan
- Learn and develop professional business skills for career success

---

### Conditions for enrolment in the course:

MGMT-101 Business 1: Ideas and Business Planning

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### Expected learning outcomes of the course:

A student will be able to:

- CL01:** Identify the key technologies impacting the proposed new product or service
- CL02:** Describe business process models that document the new business idea
- CL03:** Prepare a presentation on a specific topic of business development

**CLO4:** Develop basic web page for start-up business

**CLO5:** Create promotional video and business plan

---

## Course content:

- Life cycle of a business
- Founder characteristics
- DISC Assessment
- Creating a business plan
- Business process and revenue models
- Marketing of new products
- Building a team
- Business Description
- Secondary Research
- Market Research
- Business plan / venture presentations

---

## Teaching delivery methods:

- Lectures
- Project work
- Case discussions

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Exam 1	1
Exam 2	1
Team Project	1.5
Team Project Presentation	1
Class participation	0.5

Total

5

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	20
Exam 2	20
Team Project	30
Team Project Presentation	20
Class participation	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Class Handouts, web articles, videos, Business 1 textbook, and other appropriate sources.

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### Additional reading:

- Texts and video materials provided by the instructor

---

### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	WRITING SEMINAR (UWRT 150)
Course leader:	Rebecca Charry Roje
Study programme:	Hospitality and Tourism Management/Web and Mobile Computing
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours:	3

## Course Description

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### Course objectives:

- develop proficiency in analytical and rhetorical reading and writing and critical thinking
- stimulate students' writing for a variety of contexts and purposes
- develop academic research and literary practices
- emphasize teacher-student conferencing, self-assessment, class discussion, and peer review
- emphasize the principles of intellectual property and academic integrity for academic and future professional writing

---

### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Connect the ideas of others to one's own
- CLO2:** Produce and revise a research project in written and oral form
- CLO3:** Criticize peer work
- CLO4:** Examine a variety of intellectually challenging non-fiction texts

---

## Course content:

- conducting research
- finding sources
- identifying credible sources
- integrating sources
- citing and referencing in APA style
- peer review
- presenting research
- language change

---

## Teaching delivery methods:

- Lectures
- Seminars
- Workshops
- Exercises
- Remote learning
- Independent work
- Project work
- Multimedia
- Peer review
- Critiques
- Journaling

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Discussion post 1	0.25
Discussion post 2	0.25
Reading quizzes	0.45
Literacy narrative	0.5

Research proposal	0.25
Annotated bibliography	0.5
Research outline	0.35
Research presentation	0.75
Research paper	1.25
Peer review	0.5
...	
<b>Total</b>	<b>5</b>

Teaching time is worth XX ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Online discussion post 1	5
Online discussion post 2	5
Personal literacy narrative	10
Reading quiz 1	4
<b>Reading quiz 2</b>	4
<b>Research proposal</b>	5
<b>Annotated bibliography</b>	10
<b>Research outline</b>	7
<b>Research presentation</b>	15
<b>Research paper</b>	25
<b>Peer review</b>	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Lunsford, A. (2021) Let's talk: A pocket rhetoric. W.W. Norton & Co. New York.



- American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7<sup>th</sup> ed.).
- Hacker, D., & Sommers, N. (2015). *A writer's reference* (8<sup>th</sup> ed.). Bedford/St. Martin's.

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### Additional reading:

- Selected current newspaper and magazine articles (course pack).

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student course evaluation
- Peer observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Applied Calculus
Course leader:	Kristina Soric
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours (L+S+E):	60 (2+0+2)

## Course Description

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### Course objectives:

- To have students learn the basic definitions, concepts, rules, vocabulary, and mathematical notation of calculus.
- To provide students with the necessary manipulative skills required for solving problems in calculus.
- To provide an opportunity for students to obtain a background in mathematics necessary to a study of life practice

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### Conditions for enrolment in the course:

At least 50 points earned in College Algebra.

---

## Expected learning outcomes of the course:

A student will be able to:

- CLO 1:** Develop understanding of function, its continuity, limit, derivative and integral
- CLO 2:** Analyze function continuity
- CLO 3:** Analyze function limit
- CLO 4:** Utilize derivative to study increasing and decreasing functions, convexity and concavity, extreme and inflection points
- CLO 5:** Utilize integrals to calculate areas
- CLO 6:** Utilize mathematical concepts to model and solve problems from everyday environment
- CLO 7:** Interpret the solutions of solved problems according to the discussions in the classroom

---

## Course content:

### (1) DERIVATIVES

- (a) Limits and continuity
- (b) Definition of the derivative
- (c) Rules of differentiation
- (d) Tangent lines
- (e) Higher order derivatives
- (f) Implicit differentiation
- (g) Derivatives of exponential and logarithmic functions

### (2) APPLICATIONS OF THE DERIVATIVE

- (a) Related rates
- (b) Curve sketching
- (c) Optimization
- (d) Applications of exponential and logarithmic functions

### (3) INTEGRATION

- (a) Antiderivatives and the indefinite integral
- (b) Area and the definite integral
- (c) Fundamental theorem of calculus
- (d) Evaluating the definite integral
- (e) Substitution

## (4) APPLICATIONS OF THE INTEGRAL

- (a) Area between curves
- (b) Applications of the definite integral to business and economics
- (c) Applications of the definite integral to life sciences
- (d) Numerical integration

## (5) ADDITIONAL TOPICS

- (a) Introduction to the solution of differential equations
- (b) Separable differential equations
- (c) Applications of differential equations
- (d) Sequences
- (e) Geometric series

---

### Teaching delivery methods:

- Lectures
- Exercises
- Remote learning
- Independent work

---

### Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

### Monitoring student work:

Activity	ECTS
Exam I	1.50
Exam II	1.50
Exam III	1.50
Quiz 1	0.05
Quiz 2	0.05
Quiz 3	0.05
Quiz 4	0.05
Quiz 5	0.05
Quiz 6	0.05

Quiz 7	0.05
Quiz 8	0.05
Quiz 9	0.05
Quiz 10	0.05
<b>Total</b>	<b>5</b>

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points %
Exam I	30
Exam II	30
Exam III	30
Quiz 1	1
Quiz 2	1
Quiz 3	1
Quiz 4	1
Quiz 5	1
Quiz 6	1
Quiz 7	1
Quiz 8	1
Quiz 9	1
Quiz 10	1
<b>Total</b>	<b>100</b>

---

### Required reading:

- Tan, S. T. (2015). Applied Calculus for the Managerial, Life, and Social Sciences, 10<sup>th</sup> Edition, Brooks/Cole

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### Additional reading:

- Handouts and readings will be made available to students throughout the semester by the instructor
- Video material will be made available to students throughout the semester by the instructor

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Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

# **YEAR 2 – COURSE DESCRIPTIONS**

## General Information

Course title:	Introduction to Statistics I, COS-STAT-145
Course leader:	Kristijan Tabak
Study programme:	HTM, IB
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Apply basic definitions, concepts, rules, vocabulary, and mathematical notation of statistics and probability theory.
- Use necessary manipulative skills required for solving problems in business, economics and medical sciences

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### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** classify random events according to their properties
- CLO2:** create sample spaces together with associated probability function,
- CLO3:** generate random variables that describe random events,
- CLO4:** analyze likelihoods for future events.

---

### Course content:

- Numerical summaries
- Graphical displays



- Data Description
- Univariate data - measures of location and dispersion
- Bivariate data - correlation and regression
- Sampling
- Population versus sample
- Random sampling
- Probability
- Random variables
- Binomial distribution
- Normal distribution
- Central limit theorem
- One-sample Inference, Mean and Proportion
- Estimation
- Hypothesis testing
- Use of t-distribution - independent and dependent samples

---

## Teaching delivery methods:

- Lectures
- Seminars
- Exercises
- Remote learning
- Independent work
- Multimedia
- Mentoring

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Assignment 1	1.5
Assignment 2	1.5
Assignment 3	1.5

In class Quizz	0.5
...	
<b>Total</b>	<b>5</b>

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Assignment 1	30
Assignment 2	30
Assignment 3	30
In Class Quizz	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Moore and McCabe, Introduction to the Practice of Statistics, Freeman, New York, NY.
- Peck, Olsen and Devore, Introduction to Statistics and Data Analysis, Brooks/Cole, Pacific Grove, CA.
- Michael Sullivan, Statistics: Informed Decisions Using Data, Pearson, Upper Saddle River, NJ.

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### Additional reading:

- None

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Foundations of Sociology
Course leader:	Vanda Bazdan
Study programme:	HTM, WMC
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

An introduction to the way sociologists interpret social reality, including the elementary terms, foundational ideas, major insights, and research discoveries in the discipline. Included are topics such as statuses and roles, socialization, cultural variation, deviance, social stratification, social institutions, and social change. Fulfils a liberal arts core social/behavioural science requirement. Counts as a prerequisite for the sociology/anthropology concentration and minor, the international studies and urban communities studies majors, and as a prerequisite for the required cultures in globalization.

---

### Course objectives:

- Develop critical awareness of the interactions among society, culture, science, and technology
- Foster understanding and appreciation of diverse social and cultural perspectives
- Foster understanding of local, national, international, and global forms of citizenship and community
- Develop critical awareness of interactions between society and the environment
- Foster development of the ability to reason critically and creatively

---

### Conditions for enrolment in the course:

None

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## Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Compare main theoretical perspectives in sociology (tenets, research methods, studies conducted) and their implications in understanding individual development, cultural and social contexts and issues
- CLO2:** Synthesize data from various theoretical perspectives and research studies in interpretation of social phenomena
- CLO3:** Compose arguments, and anticipate and assess counterarguments, to support and defend their attitudes regarding current social issues in written format (discussion papers), and in competitive debates (in keeping with the academic standards)

---

## Course content:

This course will introduce the student to the basic concepts in sociology, and to fundamental sociological approaches and methods. Sociology is interested in understanding social stability and social change. Social change, with all its conflicts and problems, has been the driving force in sociology. The course will examine the topic of social inequality, giving special attention to social stratification, racial-ethnic relations, and gender relations. It will cover the major institutions of society – family, the educational, religious, the political systems, the economy, and health care and medicine. We will explore the theme of social change through examination of collective behaviour.

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## Teaching delivery methods:

- Lectures
- Seminars
- Independent work
- Project work
- Multimedia

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Exam 1	1
Exam 2	1

Research paper	1
Presentation	0.5
Discussions (5)	0.5
Discussion papers	1
<b>Total</b>	<b>5</b>

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	20
Exam 2	20
Research paper	20
Presentation	10
Discussions (5x2)	10
Discussion papers (5x4)	20
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Newman, D.M. (2020). *Sociology: Exploring the architecture of everyday life*. SAGE publications.
- Newman, D.M. (2018). *Sociology: Exploring the architecture of everyday life: Readings*. SAGE publications.

---

### Additional reading:

- Excerpts from classics in sociology, as well as contemporary scholarly articles, available on myCourses.

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey

- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Principles of Marketing MKTG 230
Course leader:	Kevin Walker
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

An introduction to the field of marketing, stressing its role in the organization and society. Emphasis is on determining customer needs and wants and how the marketer can satisfy those needs through the controllable marketing variables of product, price, promotion and distribution.

- Distinguish among marketing philosophies
- Conduct elements of market research
- Set marketing objectives and strategies
- Perform market segmentation, targeting, and positioning
- Combine components of the 4Ps / marketing mix to create an integrated marketing program
- Incorporate CRM practices and loyalty programs into revenue management efforts

---

### Conditions for enrolment in the course:

None

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Outline marketing and the marketing process in a company.

**CLO2:** Analyze the marketplace and consumer value.

**CLO3:** Critically assess marketing strategies essential for establishing a competitive advantage in different business environments.

**CLO4:** Evaluate product strategies for establishing a competitive advantage in different business environments.

**CLO5:** Critically assess different traditional and digital marketing channels and the role of associated intermediaries.

**CLO6:** Suggest price strategies for establishing a competitive advantage in different business environments.

**CLO7:** Assess the relevance of different integrated marketing communications tools in the context of traditional and digital marketplace.

---

## Course content:

- Marketing philosophies
- Market research
- Setting marketing objectives and strategies
- Market segmentation, targeting, and positioning
- New product and product life-cycle issues
- Distribution channels
- Elements of promotional mix
- Pricing
- Individual and business buyer behavior
- Digital and mobile marketing
- CRM, loyalty, and revenue management

---

## Teaching delivery methods:

- Lectures
- In-class exercise
- Case study(ies)

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Exam 1	1.8



Exam 2	1.8
Project Audit / Sit Assess	0.3
Completed Project	0.6
Project Presentation	0.3
Exam 3	1.2
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	30
Exam 2	30
Project Audit / Sit Assess	5
Completed Project	10
Project Presentation	5
Exam 3	20
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Kotler, P., and Armstrong, G. (2017) *Principles of Marketing, 17th global edition*, Pearson Education.
- Kotler, Philip, Bowen, John T., and Makens, James C. (2014) *Marketing for Hospitality and Tourism*, Pearson, Upper Saddle River, New Jersey: Sixth Edition.
- Kotler, Bowen, Makens, and Baloglu (2016) *Marketing for Hospitality and Tourism*, Pearson, Upper Saddle River, New Jersey: Seventh Edition.

---

### Additional reading:

- Other various articles and Internet sites and associated material may also be utilized.

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Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	ECON.101 Principles of Microeconomics
Course leader:	Doc.dr.sc. Jasminka Samardžija
Study programme:	IB, HTM
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- This course provides an introduction to microeconomics with an emphasis on supply and demand, the consumer, the producer, economic equilibrium, efficiency and equity, market failures, and government intervention in markets. In this context, the course has three broad objectives.
- 1) It is designed to help students to understand basic economic concepts and problems related to the behavior and interaction of individuals. It examines how individuals make decisions, markets allocate resources through the price mechanism, and problems relating to imperfect competition, externalities (like pollution), common resources, imperfect information, and poverty and inequality.
- 2) It is designed to give students a feel for the methods which economists use to understand individual behavior and interactions. It introduces students to a variety of models, including optimizing models of consumer and firm behavior, partial and simple general equilibrium models, and models of perfect competition.
- (3) Finally, it attempts to help students to develop an ability to apply the methods and models in seeking solutions to the economic problems confronting society.

---

### Conditions for enrolment in the course:

None/prerequisite

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## Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Apply the marginal principle, the concept of opportunity cost, and circular market flow.
- CLO2:** Analyze market demand and supply and elasticity.
- CLO3:** Draw graphs demonstrating movements and shifts along demand and supply curve.
- CLO4:** Evaluate the consequences of alternative government policies in markets.
- CLO5:** Apply the concept of utility, producer, consumer surplus, and total surplus.
- CLO6:** Integrate firms' inputs, outputs and costs in profit maximizing decisions under conditions of perfect competition.

---

## Course content:

- Basic concepts of economics
- Market supply & Market demand
- Gains from Trade & Economic Coordination
- Elasticity of Demand & Elasticity of Supply
- Efficiency and Equity
- Benefit, Cost and Surplus
- Externalities
- Government actions in markets: rent ceiling & minimum wage
- Government actions in markets: taxes production quotas and subsidies
- Utility and Demand
- Utility maximizing choices and paradox of value
- Possibilities, Preferences and Choices
- Predicting consumer choices
- Organizing Production
- Output and Cost: total, marginal & average cost and product
- Long run costs
- Perfect competition: output price and profit in the short run
- Perfect competition: output price and profit in the long run

---

## Teaching delivery methods:

- Lectures
- Problem solving in small teams
- Group discussion
- Exercises
- Project work
- Personal research
- Class presentation

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Assignment 1 (HW1)	0,25
Assignment 2 (HW2)	0.25
Assignment 3 (Midterm 1)	1
Assignment 4 (HW3)	0.25
Assignment 5 (Midterm 2)	1
Assignment 6 (HW4)	0.25
Assignment 7 (Final project)	0.5
Assignment 8 (Final exam)	1.5
<b>Total</b>	<b>5</b>

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Assignment 1 (HW1)	5
Assignment 2 (HW2)	5
Assignment 3 (Midterm 1)	20
Assignment 4 (HW3)	5
Assignment 5 (Midterm 2)	20
Assignment 6 (HW4)	5

Assignment 7 (Final project)	10
Assignment 8 (Final exam)	30
<b>Total:</b>	<b>100</b>

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### Required reading:

- Parkin, M. (2016). *Microeconomics, 12<sup>th</sup> edition*. Pearson Education Limited.

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### Additional reading:

- Acemoglu, D., Laibson, D. & List, J. (2018). *Microeconomics, 2nd Edition*. Pearson Education Limited: 2018.

