DEPARTMENT OF TOURISM AND COMMUNICATION STUDIES

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Students should announce themselves via e-mail the day before the consultation.
If necessary, online consultations can be organized (at least a day or two earlier via e-mail).

ABOUT US:

The Department of Tourism and Communication Studies dates back to 1972, when the former Teacher Training College in Zadar (as part of the former Faculty of Arts) established a two-year study program of tourism in the field of humanities with two courses: Tourism Culture and Selective Tourism. Bearing in mind the complexity and interdisciplinary nature of the phenomenon of tourism, the primary idea of the study in Zadar was to supply the tourist industry with such experts who had never been trained in Croatia before, and whose professional profile would be extended from the indispensable field of economy towards the fields of culture, pedagogy, communications and humanities. Based on these benchmarks, in 1994 was launched a four-year university course in Culture and Tourism at the same name department, which, upon graduation, provided to its students the academic title of Bachelor in Tourism Communication. As a result of cooperation with the Universities of Zagreb and Maribor, in 2001 the Department launched the Postgraduate Master's and Doctoral program in information sciences. After the establishment of the University of Zadar in 2003, the Department changes its name into the Department of Information and Communication Studies, which after the reform of higher education system in 2005 and the introduction of new study programs in 2009 has been operating under the new and current name. Upon implementation of the Bologna process, the Department has received accreditation from the Ministry to carry out an undergraduate study program of Culture and Tourism, and four graduate study programs: Entrepreneurship in Culture and Tourism for the professional title of Master of Economics; Cultural Heritage and Tourism, Journalism and Public Relations and the Ecology in Culture and Tourism, with the same name professional master's titles. In the academic year 2013/14 the graduate study programmes was changed and currently the Department is authorised to carry out three graduate study programmes: Entrepreneurship in Culture and Tourism; Cultural and Natural Heritage in Tourism; Journalism and Public Relations. In cooperation with the Faculty of Philosophy in Zagreb and its pertaining Department of Information Sciences as a holder, a new doctoral program in information and communication sciences was launched in 2010 with the Department as a partner institution. From 2002 to 2004 the Department participated as a partner in an international Tempus project "Champions of Entrepreneurship" in cooperation with Levon Institute from Finland, ISTUD Institute from Italy and Centre for Entrepreneurship of the Zadar County, which later produced the above mentioned graduate study program in entrepreneurship. In addition, the Department has been organizing various educational tours for its students for years, which includes visits to trade fairs, agencies and tourist board offices and, furthermore, has established regular contacts with a number of related departments and research institutions at home and abroad. So far, visits have been organized to London (2002), Salzburg, Vienna and Munich (2005), Amsterdam, Paris, Brussels and Cologne (2006), Dublin (2007), Berlin (2008), Edinburgh (2009) and Milan (2009). In the same period, the Department has organized five international scientific conferences which resulted in conference proceedings: *Kraglski Dalmatin - 200 Years of Zadar and Croatian Journalism in a European Context* (2006); *Media and Tourism* (2009) and in cooperation with the University of Klagenfurt: *4th Symposium on European Issues "What Will Be? Analysis and Visions for Europe"*; *Pilgrimage and Sacred Places in Eastern Europe* (2012); *Myths of Tourism* (2013).

STUDY PROGRAMMES

Undergraduate university study programme of Culture and Tourism (single major, full time and part time)

Duration of the study: 6 semesters.

Admission requirements: Completed four-year high school and passed the state graduation exam. Completed four-year high school and passed the entrance exam for students older than 25.