---

### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	SCBI-035 Careers in Business
Course leader:	Petra Vodopija Borković
Study programme:	Hospitality Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	0
Teaching hours (L+S+E):	30 (1+0+0)

## Course Description

---

### Course objectives:

- Develop career goals and strategies for achieving these goals.
- Develop ability to prepare resumes, cover letters, and other forms of jobs search documentation for prospective employers.
- Develop interviewing skills.
- Provide with the knowledge of and opportunity to practice networking skills.
- Understand proper business etiquette and business attire for various situations and meetings.

---

### Conditions for enrolment in the course:

None/prerequisite

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Identify career goals and strategies for cooperative education.

**CLO2:** Create resumes, cover letters and other forms of employment documentation.

**CLO3:** Present themselves effectively in a co-op interview.

**CLO4:** Network with different professionals using proper business etiquette.

---

## Course content:

This course consists of a series of workshops designed to introduce business students to the skills needed to be successful in job and coop searches and applications to graduate schools. Students will establish their career goals, create material (e.g., resume, cover letter), and acquire skills needed to achieve these goals.

---

## Teaching delivery methods:

- Lectures
- Workshops
- Exercises
- Independent work
- Mentoring
- Peer review

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Assignment 1	0.10
Assignment 2	0.15
Assignment 3	0.05
Assignment 4	0,10
Assignment 5	0,05
Assignment 6	0,15
Assignment 7	0,10
Assignment 8	0,15
Assignment 9	0,15
<b>Total</b>	<b>1</b>

Teaching time is worth 1 ECTS points and it has been incorporated in time for assignments.



---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Assignment 1	10
Assignment 2	15
Assignment 3	5
Assignment 4	10
Assignment 5	5
Assignment 6	15
Assignment 7	10
Assignment 8	15
Assignment 9	15
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Instructor will provide materials throughout the semester from a variety of sources. Texts or other media will be posted on myCourses or handed out in class. Students are required to regularly check on myCourses for updates. No textbook is required.
- Guest lecturers: Guest lecturers will bring their professional career experience to the classroom and lecture on current trends of selected topics. Each guest lecture session will include a Q & A opportunity.
- Since these guest lectures might be scheduled outside of regular class hours, they will be recorded and made available for viewing on myCourses (pending the lecturer's consent). With all external guest speakers last minute changes are possible, so please observe myCourses for any scheduling updates at short notice.

---

### Additional reading:

- 

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Beginning German I
Course leader:	Nikolina Božinović
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

---

### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in German as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in German speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

N/A

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Produce short and simple texts in written form about real life situations.

**CLO2:** Select appropriate grammar and vocabulary at beginner level.

**CLO3:** Combine a range of vocabulary to communicate effectively at beginner level.

**CLO4:** Differentiate some aspects of German life and culture.

## Course content:

- narrating and describing simple things and situations from real life in the present tense
- communicating and understanding greetings and daily class conversation and using expressions of common courtesies
- articulating basic needs, emotions, and attitudes in a short question/answer format
- providing autobiographical information, interests, abilities, likes and dislikes
- practising basic spoken German on topics presented in class
- reading passages from the textbook
- expressing ideas coherently at beginner level in writing
- gaining basic understanding of some aspects of German life and culture

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5

Total 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
Total:	100

---

### Required reading:

- Moeller, J., Berger, S., Hoecherl-Alden, G., Howes, S., Adolph, W. (2016). *Deutsch heute*, Introductory German, Tenth Edition, Cengage Learning.
- Moeller, J., Berger, S., Hoecherl-Alden, G., Howes, S., Adolph, W. (2016). *Deutsch heute*, Student Activities Manual, Tenth Edition, Cengage Learning.

---

### Additional reading:

- German College Dictionary, Harper-Collins, Second Edition (or any other dictionary of the German language)

---

### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey

- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Beginning Italian I
Course leader:	Ana Gudelj
Study programme:	Hospitality Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

---

### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in Italian as it is spoken and written today.
- Practice all four basic language skills - listening, speaking, reading, and writing.
- Give opportunities for student-student interaction and self-expression in realistic situations.
- Emphasize cultural aspects of contemporary life and culture in Italy and Italian speaking countries.
- Engage students in in-class dialogues and readings.

---

### Conditions for enrolment in the course:

N/A

---

### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Produce short and simple texts in written form about real life situations.
- CLO2:** Select appropriate grammar and vocabulary at beginner level.
- CLO3:** Combine a range of vocabulary to communicate effectively at beginner level.
- CLO4:** Differentiate some aspects of Spanish life and culture.

## Course content:

- narrating and describing simple things and situations from real life in the present tense
- communicating and understanding greetings and daily class conversation and using expressions of common courtesies
- articulating basic needs, emotions, and attitudes in a short question/answer format
- providing autobiographical information, interests, abilities, likes and dislikes
- practising basic spoken Italian on topics presented in class
- reading passages from the textbook
- expressing ideas coherently at beginner level in writing
- gaining basic understanding of some aspects of Italian life and culture

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8

Final Oral Examination	0.5
Homework	0.5

**Total** 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
<b>Total:</b>	<b>100</b>

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### Required reading:

- Merlonghi, F., Merlonghi, F., Tursi, J., & O'Connor, B. (2012). *Oggi in Italia: a first course in Italian* (9<sup>th</sup> ed.). Heinle Cengage Learning.
- Merlonghi, F., Merlonghi, F., Tursi, J., & O'Connor, B. (2012). *Oggi in Italia: Student activities manual* (9<sup>th</sup> ed.). Heinle Cengage Learning.

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### Additional reading:

- Cozzarelli, J.M. (2020). *Sentieri*. Vista Higher Learning.
- Manella, C. (2005). *Sì! L'italiano in mano. Manuale e corso pratico di italiano per stranieri. Livello elementare, intermedio e superiore*. Progetto Lingua Edizioni.



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Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Beginning Spanish I
Course leader:	Barbara Perić
Study programme:	Hospitality Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

---

### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in Spanish as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in Spain and Spanish speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

N/A

---

### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Produce short and simple texts in written form about real life situations.
- CLO2:** Select appropriate grammar and vocabulary at beginner level.
- CLO3:** Combine a range of vocabulary to communicate effectively at beginner level.
- CLO4:** Differentiate some aspects of Hispanic life and culture.

## Course content:

- narrating and describing simple things and situations from real life in the present tense
- communicating and understanding greetings and daily class conversation and using expressions of common courtesies
- articulating basic needs, emotions, and attitudes in a short question/answer format
- providing autobiographical information, interests, abilities, likes and dislikes
- practicing basic spoken Spanish on topics presented in class
- reading passages from the textbook
- expressing ideas coherently at beginner level in writing
- gaining basic understanding of some aspects of Hispanic life and culture

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5

Total 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
<b>Total:</b>	<b>100</b>

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## Required reading:

- Hershberger, R., Navey-Davis, S. & Borrás Álvarez, G. (2016). *Plazas, Lugar de encuentros* (5<sup>th</sup> ed.), Heinle Cengage Learning.

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## Additional reading:

- Acevedo A, I. (2013). *Spanish Reader for Beginners-Elementary*. CreateSpace Independent Publishing Platform.

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Beginning French I
Course leader:	Tea Kovačević
Study programme:	HTM
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

---

### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in French as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in French and French-speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

N/A

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Produce short and simple texts in written form about real life situations.
- CLO2:** Select appropriate grammar and vocabulary at beginner level.
- CLO3:** Combine a range of vocabulary to communicate effectively at beginner level.
- CLO4:** Differentiate some aspects of French life and culture.

## Course content:

- narrating and describing simple things and situations from real life in the present tense
- communicating and understanding greetings and daily class conversation and using expressions of common courtesies
- articulating basic needs, emotions, and attitudes in a short question/answer format
- providing autobiographical information, interests, abilities, likes and dislikes
- practicing basic spoken French on topics presented in class
- reading passages from the textbook
- expressing ideas coherently at beginner level in writing
- gaining basic understanding of some aspects of French life and culture

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5

Total 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Manley, J., Smith, S., McMinn, J., & and Prévost, 8. (2011). *Horizons*. 6<sup>th</sup> edition.

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### Additional reading:

- Les 500 Exercices de phonétique A1/A2 – Hachette, 2009
- Nouvelle grammaire du français: Cours de Civilisation Française de la Sorbonne – Y. Dellatour, D. Jennepin, M. Léon-Dufour, B. Teyssier, Hachette, 2004

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Beginning Russian I
Course leader:	Ana Peković
Study programme:	HTM
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

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### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in Russian as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in Russian and Russian-speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

N/A

---

### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Produce short and simple texts in written form about real life situations.
- CLO2:** Select appropriate grammar and vocabulary at beginner level.
- CLO3:** Combine a range of vocabulary to communicate effectively at beginner level.
- CLO4:** Differentiate some aspects of Russian life and culture.



## Course content:

- narrating and describing simple things and situations from real life in the present tense
- communicating and understanding greetings and daily class conversation and using expressions of common courtesies
- articulating basic needs, emotions, and attitudes in a short question/answer format
- providing autobiographical information, interests, abilities, likes and dislikes
- practicing basic spoken Russian on topics presented in class
- reading passages from the textbook
- expressing ideas coherently at beginner level in writing
- gaining basic understanding of some aspects of Russian life and culture

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5

Total 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
<b>Total:</b>	<b>100</b>

---

## Required reading:

- Robin et al. *Golosa – A basic course in Russian*, 5<sup>th</sup> edition. Pearson.

---

## Additional reading:

- 

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Introduction to Statistics II COS-STAT-146
Course leader:	Kristijan Tabak
Study programme:	HTM, IB
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

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### Course objectives:

- Apply basic definitions, concepts, rules, vocabulary, and mathematical notation statistics and probability for mathematical modeling in business and social sciences.
- Understand necessary manipulative skills required for solving problems.
- Predict probabilities of future random events.

---

### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Utilize random variables for modeling in business.
- CLO2:** Compare estimates and measure their likelihoods.
- CLO3:** Connect properties of random variables with real life problems in business.
- CLO4:** Analyze samples in terms of their underlying distributions.

---

### Course content:

- Confidence intervals and hypothesis testing
- Single-factor and two-factor ANOVA (analysis of variance)
- Two-Sample Inference for Means
- Inference for Counts

- Single proportion
- Two proportions
- Chi-square test for two-way tables
- Analysis of Variance
- One-way ANOVA
- Two-way ANOVA
- Regression Analysis
- Simple linear regression model
- Correlation
- Multiple regression model
- Time series and forecasting
- Survey design and analysis

---

## Teaching delivery methods:

- Lectures
- Seminars
- Exercises
- Remote learning
- Independent work
- Multimedia
- Mentoring
- Peer review

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Assignment 1	1.5
Assignment 2	1.5
Assignment 3	1.5
In Class Quizz	0.5

Total

5

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Assignment 1	30
Assignment 2	30
Assignment 3	30
In Class Quizz	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Moore and McCabe, Introduction to the Practice of Statistics, Freeman.
- Peck, Olsen and Devore, Introduction to Statistics and Data Analysis, Duxbury.
- Agresti and Franklin, Statistics, The Art and Science of Learning from Data, Pearson

---

### Additional reading:

- None

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Financial Management FINC 220
Course leader:	Kevin Walker
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

---

### Course objectives:

Basic course in financial management. Covers business organization, time value of money, valuation of securities, capital budgeting decision rules, risk-return relation, Capital Asset Pricing Model, financial ratios, global finance and working capital management.

- Explain the role of the financial manager within the organization of the firm;
- Use financial statements and cash flow in performance evaluation;
- Recognize the risk-return relation in investing and its role in the Capital Asset Pricing Model (CAPM) and weighted-average cost of capital (WACC);
- Apply the time value of money concept in a number of contexts;
- Place values on equity and bonds;
- Evaluation with NPV, PI and IRR;
- Decision-making related to a firm's capital structure and pay-out policies;
- Raising capital and working capital management

---

### Conditions for enrolment in the course:

ACCT-110; ECON-101 or ECON-201; and STAT-145 or STAT-251 or CQAS-251 or MATH-251 or MATH-252 or STAT-205

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Analyze firms' financial environment, performance, and governance using theoretic frameworks, concepts, metrics and methods;

**CLO2:** Apply concept of time value of money in wide range of calculations;

**CLO3:** Evaluate financial assets (bonds and stocks), as well as the relationship between risk and return as postulated by CAPM model;

**CLO4:** Assess firm's investment, financing and payout decisions.

---

## Course content:

- Financial markets and institutions
- Performance measurement
- Debt and payout policy
- Risk-return relation and Capital Asset Pricing Model (CAPM)
- Weighted-average Cost-of-Capital (WACC)
- Time value of money
- Valuing equity and bonds
- Evaluation via net present value (NPV), internal rate of return (IRR), and profitability index (PI)
- Raising capital and the initial public offering (IPO)

---

## Teaching delivery methods:

- Lectures
- In-class work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.3
Exam 1	1.5
Quiz 2	0.3
Quiz 3	0.3
Exam 2	1.5

Quiz 4	0.3
Final Exam	1.8
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	5
Exam 1	25
Quiz 2	5
Quiz 3	5
Exam 2	25
Quiz 4	5
Final Exam	30
<b>Total:</b>	<b>100</b>

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### Required reading:

- Brealey, R., Myers, S., & Marcus, A. (2019). *Fundamentals of Corporate Finance*, 9th or 10th ed., McGraw Hill.

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### Additional reading:

- Various articles and Internet sites will also be utilized.

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	Global Business Environment INTB.225
Course leader:	Besim Agušaj
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

Being an informed global citizen requires an understanding of the global business environment. The national economies in which business firms operate are becoming increasingly integrated. Organizations critical to the development of the global business environment now operate across national boundaries and include for-profit business, non-profits, government, non-governmental and supranational agencies. International flows of trade and investments, originating in one country increasingly have major repercussions in other countries. Companies are being affected by global forces and increasingly dependent on flows of raw materials, intermediate goods, and financing from foreign sources.

This course introduces the interdependent relationships between organizations and the global business environment. A holistic approach is used to examine the diverse economic, political, legal, cultural and financial systems that influence both organizations and the global business environment. The course provides a systematic approach analyzing national economies as “platforms” on which business firms operate and factors that determine the quality of a given national economy as a platform for business operations. The framework that enables you to analyze the influence of these factors will be introduced. After studying the basic frameworks of country analysis and global strategy, you will be applied to one or more countries or company-specific research projects.

---

### Course objectives:

- Describe various types of organizations that help shape the global environment and the basic facts about globalization and the major trends and institutions and the future of international management.

- Demonstrate knowledge of the interdependent relationship between organizations and globalization and about the channels through which national economies are connected and through which events originating in one country can have major effects on other countries.
- Demonstrate knowledge of the economic, political, cultural and technological systems of the global environment including framework for learning about another country, evaluating its long-run economic prospects, and judging its attractiveness as a platform for business operations.
- Demonstrate knowledge of the interdependent relationships among economic, political, cultural and technological systems and organizations.
- Demonstrate skills in analyzing strategic challenges and opportunities in the global context and competencies to anticipate the potential strategies of global and local competitors in specific industries.
- Develop an appreciation of ethical issues confronting companies engaged in international business and the options for responsibly managing these ethical issues.
- Demonstrate ability to integrate and apply frameworks, models, tools, and concepts from various perspectives to the study of a specific economy and to the analysis of a real-world business issue confronting a specific firm.

---

### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Identify key globalization concepts and organizations that shape the global environment.
- CLO2:** Discuss ethical issues and CSR in a global business context.
- CLO3:** Analyze strategic challenges and opportunities in the global and regional context in specific industries.
- CLO4:** Integrate facts of the economic, political, cultural and technological systems of the global environment into debate arguments.

---

### Course content:

- Global Business - Framework
- World Economies
- International Trade and Foreign Direct Investment
- Global/Regional Economic Cooperation and Integration
- International Monetary System
- Case: Cryptocurrency and Traditional Monetary System

- Foreign Exchange and Global Capital Markets
- Financial vs Economic crisis
- International Expansion and Global Market Opportunity Assessment
- Exporting, Importing and Global Sourcing
- Supply-chain Management
- ESG (Environmental, Social, Governance) and Ethics

---

## Teaching delivery methods:

- Lectures

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Cases	1.2
Exam 1	1.8
Project	1.2
Exam 2	1.8
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Cases	20
Exam 1	30
Project	20

Exam 2	30
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Peng, M. W., & Peng, M. W. (2014). *Global business*. Mason, OH: Cengage Learning/South Western.