Competencies acquired upon finishing the study programme:

During the first two semesters, students acquire specific knowledge and skills in the field of study programme, such as the use of information and communication technology, statistics and knowledge in specific fields of organization and economy, which are important for profiling students in their fields of interest. In addition to basic communication skills, in all six semesters students acquire basic knowledge and skills to communicate in at least two foreign languages. Knowledge of foreign languages is necessary for the presentation of the tourism and culture supply of our country in the tourist market. In the next two semesters, students expand their knowledge of tourism mastering the skills of management and public relations. During their studies, students learn about various software tools for conducting research in the field of tourism and culture, which are used during the composure of their seminars, projects and final papers. In the fifth and sixth semester, students expand their knowledge in the field of evaluation and protection of cultural and natural heritage and the skills in business communication and communication in culture and tourism. Other knowledge and skills students can define by themselves according to their own desires through elective courses offered by the Department and the University. In the sixth semester, students enrol professional practice and final paper. Through professional practice, students are associated with the labour market, especially with institutions dealing with culture and tourism. Defending the bachelor's thesis is a prerequisite for the completion of undergraduate studies and admission to graduate study courses. These kinds of experts obtain necessary competencies for inclusion in the labour market and the use of modern information and communication technologies.

Competencies acquired upon finishing the study programme:
- to identify, analyse and evaluate the behaviour of tourists, tourism workers and domicile people in the context of social and humanistic understanding of tourism
- to describe and analyse the positive and negative aspects of the connection between culture and tourism, assess the impacts of tourism using an analytical framework and select the most acceptable form of tourism in a certain area
- to apply information and communication technologies at the level of the ECDL core program
- to use at least one foreign language through spoken and written production and interaction at the B2 level, and other foreign language at the B1 level with the use of general and specific vocabulary in the field of culture and tourism
- to analyse, select and use the most appropriate software solution for business in culture and tourism
- to identify and combine different elements of the marketing mix in order to develop a marketing plan for a successful tourism product

- to define and describe the steps in conducting market research, analyse and interpret the results of research in order to select the market, set appropriate goals, strategies and implement appropriate activities to achieve them
- to apply statistical methods and packages in the implementation, analysis and interpretation of research results in tourism and to present them to expert and non- expert circles on the basis of the conducted research
- to analyse the behaviour of individuals, business subjects, markets and states in a modern economy, and in this context to understand the tourism phenomenon and new trends in tourism
- to plan, organize, recruit, manage and control business processes in cultural and tourism organizations
- to acquire and implement the understanding of differences within one's own and other cultures in the physical environment
- to analyse interdependence of functions of tourism and implement the principles of sustainable development based on them
- to understand social, political, cultural and historical importance of the Republic of Croatia in European and global contexts
- to understand modern media and communication environment and critically assess the media and communication contents and relationships
- to apply appropriate communication skills through communication with clients, colleagues and public
- to identify, evaluate and recommend specific forms of tourism appropriate for a particular area
- to apply standard academic procedures in finding and evaluating modern sources of knowledge, and in presenting one's own and other people's views and arguments in various written and oral methods
- to apply legislation, standards and ethical principles used in the field of culture and tourism
- to work in a dynamic team.

Professional title acquired upon finishing the study programme: Bachelor (*baccalaureus*) in Culture and Tourism.

Course list by semesters:

Course unit code	I SEMESTER	Status	Hours per week			ECTS
			L	S	E	
IKP103	General Cultural History and Tourism	O	15	30	0.0	4.0
IKP101	Fundamentals of Informatics	O	15	0.0	30	4.0
IKP104	Social Psychology	O	15	15	0.0	3.0
IKP110	Academic Writing and Culture of Language	O	15	15	15	4.0
IKP120	Introduction to Communication Studies	O	15	15	0.0	3.0
IKP121	Principles of Economics	O	30	30	0.0	5.0
IKP131	English Language I	O	15	0.0	30	4.0
IKP134	French Language I	O	15	0.0	30	4.0
IKP133	German Language I	O	15	0.0	30	4.0
IKP132	Italian Language I	O	15	0.0	30	4.0

IKP007	Event Management in Tourism	E	15	15	0.0	3.0
IKP141	English Language 1	E	15	0.0	30	4.0
IKP144	French Language 1	E	15	0.0	30	4.0
IKP143	German Language 1	E	15	0.0	30	4.0
IKP142	Italian Language 1	E	15	0.0	30	4.0
	II SEMESTER					
IKP123	Fundamentals of Statistics	O	15	15	15	4.0
IKP107	Tourism Geography	O	15	15	0.0	3.0
IKP122	Introduction to Tourism	O	30	15	0.0	5.0
IKP124	Introduction to Tourism Culture	O	15	15	0.0	3.0
IKP009	Media Literacy	O	15	15	0.0	3.0
IKP135	English Language II	O	15	0.0	30	4.0
IKP138	French Language II	O	15	0.0	30	4.0
IKP137	German Language II	O	15	0.0	30	4.0
IKP136	Italian Language II	O	15	0.0	30	4.0
IKP017	Archaeology and tourism in Croatia	E	15	15	0.0	3.0
IKP145	English Language 2	E	15	0.0	30	4.0
IKP148	French Language 2	E	15	0.0	30	4.0
IKP147	German Language 2	E	15	0.0	30	4.0
IKP146	Italian Language 2	E	15	0.0	30	4.0
	III SEMESTER					
IKP200	Organisation of Cultural Events	O	15	15	0.0	3.0
IKP210	Fundamentals of Public Relations	O	15	15	0.0	4.0
IKP201	Ecology	O	15	30	0.0	4.0
IKP209	Leisure Activities and Sociology of Tourism	O	30	30	0.0	4.0
IKP208	Culture and Tourism Legislation	O	15	15	0.0	3.0
IKP205	Tourism Management	O	15	15	0.0	4.0
IKP231	English Language III	O	15	0.0	30	4.0
IKP234	French Language III	O	15	0.0	30	4.0
IKP233	German Language III	O	15	0.0	30	4.0
IKP232	Italian Language III	O	15	0.0	30	4.0
IKP018	Creative Writing 1	E	15	15	0.0	3.0
IKP027	Fundamentals of Education	E	15	30	0.0	5.0
IKP241	English Language 3	E	15	0.0	30	4.0
IKP244	French Language 3	E	15	0.0	30	4.0
IKP243	German Language 3	E	15	0.0	30	4.0
IKP242	Italian Language 3	E	15	0.0	30	4.0
	IV SEMESTER					
IKP202	Business of Catering and Hotel Management	O	15	15	0.0	3.0
IKP203	Croatian History and Tourism	O	15	30	0.0	4.0
IKP204	Tourism Research	O	15	15	15	4.0

IKP207	Travel Agencies and Tour Operators	O	15	15	0.0	4.0
IKP206	Cultural Management	O	15	15	0.0	4.0
IKP235	English Language IV	O	15	0.0	30	4.0
IKP238	French Language IV	O	15	0.0	30	4.0
IKP237	German Language IV	O	15	0.0	30	4.0
IKP236	Italian Language IV	O	15	0.0	30	4.0
IKP030	Communication Skills in Tourism	E	15	15	0.0	3.0
IKP245	English Language 4	E	15	0.0	30	4.0
IKP248	French Language 4	E	15	0.0	30	4.0
IKP247	German Language 4	E	15	0.0	30	4.0
IKP246	Italian Language 4	E	15	0.0	30	4.0
	V SEMESTER					
IKP303	Valorisation and Protection of Cultural Heritage	O	15	15	5.0	3.0
IKP322	Special Interest Tourism	O	15	30	0.0	5.0
IKP321	Business Communication	O	15	30	0.0	4.0
IKP308	E-business	O	15	15	0.0	3.0
IKP301	Communication in Culture and Tourism	O	15	30	0.0	4.0
IKP331	English Language V	O	15	0.0	30	4.0
IKP334	French Language V	O	15	0.0	30	4.0
IKP333	German Language V	O	15	0.0	30	4.0
IKP332	Italian Language V	O	15	0.0	30	4.0
IKP036	Fundamentals of Mathematics	E	15	15	0.0	3.0
IKP341	English Language 5	E	15	0.0	30	4.0
IKP344	French Language 5	E	15	0.0	30	4.0
IKP343	German Language 5	E	15	0.0	30	4.0
IKP342	Italian Language 5	E	15	0.0	30	4.0
	VI SEMESTER					
IKP303	Valorisation and Protection of Natural Heritage	O	15	15	0.0	3.0
IKP306	Professional Practice	O	0.0	0.0	15	3.0
IKP309	Promotional Activities in Culture	O	15	15	0.0	4.0
IKP304	Marketing	O	30	30	0.0	6.0
IKP322	Special Interest Tourism	O	15	30	0.0	5.0
IKP399	Final Exam	O	0.0	0.0	0.0	6.0
IKP335	English Language VI	O	15	0.0	30	4.0
IKP338	French Language VI	O	15	0.0	30	4.0
IKP337	German Language VI	O	15	0.0	30	4.0
IKP336	Italian Language VI	O	15	0.0	30	4.0
IKP038	Organization of Recreation Activities	E	15	15	0.0	3.0
IKP345	English Language 6	E	15	0.0	30	4.0
IKP348	French Language 6	E	15	0.0	30	4.0