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### Additional reading:

- Relevant articles from business press, determined on a weekly basis

---

### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	ECON.201 Principles of Macroeconomics
Course leader:	Doc.dr.sc. Jasminka Samardžija
Study programme:	IB, HTM
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

---

### Course objectives:

- The goal of Principles of Macroeconomics is to provide students with a broad overview of the aggregate economy. One important goal of this course is to provide students with a good understanding of aggregate economic accounts and definitions, principally so that they can read and understand news and television reporting of the aggregate economy.
- The course is designed to provide students with a unified framework that can be used to analyze key macroeconomic issues such as growth, inflation, expectations, deficits, recessions, productivity, interest rates, exchange rates, trade balance, monetary and fiscal policy
- The course will feature a heavy emphasis on the role of economic policy: monetary and fiscal policies aimed at short run stabilization, policies concerning trade and international finance, and policies aimed at promoting long run growth.
- The course will clearly highlight the tradeoffs involved in policymaking – e.g. short run stabilization vs. long run growth, efficiency vs. equity, etc.

---

## Conditions for enrolment in the course:

Prerequisite/Principles of Microeconomics

---

## Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Apply GDP national income accounting concepts.

**CLO2:** Analyze the components of aggregate demand (consumption, investment, government, net exports).

**CLO3:** Connect the concepts of economic growth, unemployment, inflation and aggregate supply & aggregate demand framework

**CLO4:** Evaluate the role of money, monetary and fiscal policy in the macroeconomy.

**CLO5:** Connect Balance of Payment, exchange rates and their effects on the open macroeconomy.

**CLO6:** Critically assess economic problems and economic policy.

---

## Course content:

- Measuring GDP and economic growth
  - Monitoring jobs and inflation
  - Economic growth
  - Finance, saving and investment
  - Money, the price level, and inflation
  - The exchange rates
  - The exchange rate policy
  - Current account balance
  - The balance of payments
  - Aggregate supply
  - Aggregate demand
  - Fiscal policy
  - Monetary policy
- 

## Teaching delivery methods:

- Lectures
- Problem solving in small teams
- Group discussion
- Exercises
- Project work
- Personal research

- Class presentation

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Assignment 1 (HW1)	0.25
Assignment 2 (HW2)	0.25
Assignment 3 (Midterm 1)	1
Assignment 4 (HW3)	0.25
Assignment 5 (Midterm 2)	1
Assignment 6 (HW4)	0.25
Assignment 7 (Final project)	0.5
Assignment 8 (Final exam)	1.5
<b>Total</b>	<b>5</b>

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Assignment 1 (HW1)	5
Assignment 2 (HW2)	5
Assignment 3 (Midterm 1)	20
Assignment 4 (HW3)	5
Assignment 5 (Midterm 2)	20

Assignment 6 (HW4)	5
Assignment 7 (Final project)	10
Assignment 8 (Final exam)	30
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Parkin, M. (2016). *Macroeconomics, 12<sup>th</sup> edition*. Pearson Education Limited.

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### Additional reading:

- Acemoglu, D., Laibson, D. & List, J. (2018). *Macroeconomics, 2nd Edition*. Pearson Education Limited: 2018.

---

### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	Beginning German II
Course leader:	Nikolina Božinović
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

---

### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in German as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in German speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

Completion of Beginning German I

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Produce short texts in written form

**CLO2:** Implement appropriate grammar rules and vocabulary at sentence and text level in written form

**CLO3:** Combine a range of vocabulary to communicate effectively at beginner level

**CLO4:** Contrast aspects of German life and culture

## Course content:

- applying target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talking about plans, travel preparations, free time, needs, feelings and attitudes
- interpreting different topics related to course material
- using target grammatical structures in the present and past tenses
- applying acquired grammatical structures and vocabulary in speaking and writing
- expressing ideas in writing
- comparing and thinking critically about cultural differences
- connecting different contents in written and oral form

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5

Total 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
Total:	100

---

### Required reading:

- Moeller, J., Berger, S., Hoecherl-Alden, G., Howes, S., Adolph, W. (2016). *Deutsch heute*, Introductory German, Tenth Edition, Cengage Learning.
- Moeller, J., Berger, S., Hoecherl-Alden, G., Howes, S., Adolph, W. (2016). *Deutsch heute*, Student Activities Manual, Tenth Edition, Cengage Learning.

---

### Additional reading:

- German College Dictionary, Harper-Collins, Second Edition (or any other dictionary of the German language)

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Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Beginning Italian II
Course leader:	Ana Gudelj
Study programme:	Hospitality Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

---

### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in Spanish as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in Spain and Spanish speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

Completion of Beginning Italian I

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Produce short texts in written form

**CLO2:** Implement appropriate grammar rules and vocabulary at sentence and text level in written form

**CLO3:** Combine a range of vocabulary to communicate effectively at beginner level

**CLO4:** Contrast aspects of Italian life and culture

## Course content:

- applying target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talking about plans, travel preparations, free time, needs, feelings and attitudes
- interpreting different topics related to course material
- using target grammatical structures in the present and past tenses
- applying acquired grammatical structures and vocabulary in speaking and writing
- expressing ideas in writing
- comparing and thinking critically about cultural differences
- connecting different contents in written and oral form

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5

Total 5

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Merlonghi, F., Merlonghi, F., Tursi, J., & O'Connor, B. (2012). *Oggi in Italia: a first course in Italian* (9<sup>th</sup> ed.). Heinle Cengage Learning.
- Merlonghi, F., Merlonghi, F., Tursi, J., & O'Connor, B. (2012). *Oggi in Italia: Student activities manual* (9<sup>th</sup> ed.). Heinle Cengage Learning.

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### Additional reading:

- Cozzarelli, J.M. (2020). *Sentieri*. Vista Higher Learning.
- Manella, C. (2005). *Sì! L'italiano in mano. Manuale e corso pratico di italiano per stranieri. Livello elementare, intermedio e superiore*. Progetto Lingua Edizioni.

---

Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	Beginning Spanish II
Course leader:	Barbara Perić
Study programme:	Hospitality Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

---

### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in Spanish as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in Spain and Spanish speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

Completion of Beginning Spanish I

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Produce short texts in written form

**CLO2:** Implement appropriate grammar rules and vocabulary at sentence and text level in written form

**CLO3:** Combine a range of vocabulary to communicate effectively at beginner level

**CLO4:** Contrast aspects of Hispanic life and culture

## Course content:

- applying target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talking about plans, travel preparations, free time, needs, feelings and attitudes
- interpreting different topics related to course material
- using target grammatical structures in the present and past tenses
- applying acquired grammatical structures and vocabulary in speaking and writing
- expressing ideas in writing
- comparing and thinking critically about cultural differences
- connecting different contents in written and oral form

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5

Total 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
<b>Total:</b>	<b>100</b>

---

## Required reading:

- Hershberger, R., Navey-Davis, S. & Borrás Álvarez, G. (2016). *Plazas, Lugar de encuentros* (5<sup>th</sup> ed.), Heinle Cengage Learning.

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## Additional reading:

- Acevedo A, I. (2013). *Spanish Reader for Beginners-Elementary*. CreateSpace Independent Publishing Platform.

---

## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Beginning French II
Course leader:	Tea Kovačević
Study programme:	HTM
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

---

### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in French as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in Russia and French-speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

Completion of Beginning French I

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Produce short texts in written form

**CLO2:** Implement appropriate grammar rules and vocabulary at sentence and text level in written form

**CLO3:** Combine a range of vocabulary to communicate effectively at beginner level

**CLO4:** Contrast aspects of French life and culture

## Course content:

- applying target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talking about plans, travel preparations, free time, needs, feelings and attitudes
- interpreting different topics related to course material
- using target grammatical structures in the present and past tenses
- applying acquired grammatical structures and vocabulary in speaking and writing
- expressing ideas in writing
- comparing and thinking critically about cultural differences
- connecting different contents in written and oral form

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5

Total 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Manley, J., Smith, S., McMinn, J., & and Prévost, 8. (2011). *Horizons*. 6<sup>th</sup> edition.

---

### Additional reading:

- Les 500 Exercices de phonétique A1/A2 – Hachette, 2009
- Nouvelle grammaire du français: Cours de Civilisation Française de la Sorbonne – Y. Dellatour, D. Jennepin, M. Léon-Dufour, B. Teyssier, Hachette, 2004

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Beginning Russian II
Course leader:	Ana Peković
Study programme:	HTM
Course status:	Obligatory
Year:	Second
ECTS points:	5
Teaching hours (L+S+E):	60 (4+0+0)

## Course Description

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### Course objectives:

- Provide students with a sound basis for learning to communicate effectively and accurately in Russian as it is spoken and written today
- Practice all four basic language skills - listening, speaking, reading, and writing
- Give opportunities for student-student interaction and self-expression in realistic situations
- Emphasize cultural aspects of contemporary life and culture in Russia and Russian-speaking countries
- Engage students in in-class dialogues and readings

---

### Conditions for enrolment in the course:

Completion of Beginning Russian I

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Produce short texts in written form

**CLO2:** Implement appropriate grammar rules and vocabulary at sentence and text level in written form

**CLO3:** Combine a range of vocabulary to communicate effectively at beginner level

**CLO4:** Contrast aspects of Russian life and culture

## Course content:

- applying target grammatical structures and vocabulary through storytelling and describing real-life situations in the past
- talking about plans, travel preparations, free time, needs, feelings and attitudes
- interpreting different topics related to course material
- using target grammatical structures in the present and past tenses
- applying acquired grammatical structures and vocabulary in speaking and writing
- expressing ideas in writing
- comparing and thinking critically about cultural differences
- connecting different contents in written and oral form

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.6
Quiz 2	0.6
Quiz 3	0.6
Written Assignments	1.4
Oral In-Class Examinations	0.8
Final Oral Examination	0.5
Homework	0.5



Total 5

Teaching time is worth 2 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Written Assignments	28
Oral In-Class Examinations	16
Final Oral Examination	10
Homework	10
<b>Total:</b>	<b>100</b>

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## Required reading:

- Robin et al. *Golosa – A basic course in Russian*, 5<sup>th</sup> edition. Pearson.

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## Additional reading:

- 

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	HSPT Cooperative Education 1
Course leader:	Petra Vodopija Borković
Study programme:	Hospitality Tourism Management
Course status:	Obligatory
Year:	Second
ECTS points:	12
Teaching hours (L+S+E):	400 (12+0+0)

## Course Description

---

### Course objectives:

- Career-related work experience.
- Employment within the food, hospitality or tourism service management industries is monitored by the International Hospitality and Service Management Program and the Career Services Office.
- Coop work is designed for the student to experience progressive training on the job as related to the academic option.

---

### Conditions for enrolment in the course:

Sophomores begin co-op the summer following their sophomore year studies having completed a minimum of 55 credits. Graduation requirement: 2 coops. Department permission is required.

### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Apply acquired knowledge and skills from previous academic courses in co-op tasks
- CLO2:** Perform in accordance with the instructions and feedback in the process of solving co-op tasks in a real environment
- CLO3:** Explain the activities, work processes and the market environment of the co-op organization.
- CLO4:** Reflect on professional and personal growth, and work-related competencies gained during co-op.

---

## Course content:

- Mentored field work
- Co-op registration and offer letter
- Co-op evaluation documents

---

## Teaching delivery methods:

- Exercises
- Remote learning
- Field work
- Independent work
- Project work
- Mentoring

---

## Student obligations:

- Completing 400 hours of mentored field work
- Submitting co-op documentation

---

## Monitoring student work:

Activity	ECTS
Assignment 1	11.7
Assignment 2	0.3
<b>Total</b>	<b>12</b>

Teaching time is worth 12 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Mentored fieldwork	95
Co-op evaluation reports	5
<b>Total:</b>	<b>100</b>

---

## Required reading:

- RIT Croatia cooperative education handbook and Cooperative Education Bylaw.
- RIT Croatia cooperative education Registration form
- RIT Croatia cooperative education student evaluation form
- RIT Croatia cooperative education employer evaluation form

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## Additional reading:

- 

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- RIT Croatia cooperative education registration form and an offer letter
- RIT Croatia cooperative education biweekly reports for the students on a remote or project-based co-op model
- RIT Croatia cooperative education student evaluation form
- RIT Croatia cooperative education employer evaluation form

# **YEAR 3 – COURSE DESCRIPTIONS**

## General Information

Course title:	Organizational Behavior MGMT-215
Course leader:	Besim Agušaj
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

Social media and virtual teams are transforming the way employees work together. Values and self-leadership are replacing command-and-control management. Companies are looking for employees with emotional intelligence and effective teamwork skills. This course deals with human behavior in organizations and with best practices and approaches that organizations utilize in order to facilitate effective work-related behavior. Within each topic, conceptual frameworks, case discussions, and skill-oriented activities are used. Topics include values, attitudes, communication, motivation, group dynamics, leadership, power, and organizational development. Class assignments are designed to help students acquire the knowledge and skills that managers need to improve workplace relationships and performance.

---

### Course objectives:

- Increase knowledge of OB concepts so that students understand and analyze how organizations and the people within them work
- Provide opportunities to apply OB concepts to work-related challenges faced by managers
- Develop leadership and management potential

---

### Conditions for enrolment in the course:

None

---

### Expected learning outcomes of the course:

A student will be able to:

**LO1:** Identify the field of OB and its relevance to the global workplace.

**LO2:** Examine the importance of valuing individuals' differences in a multicultural work environment.

**LO3:** Explain selected core discussion themes and research such as, but not limited to, group dynamics and social networks in the domain of OB.

---

## Course content:

- What is Organizational Behavior?
  - Attitudes and Job Satisfaction
  - Personality
  - Values
  - Foundations of Employee Motivation
  - Perception and Decision Making
  - Group Dynamics and Teamwork
  - Power Politics and Influence
  - Conflict and Negotiation in the Workplace
  - Leadership in Organizations
  - Organizational Change
  - Organizational Culture
- 

## Teaching delivery methods:

- Lectures
- 

## Student obligations:

- Attending classes
  - Submitting projects and assignments
  - Participate in discussions
- 

## Monitoring student work:

Activity	ECTS
Cases	0.9
Exam 1	1.8
Project	1.2
Exam 2	2.1
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Cases	20
Exam 1	30
Project	20
Exam 2	30
<b>Total:</b>	<b>100</b>

---

### Required reading:

- McShane, S. L., & Von, G. M. (2017). *Organizational behavior: Emerging realities for the workplace revolution*. Boston: McGraw-Hill/Irwin.

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### Additional reading:

- Relevant articles from business press, determined on a weekly basis

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	HSPT-375 Customer Experience Management
Course leader:	Milena Kužnin
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

This course examines the development, management, and improvement of the service delivery systems used by service organizations (i.e., hotels, restaurants, travel agencies, and health care) through the lens of quality management. This course also focuses on how customer experience design shapes customers' thoughts, actions, and decision processes.

---

### Course objectives:

- Understand customer experience journey
- Create exceptional customer experience
- Describe luxury customer experiences incorporating technology and branding

---

### Conditions for enrolment in the course:

None/prerequisite

---

### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Articulate drivers of customer experience.
- CLO2:** Use various tools including service blueprinting, customer journey mapping, and value chain analysis to optimize customer experience.
- CLO3:** Judge the success of implemented customer experience design and processes.
- CLO4:** Apply emerging technologies to support/enhance the customer experience.
- CLO5:** Develop branding frameworks to create luxury customer experiences.

---

## Course content:

The course consists of three major sections. Section 1 focuses on understanding the paradigm of customer experience, identifying the drivers of customer satisfaction, formulating strategies to optimize the customer experience, and managing service operations through the development of a service blueprint. Students will also learn techniques to diagnose and measure the success of the customer experience. Section 2 focuses on the role of exponential technologies, such as artificial intelligence, robotics, augmented reality, virtual reality, and data analytics, in creating exceptional customer experiences. Section 3 discusses the creation of exceptional luxury customer experiences, incorporating technology, and describes how brands go beyond traditional branding frameworks to create luxury experiences.

---

## Teaching delivery methods:

- Lectures
- In class exercises

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Exam 1	1.2
Exam 2	1.2
Exam 3	1.2
Project Prep	0.6
Project Presentation	0.6
Case Study 1	0.3
Case Study 2	0.3
Homework	0.6
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	20
Exam 2	20
Exam 3	20
Project	20
Case Study 1	5
Case Study 2	5
HW	10
<b>Total:</b>	<b>100</b>

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### Required reading:

- Schmitt, B., ProQuest (Firm), & Books24x7, I. (2003;2010;). *Customer experience management: A revolutionary approach to connecting with your customers* (1. Aufl. ed.). New York: Wiley.
- Tisch, J. M., Skillsoft Corporation, & Books24x7, I. (2007). *Chocolates on the pillow aren't enough: Reinventing the customer experience*. Hoboken, N.J: John Wiley & Sons.