IKP347	German Language 6	E	15	0.0	30	4.0
IKP346	Italian Language 6	E	15	0.0	30	4.0

Graduate university study programme of Cultural and Natural Heritage in Tourism (single major, full time and part time)

Duration of the study: 4 semesters.

Admission requirements: completed undergraduate study programme of Culture and Tourism or a related programme with supplemental exams.

Competencies acquired upon finishing the study programme:
During the graduate study of Cultural and natural heritage in tourism, the students acquire specific knowledge and skills based on the study programme such as the valorisation of cultural and natural heritage, positive and negative impact of tourism on cultural and natural heritage, effective management of cultural and natural heritage and tourism development, presentation of cultural and natural heritage in tourism market in Croatian and leading foreign languages, research methods and procedures that associate cultural and natural heritage and tourism, etc. Furthermore, the aim of this study is to make students familiar with modern types of tourism based on untouched nature. In addition to basic courses, students can specifically devote themselves to the study of certain aspects of cultural and natural heritage and their placement in the context of specific forms of tourism, according to their own interest, trough the elective courses offered within the Department or the University, whose origin is primarily humanistic. In the final fourth semester students work on their master´s theses associated with the study program. A successful defence of the master´s thesis is a prerequisite for the completion of the study.

After graduation, the Masters of cultural and natural heritage in tourism have acquired the following competences defined by the learning outcomes:
- to analyse, identify, explain and propose solutions to environmental risks and problems
- to understand the objectives of the sustainable development concept and in this context to define and understand the possibilities and limitations of the policy (measures) of environmental protection and conservation
- to calculate the indicators of the sustainable destination development and propose the guidelines for future sustainable development accordingly
- to reflect critically on the concepts of cultural and natural heritage in contemporary society
- to identify parts of different cultures and cultural communities in given space and time in order to design a cultural and tourism product
- to describe different ecosystems and recognise their uniqueness at micro and macro locations
- to acquire and apply legislation and standards that are used in environmental management
- to assess and reflect critically on the valorisation and presentation of cultural and natural heritage in the tourist market
- to connect separated segments of cultural and natural heritage into a collective or integrated tourism product
- to critically analyse and understand the process of transfer and exchange of cultural values and intercultural communication processes
- to identify and analyse key management factors and present suggestions to improve the efficiency of museums in working with stakeholders
- to apply benchmark analysis in valorisation and presentation of cultural and natural heritage in tourism
- to develop communication and presentation skills for public appearance

- to work in a dynamic team
- to apply procedures for conducting scientific research (to formulate a research question and hypothesis, to set, select and develop a research methodology, to conduct scientific research, and to process and interpret research results) in order to draw and defend conclusions
- to use at least one foreign language through spoken and written production and interaction at the C1 level, and other foreign language at the B2 level with the use of general and specific vocabulary in the fields of cultural and natural heritage and tourism.

Professional title acquired upon finishing the study programme: Master of Cultural and Natural Heritage in Tourism.

Course list by semesters:

Course unit code	I SEMESTER	Status	Hours per week			ECTS
			L	S	E	
IKB402	Cultural History and Tourism	O	15	30	0.0	5.0
IKB403	Research Methodology	O	15	15	15	5.0
IKB501	Intercultural Communication	O	15	30	0.0	5.0
IKB409	Sustainable Tourism	O	15	30	0.0	5.0
IKB401	Ecology and Natural Heritage	O	15	30	0.0	5.0
IKB421	English for Specific Purposes I	O	15	15	15	2.5
IKB422	German for Specific Purposes I	O	15	15	15	2.5
IKB423	French for Specific Purposes I	O	15	15	15	2.5
IKB424	Italian for Specific Purposes I	O	15	15	15	2.5
IKB484	Linguistic and Cultural Heritage in Tourism	E	15	15	0.0	5.0
IKB492	Web technologies and analytics	E	15	0.0	30	5.0
IKB485	Entrepreneurship in Tourism	E	15	15	0.0	5.0
IKB421	English for Specific Purposes 1	E	15	15	15	2.5
IKB422	German for Specific Purposes 1	E	15	15	15	2.5
IKB423	French for Specific Purposes 1	E	15	15	15	2.5
IKB424	Italian for Specific Purposes 1	E	15	15	15	2.5
	II SEMESTER					
IKB407	Croatian Cultural History and Tourism	O	15	30	0.0	5.0
IKB408	Environmental Legislation	O	15	15	0.0	5.0
IKB405	Cultural Heritage and Tourism Development	O	15	15	0.0	5.0
IKB406	Traditional Culture in Tourism	O	15	15	0.0	5.0
IKB425	English for Specific Purposes II	O	15	15	15	2.5
IKB426	German for Specific Purposes II	O	15	15	15	2.5
IKB427	French for Specific Purposes II	O	15	15	15	2.5
IKB428	Italian for Specific Purposes II	O	15	15	15	2.5

IKB489	Entrepreneurship in Culture	E	15	15	0.0	5.0
IKB487	Human Resource Management	E	15	15	0.0	5.0
IKB486	Croatian Media Scene	E	15	30	0.0	5.0
IKB487	Psychology of Communication	E	15	15	0.0	5.0
IKB425	English for Specific Purposes 2	E	15	15	15	2.5
IKB426	German for Specific Purposes 2	E	15	15	15	2.5
IKB427	French for Specific Purposes 2	E	15	15	15	2.5
IKB428	Italian for Specific Purposes 2	E	15	15	15	2.5
	III SEMESTER					
IKB503	Coastal, Sea and Subsea Ecology	O	15	30	0.0	5.0
IKB507	Project Management	O	15	30	0.0	5.0
IKB502	Cultural Tourism	O	15	15	0.0	5.0
IKB508	Information Systems	O	15	0.0	30	5.0
IKB504	Environmental Economics	O	15	15	0.0	5.0
IKB582	Marketing in Culture and Tourism	E	15	30	0.0	5.0
IKB585	Public Relations	E	15	30	0.0	5.0
IKB586	Semiotics	E	15	30	0.0	5.0
IKB586	Destination Management	E	15	15	0.0	5.0
IKB592	Gastro Culture	E	15	15	0.0	5.0
IKN580	Public Finances	E	15	15	0.0	5.0
	IV SEMESTER					
IKB506	Plant and Animal World in the Function of Tourism	O	15	30	0.0	5.0
IKB599	M.A. Thesis	O	0.0	0.0	0.0	25.0
IKB589	ICT in Tourism	E	15	0.0.	30	5.0
IKB591	Advertising Semiotics	E	15	30	0.0	5.0

Graduate university study programme of Journalism and Public Relations (single major, full time and part time)

Duration of the study: 4 semesters.

Admission requirements: completed undergraduate study programme of Culture and Tourism or a related programme with supplemental exams.

Competencies acquired upon finishing the study programme of Journalism and Public Relations:

Through four semesters the students acquire specific knowledge and skills described in the study programme, i.e. theoretical knowledge and practical implementation of journalism and media genres, intellectual and communication skills using electronic and social media, theoretical foundations and practical aspects of public relations. The students will be able to implement knowledge in the field of media laws and regulations, ERP systems, strategic planning and managing info - communicational systems. Students will be able to define their knowledge and skills by elective courses according to their preferences. They will be given possibilities to deepen their knowledge and skills of using info-communication technologies in journalism and public relations, infotainment, commercialisation of Internet, in business models important for student's specialisation in targeted fields. In the fourth semester students write their master´s thesis. Master´s thesis presentation is a precondition for the completion of the graduate study. Throughout the study programme, the students will be introduced to different communication instruments and relations in approaching the targeted public and implementing the knowledge acquired. The students will be able to create public reports by using numerous media genres. While working on seminars and project assignments, and finally on their master´s thesis, the students can create basic program information tools, and observe their communication relevance.