---

### Additional reading:

- PDF files and selected chapters – will be uploaded by the instructor

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Literature and Cultural Studies ENGL210
Course leader:	Rebecca Charry Roje
Study programme:	Hospitality and Tourism Management / Web and Mobile Computing
Course status:	Obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Read and analyse a variety of poems and short stories from the 19<sup>th</sup> to 21<sup>st</sup> centuries in a variety of genres
- Respond to readings orally and in writing
- Apply and use literary terms appropriately
- Build vocabulary

---

### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Analyse a variety of literary texts, cultural artefacts, and/or critical/analytical essays

**CLO2:** Connect literary and cultural artefacts to their social and cultural contexts

**CLO3:** Compose coherent literary analyses, creative essays, research papers, or multimedia presentations

---

### Course content:

- Literary and poetic terms

- Literary and dramatic genres
- Comedy and Tragedy
- Poetic forms
- Introduction to Modernism
- Harlem Renaissance
- Contemporary short stories
- Using online library databases

---

## Teaching delivery methods:

- Lectures
- Discussions
- Independent work
- Project work
- Multimedia
- Journaling

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Reader response journals	0.9
Vocabulary quizzes	0.6
Poetry exam	0.9
Poem analysis	0.3
Short story exam I	0.9
Team presentation	0.6
Short story exam II	0.9
Creative essay	0.9
...	
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Reader response journals	15
Vocabulary quizzes	10
Poetry exam	15
Poem analysis	5
Short story exam I	15
Team presentation	10
Short story exam II	15
Creative essay	15
<b>Total:</b>	<b>100</b>

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### Required reading:

- Saunders, G. (2018) Fox 8. Random House. New York
- Baldwin, J. (1957) Sonny's Blues.
- Woolf, V. (1921) A Haunted House.
- Hellmandollar, J. (n.d.) The Backwards Fall
- Bradbury, R. (1950) The Veldt.
- Gess, D. Trespasses (2016). Story Quarterly. Issue 53. Rutgers University. New Jersey.
- Selected poems by Walt Whitman, Emily Dickinson, Langston Hughes, E.E. Cummings, E.A. Robinson and others

---

### Additional reading:

- Contemporary short stories selected by students

---

Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student course evaluation
- Peer observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Food & Beverage Management HSPT 335
Course leader:	Ana Bitanga
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

This course will provide the student with the knowledge needed for effective management of food service operations. Students will identify trends in the food and beverage industry, gain knowledge of the food management principles and understand how providing exceptional guest service can maximize profits in the hospitality industry. Topics will include food service and beverage purchasing, inventory, costing, service styles, financial controls, menu design, sanitation, safety, ethics, food service automation, hardware and software, legal concerns, equipment selection, and service innovations in design and layout of the food establishments.

- Organization of F&B operations;
- Principles of menu planning and engineering;
- Creating standard recipes;
- Standard F&B product costs and associated pricing strategies
- F&B marketing

---

### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Explain key terminology commonly used in food & beverage industry



**CLO2:** Create mechanisms of recipe conversions, determining quantities, and purchasing the appropriate amounts of food and beverages for a given concept

**CLO3:** Analyze key performance indicators including appropriate industry metrics

**CLO4:** Evaluate revenue management strategies including computing, analyzing and interpreting data to make effective decisions

**CLO5:** Create a restaurant concept including theme, menu design, food sourcing, costing, pricing, and marketing

---

## Course content:

- Food and beverage industry description
- F&B management principles
- F&B service styles and facilities design
- F&B Operations - menu design, inventory management, purchasing, costing, menu pricing
- Financial management of an F&B operation
- Ethical principles and legal concerns

---

## Teaching delivery methods:

- Lectures
- Project: F&B Simulation
- In-class work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Exam 1	1.5
Exam 2	1.5
Project: F&B Simulation	1.5
Project Presentation; analysis	1.5
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	25
Exam 2	25
Project: F&B Simulation	25
Project Presentation; analysis	25
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Ninemeirer, J. D. (2015). *Management of Food and Beverage Operations*, 6<sup>th</sup> Edition. AHLEI.

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### Additional reading:

- Other various articles and Internet sites will also be utilized

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Intermediate Spanish I
Course leader:	Barbara Perić
Study programme:	Hospitality Tourism Management
Course status:	Elective
Year:	Third
ECTS points:	4
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Provide students with adequate tools to increase their ability to function better in Spanish language and understand better all aspects of Hispanic culture, formal and informal.
- Practice and advance basic skills acquired in the beginning courses.
- Engage students in communication activities, contemporary texts, and more advanced study of vocabulary and grammar to expand all communication skills, especially oral proficiency.
- Emphasize relevant aspects of contemporary Hispanic life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning Spanish I and Beginning Spanish II

---

### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Produce texts in written form about a range of topics
- CLO2:** Argue one's point in class discussions
- CLO3:** Support different cultural aspects with appropriate vocabulary
- CLO4:** Design and deliver a presentation on a topic of interest
- CLO5:** Differentiate grammar structures and vocabulary at intermediate level

## Course content:

- discussing different topics related to course materials in present and past tenses
- participating in basic every-day situation dialogues
- arguing for or against a certain position in class discussions
- reading and analyzing a variety of literary and non-literary texts
- writing paragraphs of increasing complexity in Spanish
- gaining a deeper understanding of Hispanic culture and differences between different cultures
- delivering a short presentation in Spanish language

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

---

### Required reading:

- Blitt, M.A., Casas, M. & Copple, M.T. (2020). *Exploraciones, curso intermedio* (second edition), Cengage Learning.

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### Additional reading:

- Jarvis, A.C. & Lebrede, L. (2011). *Basic Spanish for business and finance* (second edition), Heinle Cengage Learning.

---

### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Intermediate French I
Course leader:	Tea Kovačević
Study programme:	HTM
Course status:	Not obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

---

### Course objectives:

- Provide students with adequate tools to increase their ability to function better in French language and understand better all aspects of French culture, formal and informal.
- Practice and advance basic skills acquired in the beginning courses.
- Engage students in communication activities, contemporary texts, and more advanced study of vocabulary and grammar to expand all communication skills, especially oral proficiency.
- Emphasize relevant aspects of contemporary French life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning French I and Beginning French II

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Produce texts in written form about a range of topics
- CLO2:** Argue one's point in class discussions
- CLO3:** Support different cultural aspects with appropriate vocabulary
- CLO4:** Design and deliver a presentation on a topic of interest
- CLO5:** Differentiate grammar structures and vocabulary at intermediate level

## Course content:

- discussing different topics related to course materials in present and past tenses
- participating in basic every-day situation dialogues
- arguing for or against a certain position in class discussions
- reading and analyzing a variety of literary and non-literary texts
- writing paragraphs of increasing complexity in French
- gaining a deeper understanding of French culture and differences between different cultures
- delivering a short presentation in French language

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

---

### Required reading:

- Muyskens, J., Harlow, L., Vialet, M., & Brière, J. (2013). *Bravo!* 8<sup>th</sup> edition. Cengage.
- Muyskens, J., Harlow, L., Vialet, M., & Brière, J. (2013). *Bravo! Student Activities Manual*. 8<sup>th</sup> edition. Cengage.

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### Additional reading:

- Les 500 Exercices de phonétique A1/A2 – Hachette, 2009
- Les 500 Exercices de grammaire A2-Hachette, 2006
- Nouvelle grammaire du français: Cours de Civilisation Française de la Sorbonne – Y. Dellatour, D. Jennepin, M. Léon-Dufour, B. Teyssier, Hachette, 2004
- Grammaire essentielle du français niveaux A1 A2 - Glaud Ludivine, Lannier Muriel, Loiseau Yves, Didier, 2015
- Edito 1 (méthode de français et cahier d'activités) – Marie-Pierre Baylocq Sassoubre, Stéphanie Brémaud, Stefano Campopiano, Clara Cheilan, Erwan Dambrine, Cécile Pinson, Didier, 2016
- Génération A2 (méthode de français) – P.Dauda, L.Giachino, C. Baracco, Didier, 2016



Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Intermediate Italian I
Course leader:	Zrinka Friganović Sain
Study programme:	Hospitality and Tourism Management
Course status:	Not obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

---

### Course objectives:

- Provide students with adequate tools to increase their ability to function better in Italian language and understand better all aspects of Italian culture, formal and informal.
- Practice and advance basic skills acquired in the beginning courses.
- Engage students in communication activities, contemporary texts, and more advanced study of vocabulary and grammar to expand all communication skills, especially oral proficiency.
- Emphasize relevant aspects of contemporary Italian life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning Italian I and Beginning Italian II

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Produce texts in written form about a range of topics.
- CLO2:** Argue one's point in class discussions.
- CLO3:** Support different cultural aspects with appropriate vocabulary.
- CLO4:** Design and deliver a presentation on a topic of interest.

**CLO5:** Differentiate grammar structures and vocabulary at intermediate level.

---

## Course content:

- Discussing different topics related to course materials in present and past tenses.
- Participating in basic every-day situation dialogues.
- Arguing for or against a certain position in class discussions.
- Reading and analyzing a variety of literary and non-literary texts.
- Writing paragraphs of increasing complexity in Italian.
- Gaining a deeper understanding of Italian culture and differences between different cultures.
- Delivering a short presentation in Italian language.

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1

Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

---

### Required reading:

- Di Francesco A. & Massimo Naddeo C. (2009). *Bar Italia*. Progetto Italiano, Firenze.
- Italiano F. & Marchegiani I. (2007). *Crescendo: An Intermediate Italian Program*. second edition. Thomson and Heinle. Boston. MA. United States.
- Italiano F. & Marchegiani I. (2007). *Crescendo: Workbook/Lab Manual and Audio CDs*
- Tognozzi E. & Cavatorta G. (2013). *Ponti: italiano terzo millenio*. 3rd editon. Heinle Cengage Learning. Boston. MA. United States.
- Tognozzi E. & Cavatorta G. (2013). *Ponti: italiano terzo millenio. Student Activities Manual*. 3rd editon. Heinle Cengage Learning. Boston. MA. United States.

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### Additional reading:

- Manella, C. (2010). *Ecco! Grammatica Italiana*. 12<sup>th</sup> edition. Progetto Lingua, Firenze.

- Manella, C. (2010). *Dizionario dei verbi italiani*. 12th edition. Progetto Lingua, Firenze.
- Guastalla, C. (2012). *Giocare con la letteratura*. Alma Edizioni, Firenze.
- Barki P. & Diadori P. (1999). *Pro e contro 1/2: conversare e argomentare in italiano*. Livello intermedio, libro dello studente. 2nd edition. Bonacci editore, Roma.
- Barki P. & Diadori P. (1999). *Pro e contro 1/2: conversare e argomentare in italiano*. Livello intermedio, guida per l'insegnante. 2nd edition. Bonacci editore, Roma.
- Anzivino F. & D'Angelo K. (2009). *Ci vuole orecchio! 2/3*, Ascolti autentici per sviluppare la comprensione orale, ALMA Edizioni, Firenze.

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Intermediate Russian I
Course leader:	Ana Peković
Study programme:	HTM
Course status:	Not obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

---

### Course objectives:

- Provide students with adequate tools to increase their ability to function better in Russian language and understand better all aspects of Russian culture, formal and informal.
- Practice and advance basic skills acquired in the beginning courses.
- Engage students in communication activities, contemporary texts, and more advanced study of vocabulary and grammar to expand all communication skills, especially oral proficiency.
- Emphasize relevant aspects of contemporary Russian life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning Russian I and Beginning Russian II

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Produce texts in written form about a range of topics
- CLO2:** Argue one's point in class discussions
- CLO3:** Support different cultural aspects with appropriate vocabulary
- CLO4:** Design and deliver a presentation on a topic of interest
- CLO5:** Differentiate grammar structures and vocabulary at intermediate level

## Course content:

- discussing different topics related to course materials in present and past tenses
- participating in basic every-day situation dialogues
- arguing for or against a certain position in class discussions
- reading and analyzing a variety of literary and non-literary texts
- writing paragraphs of increasing complexity in Russian
- gaining a deeper understanding of Russian culture and differences between different cultures
- delivering a short presentation in Russian language

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

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### Required reading:

- Robin et al. *Golosa – A basic course in Russian*, 5<sup>th</sup> edition. Pearson.

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### Additional reading:

- 

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	Intermediate German I
Course leader:	Nikolina Božinović
Study programme:	Hospitality and Tourism Management
Course status:	Elective
Year:	Third
ECTS points:	4
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Provide students with adequate tools to increase their ability to function better in German language and understand better all aspects of German culture, formal and informal.
  - Practice and advance basic skills acquired in the beginning courses.
  - Engage students in communication activities, contemporary texts, and more advanced study of vocabulary and grammar to expand all communication skills, especially oral proficiency.
  - Emphasize relevant aspects of contemporary German life and culture.
- 

### Conditions for enrolment in the course:

Completion of Beginning German I and Beginning German II

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Produce texts in written form about a range of topics

**CLO2:** Argue one's point in class discussions

**CLO3:** Support different cultural aspects with appropriate vocabulary

**CLO4:** Design and deliver a presentation on a topic of interest

**CLO5:** Differentiate grammar structures and vocabulary at intermediate level

---

### Course content:

- discussing different topics related to course materials in present and past tenses

- participating in basic every-day situation dialogues
- arguing for or against a certain position in class discussions
- reading and analyzing a variety of literary and non-literary texts
- writing paragraphs of increasing complexity in German
- gaining a deeper understanding of German culture and differences between different cultures
- delivering a short presentation in German language

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

---

### Required reading:

- Moeller, J., Mabee, B., Berger, S., Adolph, W. (2016). *Kaleidoskop Kultur, Literatur und Grammatik*, Ninth Edition, Cengage Learning.
- Moeller, J., Mabee, B., Berger, S., Adolph, W. (2016). *Kaleidoskop Kultur, Literatur und Grammatik*, Student Activities Manual, Ninth Edition, Cengage Learning.

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### Additional reading:

- Funk, H. Kuhn, C., Demme, S. (2006). *Studio d A2 Deutsch als Fremdsprache*, Cornelsen Verlag, Berlin.
- Funk, H., Kuhn, C., Demme, S., Winzer, B. (2009). *Studio d B1 Deutsch als Fremdsprache*, Cornelsen Verlag Berlin.
- Augustyn, P.; Euba, N. (2020). *Stationen, Ein Kursbuch für die Mittelstufe*. Fourth Edition, Cengage Learning.
- German College Dictionary, Harper-Collins, Second Edition (or any other dictionary of the German language)

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Culture and Globalization
Course leader:	Vanda Bazdan
Study programme:	HTM, WMC, IB
Course status:	Elective/Immersion
Year:	Third and Fourth
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

This course explores critical issues of globalizing culture. How are ideas, attitudes, and values exchanged or transmitted across conventional borders? How has the production, articulation, and dissemination of cultural forms (images, languages, practices, beliefs) been shaped by global capitalism, media industries, communication technologies, migration, and tourist travels? How are cultural imaginaries forged, exchanged, and circulated among a global consumer public? How has the internationalizing of news, computer technologies, video-sharing websites, blogging sites, and other permutations of instant messaging served to accelerate cultural globalization? Students will be introduced to anthropological perspectives on cultural globalization, the transmission of culture globally, and the subsequent effects on social worlds, peoples, communities, and nations.

---

### Course objectives:

- After completing this course successfully, the students should be able to:
- Demonstrate knowledge of the key perspectives, concepts, and terminologies of cultural globalization.
- Identify appropriate application of analytical tools and fundamental models and methods of analysis for assessing global change and local consequences.
- Demonstrate foundational knowledge of qualitative research skills, including ethnographic and/or sociological research methods, for the analysis of concrete social or political situations in a global context.
- Demonstrate knowledge of the relative rights of peoples, cultures, and societies in a global context.
- Correlate the dynamic relationships between the mandates of globalization, political interests, local traditions, and cultural transformations.

---

## Conditions for enrolment in the course:

None

---

## Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Explain historical, political, economic, and social aspects of globalization through application of key theoretical perspectives.
- CLO2:** Synthesize data from specific case studies of culture in evaluating impact of globalization.
- CLO3:** Conduct a literature review of a cultural phenomenon (researching, reading, analysing, evaluating, and summarizing scholarly literature, properly acknowledged sources of information assumed), and present the results in writing and an oral presentation (in keeping with academic standards)
- CLO4:** Compose arguments, and anticipate and assess counterarguments, to support and defend their attitudes regarding current issues in written format and in competitive debates (in keeping with the academic standards)

---

## Course content:

1. Globalizing Culture
2. Creating global cultural imaginaries
3. The traffic in cultural practices and identities
4. Mediating culture
5. Creating global consumer cultures
6. Cultural globalization and national distinction
7. Transglobal cultural flows
8. Transnational cultural forms
9. Signs, symbols, and ideologies of globalization
10. Translocal culture industries
11. The culture war on a global stage
12. Branding cultural traditions
13. Commodifying cultural memories
14. Cultural authenticity for sale in the global marketplace
15. Globalizing unruly cultural identities

---

## Teaching delivery methods:

- Lectures
- Seminars
- Independent work
- Discussions
- Multimedia

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Discussions	1.8
Exam 1	1.2
Exam 2	1
Research paper	0.5
Presentation	0.5
<b>Total</b>	<b>5</b>

Teaching time has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	24
Exam 2	20
Research Paper	10
Presentation	10
Discussions (12x3)	36
<b>Total:</b>	<b>100</b>

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## Required reading:

- Selected chapters and excerpts from the listed readings:
- Ritzer, G. (2021). *Globalization: A Basic Text*. Wiley-Blackwell (3<sup>rd</sup> edition).
- Lechner, F.J. (2009). *Globalization: The making of world society*. (1<sup>st</sup> edition)
- Gannon, Martin J. (2008). *Paradoxes of Culture and Globalization*. Sage Publications.
- Pieterse, Jan Nederveen (ed.) (2009). *Globalization and Culture*. Rowman and Littlefield.
- Gannon, Martin J. et al. (eds.) (2009). *Understanding Global Cultures*. Sage Publishers.
- King, A. (1997). *Culture, Globalization, and the World System*. University of Minnesota Press.
- Xavier, J., and Rosaldo, R. (2008). *The Anthropology of Globalization*. Blackwell.
- Pleyers, G. (2013). *Alter-Globalization*. Polity.
- Dudley, K. M. (1994). *The end of the line: Lost jobs, new lives in postindustrial America*. University of Chicago Press.
- Maeckelbergh, M. (2013). *The will of the many*. Pluto Press.
- Moberg, M. & Lyon, S. (2010). *Fair trade and social justice: Global ethnographies*. NYU Press.
- Stiglitz, J. (1994). *Globalization and its discontents*. W.W. Norton & Company.
- Stiglitz, J. (2017). *Globalization and its discontents revisited: Anti-globalization in the era of Trump*. W.W. Norton & Company.

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## Additional reading:

- Excerpts from classics in anthropology, as well as more recent scholarly and popular articles, available on myCourses.

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Operations Management
Course leader:	Kristina Soric
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (1.5+0+1.5)

## Course Description

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### Course objectives:

- To define operations management and its strategies
- To identify the opportunities for applications of operations management strategies to balance between efficiency and effectiveness
- To understand how to apply appropriate tools and technology while applying operations management strategies

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### Conditions for enrolment in the course:

STAT-145 or MATH-251 or MATH-252 or equivalent course and 3rd year standing



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## Expected learning outcomes of the course:

A student will be able to:

- CLO 1:** Develop understanding of operations management, optimization, efficiency and effectiveness, and continuous improvement
- CLO 2:** Compare operations management strategies and their impacts
- CLO 3:** Measure efficiency and effectiveness of a process using appropriate key performance indicators
- CLO 4:** Analyze collected information and data about a process
- CLO 5:** Utilize mathematical and statistical methods to calculate productivity, to predict demand, to calculate optimal inventory, and to create an aggregate plan
- CLO 6:** Utilize digital technology as a support to decision making
- CLO 7:** Propose appropriate operations management strategies to increase efficiency and effectiveness of a considered process

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## Course content:

### (1) INTRODUCTION TO OPERATIONS MANAGEMENT

- (a) Operations and Productivity
- (b) Managing Projects
- (c) Forecasting Demand

### (2) DESIGNING OPERATIONS

- (a) Product Design
- (b) Quality Management and International Standards
- (c) Process Design
- (d) Location Decisions

### (3) MANAGING OPERATIONS

- (a) Supply Chain Management
- (b) Managing Inventory
- (c) Aggregate Scheduling
- (d) Material Requirements Planning (MRP) and ERP
- (e) Scheduling for the Short-Term

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## Teaching delivery methods:

- Lectures

- Workshops
- Exercises
- Remote learning
- Independent work
- Laboratory

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Exam I	1.5
Exam II	1.5
Exam III	1.5
Homework I	0.3
Homework II	0.3
Homework III	0.3
Quiz 1	0.06
Quiz 2	0.06
Quiz 3	0.06
Quiz 4	0.06
Quiz 5	0.06
Quiz 6	0.06
Quiz 7	0.06
Quiz 8	0.06
Quiz 9	0.06
Quiz 10	0.06
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points %
Exam I	25

Exam II	25
Exam III	25
Homework I	5
Homework II	5
Homework III	5
Quiz 1	1
Quiz 2	1
Quiz 3	1
Quiz 4	1
Quiz 5	1
Quiz 6	1
Quiz 7	1
Quiz 8	1
Quiz 9	1
Quiz 10	1
Total	100

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### Required reading:

- Heizer, L. and Render, B. (2014). Operations Management: Sustainability and Supply Chain Management, 11th Global Edition, Pearson Education Inc.

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### Additional reading:

- Handouts and readings will be made available to students throughout the semester by the instructor
- Video material will be made available to students throughout the semester by the instructor

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	COS-ENVS-150-Ecology of the Dalmatian Coast
Course leader:	Staša Puškarić
Study programme:	International Business
Course status:	Obligatory
Year:	First
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

Case studies will be used to provide real life examples of the basic concepts introduced in the course. We will use case studies throughout the sequence to provide a framework for applying the basic concepts. We will also use the case studies to demonstrate the interconnections between and among the concepts and the resulting complexities associated with environmental problems illustrated in the case studies. The case studies will also provide examples of successful, and sometimes unsuccessful, problem solving.

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### Course objectives:

- To explain and synthesize ecological concepts at the individual, population, community, and ecosystem level.
- To learn about experimental design and local ecosystems.
- To critically read scientific articles.

---

### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

**LO1:** Analyze environmental issues.

**LO2:** Critically evaluate texts and other media on environmental issues.

**LO3:** Formulate and defend claims and solutions using evidence gathered from primary literature.

**LO4:** Examine how human actions impact the concept of sustainability and ways to minimize these impacts.

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## Course content:

This course is an introduction to population, community and ecosystem ecology, stressing the dynamic interrelationships of plant and animal communities of the Dalmatian Coast. The course includes such ecological concepts as energy flow and trophic levels in natural communities, population and community dynamics, biogeography and ecosystem ecology. Field trips to local ecosystems are included.

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## Teaching delivery methods:

- Lectures
  - Exercises
  - Field work
  - Independent work
  - Project work
- 

## Teaching delivery modes:

- Lectures
  - Class discussions
  - Fieldtrips
- 

## Student obligations:

- Attending classes
  - Submitting projects and assignments
  - Participate in discussions
- 

## Monitoring student work:

Essay (Assignment 1)

**ECTS 1.0**

Students have to write individual reflections on ideas selected in class. Connections between topics covered in class and their personal observations have to be clearly outlined in text. The focus is evaluation of level understanding of class materials and student's personal contribution to defined problems.

Research paper (Assignment 2)

**ECTS 1.5**

Given the topic of research students have to find a minimum of 6 relevant sources (scholarly articles) using RIT online library. After reading (their secondary research), students have to write literature review as part of the Introduction. As this assignment is strictly focused on secondary research, they have to discuss their findings in relation to class materials and organize the information in a research paper including:

Cover Page

Abstract

Introduction (including literature review and in-text citations)

Discussion

Reference list

Quiz (pop-up quiz)

**ECTS 0.5**

A short 5 multiple choice questions related to materials presented in class

Presentation

**ECTS 1**

After submission of their research paper, students have to present their findings in short in-class presentation using visual aids, focusing on the most important findings of their research.

Final Exam

**ECTS 1**

Online test which includes 30 multiple choice questions covering all topics covered during the semester. Test duration 1 hour.

**Total 5**

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Assignment 1	20
Assignment 2	15
Presentation	10
Quiz	10

Attendance	15
Final Exam	30
<b>Total:</b>	<b>100</b>

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### Required reading (at the moment of submitting the Study Programme Report):

- Brennan, S. and Withgott, J. Environment: The Science Behind the Stories. Pearson/Benjamin Cummings. San Francisco, CA.

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### Additional reading (at the moment of submitting the Study Programme Report):

- Papers selected from the primary literature (updated annually)

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### Number of copies of required reading in relation to the number of students who currently attend a course:

Materials available at RIT online library The Wallace Center.

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	HSPT-315 Lodging Operations
Course leader:	Besim Agušaj
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

Lodging operations examines the vision and mission, organizational structures, and the structure and functions of different divisions within the hotel. The course emphasizes the rooms divisions and its relationship with other departments such as food and beverage, sales and marketing, human resources and security divisions. Current issues of lodging organizations, application of customer service and managerial skills are discussed. Students will be able to develop and contextualize the terms and concepts of F&B Management, HR Management, Financial Accounting, Facilities Management and Sales & Marketing associated with hotels and tourism.

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### Course objectives:

- Incorporate the food and beverage experiences into the hospitality setting.
- Implement best facility management practices in lodging operations
- Benchmarking against competition in the hospitality market.

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### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Explain lodging industry context and key terminology.
- CLO2:** Analyze key performance indicators including appropriate industry metrics.
- CLO3:** Evaluate lodging operations strategies for key lodging operations departments.
- CLO4:** Evaluate coordinated hotel operations in a competitive environment.



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## Course content:

- History of the lodging industry
- Key industry terminology
- Managing lodging ops
- Budgeting lodging ops
- Measuring lodging ops
- Hotel Simulation
- Importance, challenges and best practices

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## Teaching delivery methods:

- Lectures
- Guest speakers
- Hotel Simulation

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Exam 1	1.2
HotelSim	1.8
Exam 2	1.2
Team Report	1.8
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
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Exam 1	48/20
Hotel Sim	72/30
Exam 2	48/20
Team Report	72/20
<b>Total:</b>	<b>240/100</b>

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### Required reading:

Hayes, D., Ninemeier, J., & Miller, A. (2010): *Foundations of Lodging Management*, Pearson.

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### Additional reading:

- PDF files and selected chapters – will be uploaded by the instructor

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Hospitality Entrepreneurship in the Global Economy HSPT 372
Course leader:	Kevin Walker
Study programme:	Hospitality and Tourism Management
Course status:	Elective
Year:	Third
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

Entrepreneurship in hospitality and tourism is recognized as providing many benefits to regions and economies, including economic growth, job creation, and innovation. This course will provide an introduction and overview at the national, firm and individual levels to entrepreneurship in the hospitality industry. Various models and case studies will be employed to analyze opportunities and to provide real world, global hospitality examples of relevant issues. Venture financing and entrepreneurial marketing will receive particular attention. Significant time will be devoted to translating entrepreneurs' (students') visions of hospitality-related opportunities into business models, providing a description of how the enterprise will create and capture value.

- Identification and development of unique business and revenue models;
- Application of the Effectual and Lean Start-up methods as to new venture creation;
- Raising capital under varying situations;
- Implementing entrepreneurial marketing techniques in a new venture;
- Sales in a new venture.

---

### Conditions for enrolment in the course:

Financial Accounting ACCT-110

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### Expected learning outcomes of the course:

A student will be able to:

**CL01:** Select an optimal approach to pursue an entrepreneurial opportunity

**CLO2:** Create a new venture concept and construct its business model

**CLO3:** Appraise hospitality entrepreneurial opportunities

**CLO4:** Identify factors that influence entrepreneurial activity at the national, firm, and personal levels

**CLO5:** Select funding approaches for new ventures

**CLO6:** Prescribe marketing and sales practices for new ventures

---

## Course content:

- The role of opportunities in hospitality entrepreneurship
- Analyzing entrepreneurial opportunities
- The hospitality business model and plan
- Hospitality entrepreneurship at the individual, firm, and regional levels
- Hospitality entrepreneurial finance
- Hospitality entrepreneurial marketing and sales

---

## Teaching delivery methods:

- Lectures
- Project
- In-class work

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Cases	0.75
Exam 1	1.1
Exam 2	1.15
Project Written	0.75
Project Presentation	0.25
Exam 3	1.0

Total

5

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Cases	15
Exam 1	22
Exam 2	23
Project Written	15
Project Presentation	5
Exam 3	20
<b>Total:</b>	<b>100</b>

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### Required reading:

- Timmons, Jeffrey A., Spinelli, Stephen (2016). *New Venture Creation: Entrepreneurship for the 21<sup>st</sup> Century*. (9<sup>th</sup> and 10<sup>th</sup> eds.). New York, NY: McGraw-Hill, Publishers.
- Schindehutte, M., Morris, M. H., Pitt, L. P. (2009). *Rethinking Marketing: The Entrepreneurial Imperative*. Upper Saddle River, NJ: Pearson Education, Inc. ISBN-13 # 978-0-13-239389-8.

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### Additional reading:

- Various cases, articles, and Internet sites will also be utilized.

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Luxury Operations Design HSPT.377
Course leader:	Besim Agušaj
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Third
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

The exceptional and changing nature of high-end travel suggests that luxury travel professionals require a unique set of skills. In this context, this course is providing both the theoretic foundations to luxury service design as well as practical applications of key concepts. Students will be prepared to operate in today's luxury segment, enabling them to create and manage personalized experiences. Luxury service design is a holistic design process operating in the realm of constant uncertainty and change that arises from the contextual nature of personalized service and the ambition to solve problems that customers do not even know they have. The ambiguous nature of this segment comes from the fact that customers expect/want personalization, and at the same time resent standardization, which in turn means that organizations have to rearrange their strategies in real time around what they hear from their clients.

---

### Course objectives:

- Explain and describe the changing nature of luxury travel
- Explain and describe the tools required to create and operate unique luxury experiences
- Understand the theory underlying operations and product management in luxury travel
- Gain an understanding of the multidisciplinary nature of luxury service design
- Examine the impact of luxury travel on all components of sustainability

---

### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Combine current developments and theories in luxury tourism

**CLO2:** Analyse how digital platforms affect the design of luxury services

**CLO3:** Propose new luxury travel experiences by utilising hospitality industry tools

**CLO4:** Critically assess the importance of etiquette in the context of luxury services

---

## Course content:

- Defining Luxury
- Opportunities in Luxury travel
- Luxury Travel: evolution and what it means today?
- Affluent consumers of 21<sup>st</sup> century
- Building blocks of luxury travel
- Competition and key industry players
- Marketing and Sales of Luxury services
- Pricing in Luxury travel – student (reading) presentations
- Discretion, Privacy and Security in Luxury travel
- Hotel DNAs and Codes
- F&B in Luxury travel (Wine and Food, Guest Speaker)
- HR in Luxury travel segment (hiring, training, compensation)
- Protocol and etiquette in high-end market
- Yacht and Superyacht services
- Tour design assignment

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## Teaching delivery methods:

- Lectures

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Report	0.50
Cases	1.00
Exam 1	0.75
Project Presentation	1.25
Exam 2	1.50
<b>Total</b>	<b>5</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Report	10
Cases	20
Exam 1	15
Project Presentation	25
Exam 2	30
<b>Total:</b>	<b>100</b>

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## Required reading:

- Currid-Halkett, E. (2017). *The Sum of Small Things; a Theory of the Aspirational Class*, Princeton University Press.

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## Additional reading:

- Relevant articles from business press, determined on a weekly basis

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures



- Assessment of the achievement of learning outcomes

## General Information

Course title:	Intermediate Spanish II
Course leader:	Barbara Perić
Study programme:	Hospitality Tourism Management
Course status:	Elective
Year:	Third
ECTS points:	4
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Provide students with adequate tools to further increase their ability to function better in Spanish language and understand better all aspects of Hispanic culture, formal and informal.
- Practice formal language and cultural behavior in professional environment
- Engage students in complex communication activities, contemporary texts, and more advanced study of vocabulary and grammar to further develop all communication skills, especially oral proficiency.
- Study and critically evaluate different aspects of contemporary Hispanic life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning Spanish I, Beginning Spanish II and Intermediate Spanish I

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Create formal and informal texts in written form to communicate effectively in formal and informal settings
- CLO2:** Criticize different cultural aspects by formulating a standpoint on various topic
- CLO3:** Design and deliver a presentation on personal or professional topics
- CLO4:** Differentiate more complex grammar structures and vocabulary at intermediate level

## Course content:

- discussing different topics related to course materials applying all verb tenses
- introducing and practicing contemporary formal Spanish language and defining cultural differences in professional environments
- participating in debates and arguing for or against a certain position in class discussions
- critically reading and analyzing a variety of texts
- writing paragraphs in more advanced Spanish using a variety of tenses and complex grammatical structures
- gaining a more profound understanding of Hispanic culture and differences between various cultures
- delivering a presentation in Spanish language

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

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### Required reading:

- Blitt, M.A., Casas, M. & Copple, M.T. (2020). *Exploraciones, curso intermedio* (second edition), Cengage Learning.