Such experts will have adequate skills to be able to participate in labour market and to be reliable support to business processes in numerous institutions and companies. The acquired legislative, ethical, economic and organisational knowledge in the field of journalism and public relations, they will be able reason methodically and communicate strategically understanding the complementary nature of organisational and info-communicational systems. The student will gain competence in analysing and evaluating internal and external changes.

This makes student unique and recognisable compared to other graduate studies that also define information and communication experts.

Competences acquired upon finishing the study programme of Journalism and public relations are:

- to identify and categorize the basic stages of development of global and local journalism in the historical, socio - political and cultural context
- to recognise, describe and compare particular media and journalism genres and their implementation in journalistic professions
- to evaluate and use different business models in journalism
- to analyse and apply the process of media convergence
- to analyse and evaluate the effectiveness of the introduction and use of information and communication systems in resolving specific problem domains
- to assess the need for strategic communication by using different media and to develop appropriate tools in approaching the targeted public
- to identify, acquire, analyse and discuss contemporary trends in journalism and public relations in the professional environment and the general public
- to evaluate critically on the usage of ethic and professional standards in journalism and public relations

- to adopt and apply the media legislation and standards
- to acquire selected communication techniques and skills, identify obstacles to successful communication in order to achieve the quality of interaction in different contexts
- to identify and analyse a message as a semiotic text and to apply the knowledge acquired in the context of media communication
- to collect and analyse relevant information and to develop appropriate contents for the intended media
- to work in a dynamic team
- to use at least one foreign language through spoken and written production and interaction at the C1 level, and other foreign language at the B2 level with the use of general and specific vocabulary in the fields of media and public relations
- to apply procedures for conducting scientific research (to formulate a research question and hypothesis, to set, select and develop a research methodology, to conduct scientific research, and to process and interpret research results) in order to draw and defend conclusions.

Professional title acquired upon finishing the study programme: Master of Journalism and Public Relations.

Course list by semesters:

Course unit code	I SEMESTER	Status	Hours per week			ECTS
			L	S	E	
IKN403	Research Methodology	O	15	15	15	5.0
IKN404	Media Genres	O	15	30	0.0	5.0
IKN402	Mass Media Communication	O	15	30	0.0	5.0
IKN506	Web Technologies and Analytics	O	15	0.0	30	5.0
IKN502	Intercultural Communication	O	15	30	0.0	5.0
IKN421	English for Specific Purposes I	O	15	15	15	2.5
IKN423	French for Specific Purposes I	O	15	15	15	2.5
IKN422	German for Specific Purposes I	O	15	15	15	2.5
IKN424	Italian for Specific Purposes I	O	15	15	15	2.5
IKN493	Linguistic and Cultural Heritage in Tourism	E	15	15	0.0	5.0
IKN486	Cultural History and Tourism	E	15	30	0.0	5.0
IKN494	Sustainable Tourism	E	15	30	0.0	5.0
IKN421	English for Specific Purposes 1	E	15	15	15	2.5
IKN423	French for Specific Purposes 1	E	15	15	15	2.5
IKN422	German for Specific Purposes 1	E	15	15	15	2.5
IKN424	Italian for Specific Purposes 1	E	15	15	15	2.5
	II SEMESTER					
IKN401	Media Development	O	15	15	0.0	3.0
IKN407	Croatian Media Scene	O	15	30	0.0	5.0
IKN409	Psychology of Communication	O	15	15	0.0	5.0
IKN410	Journalism Practise	O	0.0	0.0	45	3.0
IKN406	Information Technologies and Media	O	15	0.0	30	4.0