### Additional reading:

- Jarvis, A.C. & Lebrede, L. (2011). *Basic Spanish for business and finance* (second edition), Heinle Cengage Learning
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### skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Intermediate French II
Course leader:	Ana Peković
Study programme:	HTM
Course status:	Not obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Provide students with adequate tools to further increase their ability to function better in French language and understand better all aspects of French culture, formal and informal.
- Practice formal language and cultural behavior in professional environment
- Engage students in complex communication activities, contemporary texts, and more advanced study of vocabulary and grammar to further develop all communication skills, especially oral proficiency.
- Study and critically evaluate different aspects of contemporary French life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning French I, Beginning French II and Intermediate French I

---

### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Create formal and informal texts in written form to communicate effectively in formal and informal settings
- CLO2:** Criticize different cultural aspects by formulating a standpoint on various topic
- CLO3:** Design and deliver a presentation on personal or professional topics
- CLO4:** Differentiate more complex grammar structures and vocabulary at intermediate level

## Course content:

- discussing different topics related to course materials applying all verb tenses
- introducing and practicing contemporary formal French language and defining cultural differences in professional environments
- participating in debates and arguing for or against a certain position in class discussions
- critically reading and analyzing a variety of texts
- writing paragraphs in more advanced French using a variety of tenses and complex grammatical structures
- gaining a more profound understanding of French culture and differences between various cultures
- delivering a presentation in French language

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

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### Required reading:

- Muyskens, J., Harlow, L., Vialet, M., & Brière, J. (2013). *Bravo!* 8<sup>th</sup> edition. Cengage.
- Muyskens, J., Harlow, L., Vialet, M., & Brière, J. (2013). *Bravo! Student Activities Manual*. 8<sup>th</sup> edition. Cengage.

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### Additional reading:

- Les 500 Exercices de phonétique A1/A2 – Hachette, 2009
- Les 500 Exercices de grammaire A2-Hachette, 2006
- Nouvelle grammaire du français: Cours de Civilisation Française de la Sorbonne – Y. Dellatour, D. Jennepin, M. Léon-Dufour, B. Teyssier, Hachette, 2004
- Grammaire essentielle du français niveaux A1 A2 - Glaud Ludivine, Lannier Muriel, Loiseau Yves, Didier, 2015
- Edito 1 (méthode de français et cahier d'activités) – Marie-Pierre Baylocq Sassoubre, Stéphanie Brémaud, Stefano Campopiano, Clara Cheilan, Erwan Dambrine, Cécile Pinson, Didier, 2016
- Génération A2 (méthode de français) – P.Dauda, L.Giachino, C. Baracco, Didier, 2016

Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	Intermediate Italian II
Course leader:	Zrinka Friganović Sain
Study programme:	Hospitality and Tourism Management
Course status:	Not obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

---

### Course objectives:

- Provide students with adequate tools to further increase their ability to function better in Italian language and understand better all aspects of Italian culture, formal and informal.
- Practice formal language in written and oral form as well as cultural behavior in professional environment.
- Engage students in complex communication activities, contemporary texts, and more advanced study of vocabulary and grammar to further develop all four language skills, especially oral proficiency.
- Study and critically evaluate different aspects of contemporary Italian life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning Italian I, Beginning Italian II and Intermediate I

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Create formal and informal texts in written form to communicate effectively in formal and informal settings.

**CLO2:** Criticize different cultural aspects by formulating a standpoint on a various topic.

**CLO3:** Design and deliver a presentation on personal and/or professional topics.

**CLO4:** Differentiate more complex grammar structures and vocabulary at intermediate level.

---

## Course content:

- Discussing different topics related to course materials applying all verb tenses.
  - Introducing and practicing contemporary formal Italian language and defining cultural differences in professional environment.
  - Participating in debates and arguing for or against a certain position in class discussions.
  - Critically reading and analyzing a variety of texts.
  - Writing paragraphs in Italian using a variety of tenses and complex grammatical structures.
  - Gaining a more profound understanding of Italian culture and differences between various cultures.
  - Delivering a presentation in Italian language.
- 

## Teaching delivery methods:

- Lectures
  - Exercises
  - Independent work
  - Multimedia
  - Remote learning
  - Project work
- 

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

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### Required reading:

- Di Francesco A. & Massimo Naddeo C. (2009). *Bar Italia*. Progetto Italiano, Firenze.
- Italiano F. & Marchegiani I. (2007). *Crescendo: An Intermediate Italian Program*. second edition. Thomson and Heinle. Boston. MA. United States.
- Italiano F. & Marchegiani I. (2007). *Crescendo: Workbook/Lab Manual and Audio CDs*

- Tognozzi E. & Cavatorta G. (2013). *Ponti: italiano terzo millennio*. 3rd edition. Heinle Cengage Learning. Boston. MA. United States.
- Tognozzi E. & Cavatorta G. (2013). *Ponti: italiano terzo millennio. Student Activities Manual*. 3rd edition. Heinle Cengage Learning. Boston. MA. United States.

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## Additional reading:

- Manella, C. (2010). *Ecco! Grammatica Italiana*. 12<sup>th</sup> edition. Progetto Lingua, Firenze.
- Manella, C. (2010). *Dizionario dei verbi italiani*. 12th edition. Progetto Lingua, Firenze.
- Guastalla, C. (2012). *Giocare con la letteratura*. Alma Edizioni, Firenze.
- Barki P. & Diadori P. (1999). *Pro e contro 1/2: conversare e argomentare in italiano*. Livello intermedio, libro dello studente. 2nd edition. Bonacci editore, Roma.
- Barki P. & Diadori P. (1999). *Pro e contro 1/2: conversare e argomentare in italiano*. Livello intermedio, guida per l'insegnante. 2nd edition. Bonacci editore, Roma.
- Anzivino F. & D'Angelo K. (2009). *Ci vuole orecchio! 2/3*, Ascolti autentici per sviluppare la comprensione orale, ALMA Edizioni, Firenze.

---

## Methods for quality monitoring that ensure the acquisition of knowledge, skills, and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Intermediate Russian II
Course leader:	Ana Peković
Study programme:	HTM
Course status:	Not obligatory
Year:	Third
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Provide students with adequate tools to further increase their ability to function better in Russian language and understand better all aspects of Russian culture, formal and informal.
- Practice formal language and cultural behavior in professional environment
- Engage students in complex communication activities, contemporary texts, and more advanced study of vocabulary and grammar to further develop all communication skills, especially oral proficiency.
- Study and critically evaluate different aspects of contemporary Russian life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning Russian I, Beginning Russian II and Intermediate Russian I

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Create formal and informal texts in written form to communicate effectively in formal and informal settings
- CLO2:** Criticize different cultural aspects by formulating a standpoint on various topic
- CLO3:** Design and deliver a presentation on personal or professional topics
- CLO4:** Differentiate more complex grammar structures and vocabulary at intermediate level

## Course content:

- discussing different topics related to course materials applying all verb tenses
- introducing and practicing contemporary formal Russian language and defining cultural differences in professional environments
- participating in debates and arguing for or against a certain position in class discussions
- critically reading and analyzing a variety of texts
- writing paragraphs in more advanced Russian using a variety of tenses and complex grammatical structures
- gaining a more profound understanding of Russian culture and differences between various cultures
- delivering a presentation in Russian language

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

---

### Required reading:

- Robin et al. *Golosa – A basic course in Russian*, 5<sup>th</sup> edition. Pearson.

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### Additional reading:

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Intermediate German II
Course leader:	Nikolina Božinović
Study programme:	Hospitality and Tourism Management
Course status:	Elective
Year:	Third
ECTS points:	4
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Provide students with adequate tools to further increase their ability to function better in German language and understand better all aspects of German culture, formal and informal.
- Practice formal language and cultural behavior in professional environment
- Engage students in complex communication activities, contemporary texts, and more advanced study of vocabulary and grammar to further develop all communication skills, especially oral proficiency.
- Study and critically evaluate different aspects of contemporary German life and culture.

---

### Conditions for enrolment in the course:

Completion of Beginning German I, Beginning German II and Intermediate German I

---

### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Create formal and informal texts in written form to communicate effectively in formal and informal settings

**CLO2:** Criticize different cultural aspects by formulating a standpoint on various topic

**CLO3:** Design and deliver a presentation on personal or professional topics

**CLO4:** Differentiate more complex grammar structures and vocabulary at intermediate level



## Course content:

- discussing different topics related to course materials applying all verb tenses
- introducing and practicing contemporary formal German language and defining cultural differences in professional environments
- participating in debates and arguing for or against a certain position in class discussions
- critically reading and analyzing a variety of texts
- writing paragraphs in more advanced German using a variety of tenses and complex grammatical structures
- gaining a more profound understanding of German culture and differences between various cultures
- delivering a presentation in German language

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Multimedia
- Remote learning
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Quiz 1	0.5
Quiz 2	0.5
Quiz 3	0.5
Oral In-Class Examinations	0.6
Written Assignments	1.1
Final Presentation	0.4
Homework	0.4
<b>Total</b>	<b>4</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	12
Quiz 2	12
Quiz 3	12
Oral In-Class Examinations	16
Written Assignments	28
Final Presentation	10
Homework	10
Total:	100

---

### Required reading:

- Moeller, J., Mabee, B., Berger, S., Adolph, W. (2016). *Kaleidoskop Kultur, Literatur und Grammatik*, Ninth Edition, Cengage Learning.
- Moeller, J., Mabee, B., Berger, S., Adolph, W. (2016). *Kaleidoskop Kultur, Literatur und Grammatik*, Student Activities Manual, Ninth Edition, Cengage Learning.

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### Additional reading:

- Funk, H. Kuhn, C., Demme, S. (2006). *Studio d A2 Deutsch als Fremdsprache*, Cornelsen Verlag, Berlin.
- Funk, H., Kuhn, C., Demme, S., Winzer, B. (2009). *Studio d B1 Deutsch als Fremdsprache*, Cornelsen Verlag Berlin.
- Augustyn, P.; Euba, N. (2020). *Stationen, Ein Kursbuch für die Mittelstufe*. Fourth Edition, Cengage Learning.
- German College Dictionary, Harper-Collins, Second Edition (or any other dictionary of the German language)

Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Nationalism and Identity
Course leader:	Vanda Bazdan
Study programme:	HTM, WMC
Course status:	Elective/Immersion
Year:	Third and Fourth
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

Nationalism is often described in terms of strong sentiments and acts of self-determination on the part of members of a nation as distinct from the state that is necessarily a territorially and politically defined entity. This course will explore leading theories related to the origins of contemporary nationalism and nationalism's importance within the context of state societies, especially in Europe. The past as an invented historical or imagined reality will be highlighted, as invented pasts contribute to claims for exclusive national culture and both exclusive and contested identities. The relationships between culture, literacy, and capitalism will be applied to understanding select historical and ethnographic cases of nationalism.

---

### Course objectives:

- Reflect on cultural and political processes that inform the process of nationalism.
- Reflect on the relationship between nationalism and invented tradition.
- Reflect on the relationships between identity, culture, and nationalism.
- Reflect on transnational processes in relation to both nationalism and globalization.
- Apply influential sociological and anthropological theories to major contemporary social issues.

---

### Conditions for enrolment in the course:

None

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## Expected learning outcomes of the course:

A student will be able to:

**CLO1:** apply main theoretical perspectives on nationalism and identity in analysis of past and current organization of human societies and associated issues.

**CLO2:** analyse scholarly and popular texts, poetry, prose and video materials related to the topics of identity and nationalism

**CLO3:** compose analytical essays, subject being a scholarly paper or a book segment, dealing with a specific current or past issue involving nations and nationalism (proper use of terms, ability to summarize and assess arguments, proper word choice, structure sentences, and apply grammar and mechanics in keeping with academic standards assumed)

**CLO4:** compose arguments, and anticipate and assess counterarguments, to support and defend their attitudes regarding current social issues in written format (discussion papers), and in competitive debates (in keeping with the academic standards)

---

## Course content:

1. Identity/ social identity
2. Myths and misconceptions in the Study of Nationalism
3. Nation/ nationalism definition
4. Nation/ nationalism history?
5. Imagined Communities - Anderson
6. Gellner's views on nationalism
7. Hobsbawm on Inventing Traditions
8. Smith on Chosen People
9. Myths and Memories of a Nation
10. Nationalism and Ethnicity Revisited
11. The Question of Identity Revisited
12. Nations in Europe and Europe in Nations
13. The New Nationalism in Europe

---

## Teaching delivery methods:

- Lectures
- Seminars
- Independent work
- Discussions
- Multimedia

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Discussions	1.8
Exam 1	1.2
Exam 2	1
Essay	1
<b>Total</b>	<b>5</b>

Teaching time has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	24
Exam 2	20
Essay	20
Discussions (12x4)	36
<b>Total:</b>	<b>100</b>

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## Required reading:

- Selected chapters and excerpts from the listed readings (list is not exclusive):  
 Anderson, B. (2016). *Imagined Communities*. Verso [revised edition]  
 Gellner, E. (2009). *Nations and Nationalism*. Cornell University Press [second edition]  
 Hobsbawm, E.J. (2012). *Nations and Nationalism since 1780*. Cambridge University Press [second edition].  
 Hobsbawm, E.J. (2012). *The Invention of Tradition*. Cambridge University Press [reissue edition].  
 Hutchinson, J., & Smith, A. (eds.) (1995). *Nationalism*. Oxford University Press [1st edition].  
 Smith, A.D. (1998). *Nationalism and Modernism*. Routledge [1st edition].  
 Smith, A.D. (2010). *Nationalism: Theory, Ideology, History*. Polity [second edition].

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## Additional reading:

- Additional excerpts from classics in anthropology, as well as more recent scholarly and popular articles, available on myCourses.

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	HSPT Cooperative Education 2
Course leader:	Petra Vodopija Borković
Study programme:	Hospitality Tourism Management
Course status:	Obligatory
Year:	Third
ECTS points:	12
Teaching hours (L+S+E):	400 (12+0+0)

## Course Description

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### Course objectives:

- Career-related work experience.
- Employment within the food, hospitality or tourism service management industries is monitored by the International Hospitality and Service Management Program and the Career Services Office.
- Coop work is designed for the student to experience progressive training on the job as related to the academic option.

---

### Conditions for enrolment in the course:

Juniors begin co-op following their junior year studies and HSPT Cooperative Education course 1 completed. Graduation requirement: 2 coops. Department permission is required.

### Expected learning outcomes of the course:

A student will be able to:

LO1: Apply the relevant ethical principles and work-environment behaviors within the co-op position and organization.

LO2: Propose solutions to challenges within the area of co-op specialization.

LO3: Integrate the creation and communication of the professional content in oral and written forms.



LO4: Utilize appropriate tools, methods and techniques used in the co-op tasks or projects. co-op.

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## Course content:

- Mentored field work
- Co-op registration and offer letter
- Co-op evaluation documents

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## Teaching delivery methods:

- Exercises
- Remote learning
- Field work
- Independent work
- Project work
- Mentoring

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## Student obligations:

- Completing 400 hours of mentored field work
- Submitting co-op documentation

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## Monitoring student work:

Activity	ECTS
Assignment 1	11.7
Assignment 2	0.3
<b>Total</b>	<b>12</b>

Teaching time is worth 12 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Mentored fieldwork	95
Co-op evaluation reports	5
<b>Total:</b>	<b>100</b>

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## Required reading:

- RIT Croatia cooperative education handbook and Cooperative Education Bylaw.
- RIT Croatia cooperative education Registration form
- RIT Croatia cooperative education student evaluation form
- RIT Croatia cooperative education employer evaluation form

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## Additional reading:

- 

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- RIT Croatia cooperative education registration form and an offer letter
- RIT Croatia cooperative education biweekly reports for the students on a remote or project-based co-op model
- RIT Croatia cooperative education student evaluation form
- RIT Croatia cooperative education employer evaluation form

# **YEAR 4 – COURSE DESCRIPTIONS**

## General Information

Course title:	Strategic Management
Course leader:	Kevin Walker
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Fourth
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Develop an understanding of strategy and strategic management in order to achieve favourable outcomes as you compete in the world of business.
- Develop proficiency in using frameworks (tools) for analysing, understanding, and successfully managing any enterprise.
- Make strategic decisions on sound information and data analysis complemented with skills and business judgement that managers must use to maximize long-term profits in the face of uncertainty and competition.
- When making decisions, draw and build on all the ideas, concepts, and theories from your functional courses such as Accounting, Economics, Finance, Marketing, Organizational Behavior, and Statistics.

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### Conditions for enrolment in the course:

- DECS.310 - Operations Management
- FINC.220 - Financial Management
- MGMT.215 - Organizational Behavior
- MKTG.230 - Principles of Marketing

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Apply core frameworks and demonstrate strategic skills when making a business and corporate strategic decision.

**CLO2:** Elaborate on the role of innovation in successful strategy.

**CLO3:** Evaluate business and corporate strategic decisions.

---

## Course content:

The course is designed to cover the following topics:

- Overview of strategic management.
- External environmental analysis.
- Internal environmental analysis including resources and capabilities.
- Business level decision-making.
- Corporate level decision-making.
- Impact of innovation on strategic decision-making.
- Strategic implementation and control.
- Simulation practice of analysis, strategic decision-making, implementation, assessment and control.

---

## Teaching delivery methods:

- Lectures
- Simulation
- Case studies
- Project work
- Mentoring
- Peer review
- Critiques

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Simulation Analysis – Decisions	1.5
Simulation analysis – Debriefs	1.5

Quizzes 1-3	1.5
COMP-XM	1.5
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Capstone: Introductory Lesson	3
Capstone Practice Rounds Debrief Reports 1-3	12 (4*3)
Capstone Competition Rounds Debrief Reports 1-7	21 (3*7)
Capstone Competition Rounds Debrief Report 8 and Final Presentation to Shareholders	4
Quizzes 1-3	45 (15*3)
COMP-XM	15
<b>Total:</b>	<b>100</b>

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### Required reading:

- Grant, R. M. (2016). Contemporary Strategy Analysis – Text and Cases, 9th Edition, John Wiley & Sons Ltd., or
- Rothaermel, F. (2020). Strategic Management, McGraw Hill, 5th Edition.

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### Additional reading:

- Additional handouts and readings will be made available to students throughout the semester by the instructor. These will be selected articles from scholarly and business journals.
- Selected video materials will also be shared by the instructor.

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	COS-ENVS-151- Scientific Inquiries in Environmental Science
Course leader:	Staša Puškarić
Study programme:	IB, IHSM, WM, NMD
Course status:	Obligatory/Elective
Year:	Third, Fourth
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

This course is part of a two-semester sequence that when combined presents an integrated approach to the interrelated, interdisciplinary principles of environmental science through case studies, site visits, and field work. Through assigned readings, classroom discussion and case studies dealing with global environmental issues as well as the environmental issues related to the Dalmatian coast, students will learn how to critically analyze environmental problems from a multidisciplinary perspective and to propose solutions.

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### Course objectives:

- This course will introduce students to interdisciplinary environmental problems with a focus on the underlying scientific principles surrounding the issues.
- Students will learn problem solving techniques that integrate concepts and tools across disciplines and learn to conceptualize environmental problems from multiple perspectives.

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### Conditions for enrolment in the course:

Prerequisite ENVS 150

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### Expected learning outcomes of the course:

A student will be able to:

- LO1:** Develop one's own theories, methods, procedures, models, and other scientific results applying a scientific method
- LO2:** Analyze existing sources and databases with the aim of collecting data needed for carrying out own research

**LO3:** Solve complex problems using scientific methods

**LO4:** Compose a scientific manuscript

**LO5:** Formulate and defend claims and solutions using evidence gathered from own research.

---

## Course content:

This is a project based course. Accompanied with lectures, class discussions and in-class presentations students will be led through the entire scientific method process. From defining problems, forming research questions and ideas, conducting their own research (primary research), discussing their results and organizing information in a scientific research paper. The course culminates with student final presentations in the last week of the semester in which they have to summarize their work during the course.

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## Teaching delivery methods:

- Lectures
- Exercises
- Field work
- Independent work
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Assignment 1	1.5
Assignment 2	2
Participation	1.5
Total	5



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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Assignment 1	25
Assignment 2	25
Attendance	25
Participation	25
<b>Total:</b>	<b>100</b>

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### Required reading (at the moment of submitting the Study Programme Report):

Griffin, J.M. *Global Climate Change: the science, economics and politics*. The Bush School, College Station, TX

Diamond, J. *Collapse: How Societies Choose to Fail or Survive*. Penguin Books, London, UK.

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### Additional reading (at the moment of submitting the Study Programme Report):

- Papers selected from the primary literature (RIT Wallace library)

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### Number of copies of required reading in relation to the number of students who currently attend a course:

Materials available at RIT online library The Wallace Center.

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Communication
Course leader:	Francis Brassard
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Fourth
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- To develop and enhance informative and persuasive public speaking skills in a variety of communication contexts.
- To develop and enhance individual and group decision-making, problem-solving, leadership, conflict management skills through persuasion and negotiation with a special focus on the employment process.
- To develop and enhance writing skills, citation and references, and email construction.
- To develop and enhance skills associated with various writing and presentation software (i.e. PowerPoint and MS Word).
- To develop and enhance sensitivity to nonverbal communication and intercultural communication and listening.

---

### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will:

- CL01:** Develop and enhance sensitivity to nonverbal communication, cross- and inter-cultural communication and listening. Students will develop and enhance informative and persuasive skills in professional contexts.
- CL02:** Develop and enhance professional writing skills including writing memos, email messages, reports, abstracts, agendas, minutes of meetings, and executive overviews.

Students will develop and enhance skills associated with various writing and presentation software (e.g. PowerPoint, MS Word).

**CLO3:** Students will develop and enhance employment communication in order to get maximum advantage on the job market.

---

## Course content:

- A. Communication process, improving listening skills, enhancing nonverbal communication skills, how culture affects communication, multi-generational workforce, small group problem-solving, decision-making, leadership and conflict management.
- B. Writing on the job.
  - a. Routine correspondence (e-mails, memos, letters)
  - b. Outlines and reports (informal and formal)
  - c. Developing an agenda, minutes of meeting
  - d. Creating effective Power Point slides and other visual aids
- C. Writing improvement exercises.
  - a. Audience-centered, effective, concise writing
  - b. Choosing communication channels
  - c. Adapting to task and audience: audience benefits, “you” view, tone, positive, courteous language, inclusive language, Plain English, familiar words
  - d. Active/passive voice, sentence structure and variety, punctuation, possession, capitalization, positive expression, number expression, confusing words, parts of speech; document revision and proofreading.
- D. Oral presentations-individual:
  - a. Impromptu speaking opportunities throughout the course
  - b. Presentation about self
  - c. Elevator speech
- E. Business presentations
  - a. Informative/persuasive presentation (3-6 minutes)
  - b. Using visual aids or no aids
- F. Workplace etiquette
  - a. Professional image, introductions, networking, workplace manners, working in cubicles, business meetings, business dining, business gifts, dealing with angry customers
  - b. Telephone manners, netiquette, text etiquette

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Project work
- Multimedia
- Mentoring
- Peer review
- Discussions

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

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## Monitoring student work:

Activity	ECTS
Quizzes	4.2
Written assignments	0.6
Final report	1.2
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quizzes 14 x 5	70
Written assignments 5 x 2	10
Final report	20
<b>Total:</b>	<b>100</b>

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## Required reading:

- Guffey, M. E. (2018). Essentials of Business Communication, 11th edition Thomson-Southwestern.

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## Additional reading:

- To be provided by the instructor.

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Meeting and Event Management HSPT 444
Course leader:	Ines Nanic
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Fourth
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

Meetings, incentives, conventions and events (MICE) industry continues to grow. Organizations stage events, hold conventions, celebrate achievements and motivate people. To respond to this complex demand, contemporary event planners must know how to plan, execute and evaluate any type of event. To be effective, they must go beyond traditional event production (design, catering, promotion, etc.) and understand broad skill sets such as service personalization, social media platforms, chatbots, artificial intelligence, virtual reality, augmented reality, etc. This course provides students the knowledge and skills required to plan, develop, and execute an event. This includes market research and financial planning.

- The role of servicescape in meetings and events;
- Financial and marketing aspects of meeting and events;
- Food and beverage provision at meetings and events
- Technological tools utilized in meetings and events
- Overall logistics for meetings and events, pre- to post-

---

### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

**CL01:** Explain the event industry context and key terminology

**CLO2:** Evaluate event management elements such as food and beverage, design, entertainment, site selection, marketing and communications, finance, etc.

**CLO3:** Create the appropriate multimedia event presentation for marketing and reporting purposes

**CLO4:** Create experience strategies to a given event concept

**CLO5:** Prototype an event with comprehensive and harmonized design, planning and analytic skills

---

## Course content:

- Introduction to meeting and event management
- Industry terms and definitions
- Writing measurable goals and objectives
- Event budget development
- Event servicescape design
- Sponsorships and strategic partnerships
- Developing event marketing strategies
- Meeting and event registration
- Meeting and event technology tools
- Food and beverage requirements
- Meeting and event website design
- Event evaluation
- Careers in meeting and event industry
- Trends and future of meeting and event management

---

## Teaching delivery methods:

- Lectures
- Project
- In-class work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Exam 1	1.5
Exam 2	1.5
Project	1.8
Project Presentation	1.2
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	25
Exam 2	25
Project	30
...Project Presentation	20
<b>Total:</b>	<b>100</b>

---

## Required reading:

- Raj, R., Walters, P., & Rashid, T. (2017). *Events Management: Principles and Practice*, 3<sup>rd</sup> Edition. Sage Publications Ltd.
- Professional Convention Management. (2017). *A Guide to Meetings, Conventions, and Events*, 6<sup>th</sup> Edition. Agate Publishing.

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## Additional reading:

- Successful Meetings Magazine and Special Events Magazine
- Other various articles and Internet sites will also be utilized

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures



- Assessment of the achievement of learning outcomes

## General Information

Course title:	Global Economy and Grassroots
Course leader:	Vanda Bazdan
Study programme:	HTM, WMC, IB
Course status:	Elective/Immersion
Year:	Third and Fourth
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

Economic globalization has given birth to global, grassroots social movements. This course examines how global economic integration is brought about through multilateral institutions, multinational corporations, outsourcing, trade agreements, international lending, and neoliberal reforms. We consider impacts (cultural, economic, and health) of these trends on employees, farmers, small businesses, consumers, and the environment in the developed and developing worlds (with special emphasis on Latin America). We examine beliefs, alternative visions, and strategies of grassroots movements responding to these challenges.

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### Course objectives:

- Examine key vectors of economic globalization
- Examine impacts (economic, environmental, social, and health) in different locales (with special emphasis on Latin America)
- Examine grassroots responses to perceived negative impacts, including the formation of social movements with alternative visions (alter-globalization)
- Foster development of the ability to reason critically and creatively

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### Conditions for enrolment in the course:

None

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## Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Explain key vectors of economic globalization, discriminating between historical, ethnographic, and theoretical perspectives on globalization and economy
- CLO2:** Analyse scholarly (anthropology, sociology, and economy) texts, poetry or prose, and popular texts commenting on global economy, politics, and grassroots activities
- CLO3:** Compose arguments, and anticipate and assess counterarguments, to support and defend their attitudes regarding current issues in written format and in competitive debates (in keeping with the academic standards)

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## Course content:

1. Outsourcing: Its Face Abroad
  - 1.1 Offshore Assembly Manufacture
  - 1.2 Free Trade Zones
2. Outsourcing: Impacts within the U.S.
3. Trade Liberalization: North American Free Trade Agreement
4. World Bank: infrastructural projects, dams and riparian systems
5. International Monetary Fund:
  - 5.1 Debt crisis: causes and examples (Mexico, Argentina, Jamaica)
  - 5.2 Structural Adjustment (prescriptions and consequences)
  - 5.3 Cross-conditionality
6. World Trade Organization: relevant rules and key rulings
  - 6.1 Environment: tariff escalation and natural resources, process and production methods
  - 6.2 Public Health: HIV/AIDS medications, baby formula and Gerber trademark in Guatemala, cigarette packaging
  - 6.3 Agriculture: competition through trade liberalization, patenting of life forms, genetically modified organisms, protection of agricultural subsidies, national emergency stores
7. Alterglobalization Movements
  - 7.1 Demonstrations in Seattle
  - 7.2 Anti-Sweatshop Activism
  - 7.3 Zapatista Movement in Mexico
  - 7.4 Confédération Paysanne and Via Campesina
  - 7.5 Global Social Forum
  - 7.6 Green Belt Movement
  - 7.7 Navdanya (India)

7.8 Recovered Factories movement in Argentina

7.9 Landless Workers' Movement in Brazil

7.10 Fair Trade

7.11 Slow Food Movement

7.12 Localist movements in the U.S.: community supported agriculture, farmers' markets, locavorism, alternative currencies

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## Teaching delivery methods:

- Lectures
- Seminars
- Independent work
- Discussions
- Multimedia

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

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## Monitoring student work:

Activity	ECTS
Discussions	2.4
Exam 1	1.35
Exam 2	1.25
<b>Total</b>	<b>5</b>

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1	27
Exam 2	25

Discussions (12x4)	48
<b>Total:</b>	<b>100</b>

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## Required reading:

- Selected chapters and excerpts from the listed readings:
- Wallach, L. & Woodall, P. (2004). *Whose Trade Organization?* The New Press.
- Hira, R., & Hira, A. (2005). *Outsourcing America*. Amacom.
- Lappe, F. M. & Lappe, A. (2003). *Hope's edge*. TarcherPerigee.
- Pleyers, G. (2013). *Alter-Globalization*. Polity.
- Dudley, K. M. (1994). *The end of the line: Lost jobs, new lives in postindustrial America*. University of Chicago Press.
- Maeckelbergh, M. (2013). *The will of the many*. Pluto Press.
- Moberg, M. & Lyon, S. (2010). *Fair trade and social justice: Global ethnographies*. NYU Press.
- Thomas, J. (2000). *The battle in Seattle: The story behind and beyond the WTO demonstrations*. Fulcrum Publishing.
- Marcos, Subcomandante Insurgente. (2002). *Our word is our weapon: Selected writings*. Seven Stories Press.
- Barlow, M. and Clarke, T. (2001). *Global Showdown*. Stoddart Pub.
- Ross, A., ed. (1997). *No Sweat*. Verso Books.
- Stiglitz, J. (1994). *Globalization and its discontents*. W.W. Norton & Company.
- Stiglitz, J. (2017). *Globalization and its discontents revisited: Anti-globalization in the era of Trump*. W.W. Norton & Company.
- Hess, D. L. (2009). *Localist Movements in a Global Economy*. The MIT Press.

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## Additional reading:

- Excerpts from classics in anthropology, as well as more recent scholarly and popular articles, available on myCourses.

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	HSPT-376 Luxury Service Excellence
Course leader:	Danijela Crijen
Study programme:	Hospitality and Tourism Management
Course status:	Elective
Year:	Fourth
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

Luxury Service Excellence is delivered as the final course in the Luxury Concentration is designed in the fashion that students take one or more study trips as part of their experiential learning. In this way, students are exposed to one or more global luxury destinations, allowing them to appreciate the complexity and demands of superior service delivery.

---

### Course objectives:

- Understand the socio-cultural complexities of attaining luxury travel excellence, both from the point of view of product content and the necessities of product delivery processes
- Explore cultural heritage as the backdrop for authenticity, but also global supply chains as the necessary elements for attaining it
- Describe luxury customer needs and what it takes to create a luxury operation in a realistic destination context

---

### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Analyze excellence concepts of luxury experience personalization, F&B, sales & marketing and innovation.
- CLO2:** Examine the changing definition of luxury in the current socio-cultural complexities.

**CLO3:** Evaluate how cultural innovation and remodeling of traditions can create new value in luxury tourism.

**CLO4:** Create a study of an important luxury hospitality excellence topic.

**CLO5:** Recommend an appropriate solution for a given problem / situation.

---

## Course content:

The goal of the course is to dive into the socio-cultural complexities of attaining luxury travel excellence, both from the point of view of product content and the necessities of product delivery processes. We will explore cultural heritage as the backdrop for authenticity, but also global supply chains as the necessary elements for attaining it. We will explore how successful organizations build their products in terms of fashion/design, artisanship, food & beverage operations and how destinations preposition themselves to answer correctly to the challenges brought about by volatile and fast-changing global trends.

Due to Covid situation, we cannot plan trips, but will jointly design activities involving multiple projects, guest speakers and local visits to have an in-depth, hands-on experience of luxury hospitality. Thus, students will meet various industry professionals and local officials, learn from their experience and vision, and be able to understand what it takes to create a luxury operation in a realistic destination context.