IKN425	English for Specific Purposes II	O	15	15	15	2.5
IKN427	French for Specific Purposes II	O	15	15	15	2.5
IKN426	German for Specific Purposes II	O	15	15	15	2.5
IKN428	Italian for Specific Purposes II	O	15	15	15	2.5
IKN491	Croatian Cultural History and Tourism	E	15	30	0.0	5.0
IKN487	Human Resource Management	E	15	15	0.0	5.0
IKN489	Entrepreneurship in Culture	E	15	15	0.0	5.0
IKN425	English for Specific Purposes 2	E	15	15	15	2.5
IKN427	French for Specific Purposes 2	E	15	15	15	2.5
IKN426	German for Specific Purposes 2	E	15	15	15	2.5
IKN428	Italian for Specific Purposes	E	15	15	15	2.5
	III SEMESTER					
IKN501	Public Relations	O	15	30	0.0	5.0
IKN503	Electronic Media	O	15	30	0.0	5.0
IKN505	Media Legislation	O	15	30	0.0	5.0
IKN506	Semiotics	O	15	30	0.0	5.0
IKN504	Information Systems	O	15	0.0	30	5.0
IKN586	Cultural Tourism	E	15	15	0.0	5.0
IKN588	Environmental Economics	E	15	15	0.0	5.0
IKN589	Marketing in Culture and Tourism	E	15	30	0.0	5.0
IKN580	Public Finances	E	15	15	0.0	5.0
	IV SEMESTER					
IKN599	M.A. Thesis	O	0.0	0.0	0.0	25.0
IKN507	Media Theories and Methods	O	30	15	30	5.0
IKN583	Advertising Semiotics	E	15	30	0.0	5.0
IKN587	ICT in Tourism	E	15	0.0	30	5.0

Graduate university study programme of Entrepreneurship in Culture and Tourism (single major, full time and part time)

Duration of the study: 4 semesters.

Admission requirements: completed undergraduate study programme of Culture and Tourism or a related programme with supplemental exams.

Competencies acquired upon finishing the study programme:

During the graduate programme of Entrepreneurship in Culture and Tourism students acquire specific knowledge and skills in the areas of study such as the creation of entrepreneurial ideas in profit and non-profit sector, business plan development, management of entrepreneurial ventures, analysis and strategic marketing positioning in the market, human resources management, project management, events management, public finance, the valorisation of cultural and traditional heritage, applied accounting, etc. In addition to this basic knowledge, students, through a large number of elective courses, can define a special field of interest and acquire specific differentiated knowledge and skills. Elective courses offer additional specific knowledge of foreign languages, knowledge of culture and history, ecology and conservation of natural heritage, media, information and communication technology, and economy and tourism, allowing the students to profile themselves in their fields of interest. Final semester is intended primarily for the independent completion of the diploma thesis, whose defending is a prerequisite for the completion of the study programme. Through the work on of the diploma thesis, students will acquire knowledge and skills for identifying problems, setting up research hypotheses, finding solutions for the problems and presenting their research results. The students who successfully complete the entire program will be trained for rapid integration into the production process because the acquired knowledge and skills have been proved as indispensable in practice. The masters of this program will be able to develop tourism competently and comprehensively in all its specific forms. In particular, they will possess knowledge and skills needed to implement cultural components in the tourism supply. Ultimately, having finished this course of studies, the students will master study techniques and methodologies of creating their own entrepreneurial projects.

The basic outcomes accomplished by the students who graduate in Entrepreneurship in Culture and Tourism are:

- to analyse and identify global and national market conditions and predict future events in the tourism market
- to identify, analyse, evaluate and select optimal business opportunities in given market conditions
- to develop a business plan, calculate the budget, present a business idea and defend positions when selecting business ideas planned to be implemented in a business venture
- to design and present the appropriate destination marketing plan
- to develop a strategic marketing plan at all levels of management in culture and tourism
- to demonstrate calculation skills and use mathematical procedures and algorithms related to acquired mathematical concepts and interpret the results obtained by mathematical calculations
- to design and organize fundraising
- to interpret and use knowledge about a socially responsible business activity
- to organize and carry out a project related to culture and tourism in the local community
- to associate the use of various communication and information methods and tools in order to achieve successfully integrated marketing communications in tourism and culture