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## Teaching delivery methods:

- Lectures
- Guest speakers
- Field trips

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

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## Monitoring student work:

Activity	ECTS
Diaries / Homework	3.0
Interim Project - Primary Research	1.0
Interim Project - Secondary Research	0.5
Final Presentation	0.5
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

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## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Diaries / Homework	60
Interim Project - Primary Research	20
Interim Project - Secondary Research	10
Project Presentation	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Kanani, R. H. (2017). *A Wealth of Insight: The World's Best Luxury Hoteliers on Leadership, Management, and the Future of 5-Star Hospitality*. Black Truffle Press. ISBN-13 : 978-163393620.
- Scott, N., Gao, J., & Ma, J.(Eds.) (2017). *Visitor Experience Design (CABI Tourism Management and Research)*, Cab Intl.
- MacClancy, J., & Korsmeyer, C, (Ed.). (2008). *The taste culture reader: Experiencing food and drink*. Blackwell Publishing td. [https://doi.org/10.1111/j.1467-9655.2008.00511\\_4.x](https://doi.org/10.1111/j.1467-9655.2008.00511_4.x)

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### Additional reading:

- PDF files and selected chapters – will be uploaded by the instructor

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	HSPT-374 Hospitality Enterprise Management and Growth
Course leader:	Besim Agušaj
Study programme:	Hospitality and Tourism Management
Course status:	Elective
Year:	Third
ECTS points:	5
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

The course format is case based and will provide students with a solid foundation in managing the growth of hospitality and tourism enterprises while balancing resources and constraints specific to this industry. A key success factor for competitiveness in a globalized hospitality industry is having innovative management approaches. Resource constraints of all types (human, financial, etc.) in small and medium sized hospitality enterprises can be eliminated/reduced by creating highly organized and disciplined enterprise dynamics. This requires using knowledge of growth management. The critical point of the course is to give students an in-depth understanding of risks while developing and growing a company.

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### Course objectives:

- Define and explain the hospitality growth-related issues across the hospitality industry (i.e. food, lodging, travel, tourism, entertainment, and health care).
- Explore how hospitality entrepreneurial activities are focused on continuous business development with growth as a potential consequence.
- Describe theoretical stages of hospitality business growth, general process of enterprise lifecycle.
- Identify typical growth barriers encountered in the hospitality industry

---

### Conditions for enrolment in the course:

None/prerequisite

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Propose alternative growth strategies predicated on existing stage of business

**CLO2:** Differentiate growth drivers from growth boosters related to hospitality businesses

**CLO3:** Analyze typical challenges and barriers to growth in the hospitality industry

**CLO4:** Integrate concepts of people and growth management

---

## Course content:

- Types of Growth Strategies
- Stages of Growth
- Enterprise Legal Forms
- Growth Drivers
- Growth Boosters
- Measuring and Data Based decision making
- Growth and Finance
- Managing and Growing a Family Business
- Growth HR Issues
- 4Ps of Growth

---

## Teaching delivery methods:

- Lectures
- Guest speakers
- Hotel Simulation

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Exam 1	1.25
Exam 2	1.25
Exam 3	1.00
Team Project	0.50
Cases	1.00
<b>Total</b>	<b>5</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Exam 1 + Exam 2	25 + 25
Team Project	10
Exam 2	20
Cases	20
<b>Total:</b>	<b>100</b>

---

### Required reading:

*Guide to Managing Growth*, Rupert Merson

*Smart Growth – Building and Enduring Business by Managing the Risks of Growth*, Edward Hess

*Growing an Entrepreneurial Business - Concepts and Cases*, Edward Hess

*Growing Pains*, Eric G. Flamholtz & Yvonne Randle

*Selected articles*, Daniel Isenberg

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### Additional reading:

- PDF files and selected chapters – will be uploaded by the instructor

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	MGMT 340 Business Ethics and CSR
Course leader:	Milena Kuznin
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Fourth
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- This course applies concepts of ethics to business at the macro level and at the micro level. At the macro level the course examines competing business ideologies exploring the ethical concerns of capitalism as well as the role of business in society. At the micro level the course examines the role of the manager in establishing an ethical climate with an emphasis on the development of ethical leadership in business organizations.
- Discussions will focus on stakeholder theory, corporate governance, marketing and advertising ethics, the rights and responsibilities of employees, product safety, ethical reasoning, responsibility to the environment, moving from a culture of compliance to a culture of integrity, and ethical leadership.
- To contribute to the development of future ethical leaders along the lines of sustainable business/corporate social responsibility for future managers.

---

### Conditions for enrolment in the course:

Sophomore status

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Understand a range of social, political, ethical issues facing business

**CLO2:** Explain the reasons for government regulation

**CLO3:** Develop skills and frameworks to analyse ethical dilemmas.

**CLO4:** Explain the role of a leader in creating a culture of integrity in an organisation

**CLO5:** Develop influencing and business presentation skills

---

## Course content:

- The Foundation of Ethical Thought.
- The Evolving Complexities of Business Ethics.
- Stakeholders and Corporate Social Responsibility.
- Ethics and Financial Reporting.
- Ethical Leadership and Corporate Governance.
- Strategic Planning, Corporate Culture and Corporate Compliance.
- Decision Making and Human Resource Issues.
- Ethics and the Environment.
- Ethics and Information Technology.
- Marketing and Advertising.
- Ethical Issues in the Developing World.
- Establishing Code of Ethics and Ethical Guidelines.
- Evaluating Corporate Ethics.

---

## Teaching delivery methods:

- Lectures
- Seminars
- Project work
- Critiques
- Case discussions

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions

---

## Monitoring student work:

Activity	ECTS
Quizzes	3.6
Case Study Analysis	0.6

Final Project	1.2
Presentations	0.6
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quizzes	60 (10 x 6%)
Case Study Analysis	10
Final Project	20
Presentations	10
<b>Total:</b>	<b>100</b>

---

### Required reading:

- Stanwick, P.A. & Stanwick, S.D. (2016). Understanding Business Ethics, Third Edition, ISBN 978-1-5063-0323-9, Sage

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### Additional reading:

- Texts and video materials provided by the instructor

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	MGIS.130 - Information Systems and Technology
Course leader:	TBA
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Fourth
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

To be successful in our globally networked business environment, contemporary management professionals must have a strong grounding in the principles of information and information technology.

This course introduces the field of management information systems (MIS), including the tools and techniques for managing information and information technologies within organizations. We place a particular emphasis on the nature of systems, the role of information in business processes, the management of data, and the planning of MIS design projects.

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### Conditions for enrolment in the course:

- None

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### Expected learning outcomes of the course:

A student will be able to:

**CL01:** Demonstrate an understanding of systems and design thinking principles.

**CL02:** Explain what an information system is and why information systems are so important in contemporary organizations.

**CL03:** Analyse an existing information system.

**CL04:** Generate alternative solutions to an information systems problem and choose among them

**CL05:** Identify and evaluate the role of data in information systems and business processes

**CLO6:** Understand the role of business intelligence systems in creating organizational value

**CLO7:** Describe importance of privacy and security in information systems

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## Course content:

The course is designed to cover the following topics:

- Overview of strategic management.

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## Teaching delivery methods:

- Lectures
- Case studies
- Project work
- In-class work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
Participation	.36
Team project 1 <sup>st</sup> milestone (form a group)	.12
Team Project 2 <sup>nd</sup> milestone (one page brief)	.36
Quizzes (10 out of 12)	2.4
Team Project 3 <sup>rd</sup> milestone (detailed outline)	1.08
Team project 4 <sup>th</sup> milestone (presentation submission)	.24
Team project 5 <sup>th</sup> milestone (presentation)	.6
Workshop	.24
Case studies	.48
Essay	.12
<b>Total</b>	<b>6</b>



Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Participation	6
Team project 1 <sup>st</sup> milestone (form a group)	2
Team Project 2 <sup>nd</sup> milestone (one page brief)	6
Quizzes (10 out of 12)	40
Team Project 3 <sup>rd</sup> milestone (detailed outline)	18
Team project 4 <sup>th</sup> milestone (presentation submission)	4
Team project 5 <sup>th</sup> milestone (presentation)	10
Workshop	4
Case studies	8
Essay	2
<b>Total:</b>	<b>100</b>

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### Required reading:

There is no formal textbook for the course. Instead, our readings will be drawn from free materials that are available on the Internet. Because we are attempting a more dynamic approach to readings and discussion, the reading material may change somewhat as the course progresses. The class will be notified of any changes to the assigned reading at least a week in advance.

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### Additional reading:

- Additional handouts and readings may be made available to students throughout the semester by the instructor.
- Selected video materials may also be shared by the instructor.

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### Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes



## General Information

Course title:	Hospitality Project and Development (HSPT495)
Course leader:	Rebecca Charry Roje
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Fourth
ECTS points:	6
Teaching hours (L+S+E):	3

## Course Description

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### Course objectives:

- Draw on previously acquired knowledge and skills in the hospitality and tourism industry
- Select a relevant area of focus for research
- Deepen and update knowledge through literature review
- Collect novel and valid data
- Publicly present findings, applications and implications of research in written, oral and graphic form
- Work closely with faculty mentor to produce an individual research project

---

### Conditions for enrolment in the course:

Fourth year academic status

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### Expected learning outcomes of the course:

A student will be able to:

- CL01:** Evaluate a variety of professional and scholarly articles related to current trends in hospitality/tourism
- CL02:** Design a data collection instrument
- CL03:** Analyze data collected using standard business related frameworks
- CL04:** Formulate predictions, solutions, and/or applications for the hospitality industry based on original findings
- CL05:** Create and defend a novel scientific research study in the field of hospitality/tourism using an appropriate scholarly form

---

## Course content:

- Developing a research focus involving a question or problem
- Writing a research proposal
- Selecting an appropriate research method
- Using online databases to conduct research
- Evaluating source material
- APA research paper format and organization
- Analysing quantitative and qualitative data
- Writing and revising in academic style
- In text citations and reference list
- Tables and Figures
- Effective presentation skills

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## Teaching delivery methods:

- Lectures
- Seminars
- Workshops
- Exercises
- Remote learning
- Field work
- Independent work
- Project work
- Multimedia
- Mentoring

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## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participating in discussions

---

## Monitoring student work:

Activity	ECTS
In-class presentations	0.9
Final presentation	1.2
Literature review	1.2
Method	0.9
Results	0.9
Discussion	0.9
...	
<b>Total</b>	<b>6</b>

Teaching time is worth XX ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
In-class presentations	15
Final presentation	20
Literature review	20
<b>Method</b>	15
<b>Results</b>	15
<b>Discussion</b>	15
<b>Total:</b>	<b>100</b>

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## Required reading:

Trochim, W.M.K. (n.d) Research Methods Knowledge Base.

Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). *The craft of research*. Chicago: University of Chicago Press.

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7<sup>th</sup> ed.).

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## Additional reading:

- Appropriate scholarly and popular articles for literature review

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student course evaluation
- Faculty peer observation
- Assessment of the achievement of learning outcomes

## General Information

Course title:	NUTR-215 Foundations of Nutrition Sciences
Course leader:	TBD
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Fourth
ECTS points:	Five
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

This is an introductory course in nutritional science concepts and application to current nutrition issues. This course covers the study of specific nutrients and their functions, the development of dietary standards and guides and how these standards are applied throughout the lifecycle. Students learn to analyze their own diets and develop strategies to make any necessary dietary changes for a lifetime of good health. Current health and nutrition problems and nutrition misinformation will be discussed. Online sections are asynchronous. Students are assessed by learning activities such as: weekly quizzes and discussion boards, homework assignments, and a final diet analysis project. In person sections are synchronous lectures and class discussions. Students are assessed by learning activities such as: exams, homework, assignments and final project analysis.

---

### Conditions for enrolment in the course:

No prerequisite.

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### Expected learning outcomes of the course:

A student will be able to:

**CLO1:** Identify factors that influence a person's food intake habits

**CLO2:** Identify the body's required nutrients and describe the function of the nutrients in the body and the food source for each nutrient, explain the metabolism of the nutrients, and describe the results of too little or too much of the nutrients

**CLO3:** Evaluate food intake for nutritional adequacy and to suggest foods to meet dietary needs if the diet is inadequate

- CLO4:** Plan a nutritionally adequate meal pattern for a person throughout their life cycle
  - CLO5:** Determine the informal energy needs of an individual and plan a diet modification to cause safe weight reduction
  - CLO6:** Select general principles of food preparation for conserving maximum nutrient content
  - CLO7:** Use the following tools effectively: DRI/RDA., Food groups and guides, food composition tables, and Food exchanges
  - CLO8:** Select reliable sources for nutrition information
  - CLO9:** Describe the effect of various food processing techniques on the nutrient value of food
- 

## Course content:

- Food Choices and Human Health: Nutrition Tools and Standards
  - Nutrition Tools: Standards and Guidelines
  - The Remarkable Body: Understanding Human Physiology
  - Carbohydrates: Sugar, Starch, Glycogen and Fiber
  - Lipids
  - Protein and Amino Acids
  - Vitamins
  - Water and Minerals
  - Energy Balance and Healthy Body Weight
  - Nutrients, physical Activity and the Body's Response
  - Diet and Health
  - Food Safety and Food Technology
  - Life Cycle Nutrition: Mother and Infant
  - Life Cycle Nutrition: Child, Teen and Older Adult
  - Hunger and the Global Environment
- 

## Teaching delivery methods:

- Lectures
  - In-class work
- 

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in discussions



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## Monitoring student work:

Activity	ECTS
Quiz 1	0.30
Exam 1	1.2
Quiz 2	0.30
Exam 2	1.2
Homework	0.90
Discussion Boards	0.6
Diet Analysis Project	1.5
<b>Total</b>	<b>6</b>

Teaching time is worth 1.5 ECTS points and it has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Quiz 1	5
Exam 1	20
Quiz 2	5
Exam 2	20
Homework	15
Discussion Boards	10
Diet Analysis Project	25
<b>Total:</b>	<b>100</b>

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## Required reading:

- Sizer, F., & Whitney, E. (2020). *Nutrition: Concepts and Controversies 15<sup>th</sup> Edition*, West Publishing Company.
- Cengage Resource Center <http://Cengage.com>

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## Additional reading:

- Various articles and Internet sites

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes

## General Information

Course title:	Human Resource Management HRDE-380
Course leader:	Besim Agušaj
Study programme:	Hospitality and Tourism Management
Course status:	Obligatory
Year:	Four
ECTS points:	6
Teaching hours (L+S+E):	45 (3+0+0)

## Course Description

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### Course objectives:

- Introduce students to the basic concepts in human resource management (HRM), with an emphasis on developing HRM skills that are important to any manager - not only to those who plan to work in the HRM functional area. The course will provide students with an overview of human resource management policies and practices, and the context in which they operate.
- The course aims to emphasize experiential learning and interactive discussions, in order to provide a level of learning and understanding beyond simple content knowledge in the HRM field.

---

### Conditions for enrolment in the course:

None

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### Expected learning outcomes of the course:

A student will be able to:

- CLO1:** Appraise the importance of Human Resource functions in global organizations
- CLO2:** Propose Human Resource policies and practices suitable for an observed context
- CLO3:** Relate current HR topics in functions such as training and development, compensation and benefits programs, payroll, performance management and health, and safety at work in global organizations

## Course content:

- Strategic Human Resource Management
- HR Planning
- Sourcing and Recruiting
- Selection and Hiring
- Training and Development
- Performance Management
- Base Compensation
- Compensation: Incentives & Benefits
- Career Management
- Healthy Work Environment
- Employee Engagement
- Trade unions
- Work-life balance

---

## Teaching delivery methods:

- Lectures
- Exercises
- Independent work
- Project work

---

## Student obligations:

- Attending classes
- Submitting projects and assignments
- Participate in class discussions

---

## Monitoring student work:

Activity	ECTS
Cases	0.9
Exam 1	1.5
Exam 2	1.5
HRM Project	0.6
Exam 3	1.5
<b>Total</b>	<b>6</b>

Teaching time has been incorporated in time for assignments.

---

## Assessment and evaluation of student work

### Components of evaluation:

Component	Points/%
Cases	15
Readings notes	20
Exam	25
HRM Project	15
Peer Review of HRM Projects	25
<b>Total:</b>	<b>100</b>

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## Required reading:

- Phillips, J., & Gully, S. (2014, 2019). *Human Resource Management*. Mason, OH: Cengage Learning.

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## Methods for quality monitoring that ensure the acquisition of knowledge, skills and competencies:

- Student survey
- Observation of lectures
- Assessment of the achievement of learning outcomes