- to develop a project mindset and implement it in the preparation of a project application
- to analyse and determine the impact of public finances in the modern business environment and reflect critically on the ways of business adaptations
- to analyse and understand the contemporary internal and external environment required for efficient human resources management
- to identify, classify and compare factors affecting the behaviour of individuals, business organisations, states and markets in microeconomic environment
- to develop a financial and accounting mindset and to prepare and interpret financial statements
- to work in a dynamic team
- to apply procedures for conducting scientific research (to formulate a research question and hypothesis, to set, select and develop a research methodology, to conduct scientific research, and to process and interpret research results) in order to draw and defend conclusions
- to use at least one foreign language through spoken and written production and interaction at the C1 level, and other foreign language at the B2 level with the use of general and specific vocabulary in the fields of entrepreneurship, tourism and culture.

Professional title acquired upon finishing the study programme: Master of Economics

Course list by semesters:

Course unit code	I SEMESTER	Status	Hours	ECTS		
			L	S	E	
IKM403	Financial Management of Tourism Entrepreneurship	O	15	15	0.0	5.0
IKM406	Research Methodology	O	15	15	15	5.0
IKM401	Entrepreneurship in Tourism	O	15	15	0.0	5.0
IKM409	Applied Mathematics for Entrepreneurs	O	15	0.0	30	5.0
IKM405	Microeconomics	O	15	15	0.0	5.0
IKM421	English for Specific Purposes I	O	15	15	15	2.5
IKM423	French for Specific Purposes I	O	15	15	15	2.5
IKM422	German for Specific Purposes I	O	15	15	15	2.5
IKM424	Italian for Specific Purposes I	O	15	15	15	2.5
IKM484	Cultural History and Tourism	E	15	30	0.0	5.0
IKM486	Web Technologies and Analytics	E	15	0.0	30	5.0
IKM489	Sustainable Tourism	E	15	30	0.0	5.0
IKM480	Intercultural Communication	E	15	30	0.0	5.0
IKM421	English for Specific Purposes 1	E	15	15	15	2.5
IKM423	French for Specific Purposes 1	E	15	15	15	2.5
IKM422	German for Specific Purposes 1	E	15	15	15	2.5
IKM424	Italian for Specific Purposes 1	E	15	15	15	2.5
	II SEMESTER					
IKM504	Entrepreneurial Accounting	O	15	30	0.0	5.0

IKM404	Human Resource Management	O	15	15	0.0	5.0
IKM402	Cultural Heritage and Tourism Development	O	15	15	0.0	4.0
IKM408	Entrepreneurship in Culture	O	15	15	0.0	5.0
IKM425	English for Specific Purposes II	O	15	15	15	2.5
IKM427	French for Specific Purposes II	O	15	15	15	2.5
IKM426	German for Specific Purposes II	O	15	15	15	2.5
IKM428	Italian for Specific Purposes II	O	15	15	15	2.5
IKM491	Croatian Cultural History and Tourism	E	15	30	0.0	5.0
IKM492	Psychology of Communication	E	15	15	0.0	5.0
IKM425	English for Specific Purposes 2	E	15	15	15	2.5
IKM427	French for Specific Purposes 2	E	15	15	15	2.5
IKM426	German for Specific Purposes 2	E	15	15	15	2.5
IKM428	Italian for Specific Purposes 2	E	15	15	15	2.5
	III SEMESTER					
IKM407	Business Plan	O	15	15	0.0	5.0
IKM505	Destination Management	O	15	15	0.0	5.0
IKM506	Project Management	O	15	30	0.0	5.0
IKM502	Marketing in Culture and Tourism	O	15	30	0.0	5.0
IKM503	Public Finances	O	15	15	0.0	5.0
IKM581	Public Relations	E	15	30	0.0	5.0
IKM508	Environmental Economics	E	15	15	0.0	5.0
IKM582	Cultural Tourism	E	15	15	0.0	5.0
IKM510	Information Systems	E	15	0.0	30	5.0
	IV SEMESTER					
IKM507	ICT in Tourism	O	15	0.0	30	5.0
IMK599	M.A. Thesis	O	0.0	0.0	0.0	25.0
IKM590	Advertising Semiotics	E	15	30	0.0	5.0