

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Historical-Cultural Heritage of the Republic of Croatia				
Study programme	Professional undergraduate study Entrepreneurship				
Status of a course	Elective				
Year of study	2	Semester (Winter/Summer)	S	ECTS points	5
Goals of a course					
The aim of the course is to give an insight into historical-cultural heritage of the Republic of Croatia and connect heritage with a product and/or service with the aim of enriching offer and promotion. Furthermore, students will be familiarized with the ways of interpreting heritage and will hone their written and oral presentation skills using the example of historical-cultural heritage of the Republic of Croatia. The course is carried out based on the principles of integrated content and language learning (eng. CLIL - Content and Language Integrated Learning) whereby teaching is conducted in the English language with the aim of improving students' language competence.					
Conditions for enrolling course					
No requirements.					
Learning outcomes on a level of a study programme which includes course					
Outcome 5: Design and substantiate an entrepreneurial idea via a business plan Outcome 6: Design purchasing, sales, and marketing activities Outcome 19: Independently prepare and present professional content using information and communication tools Outcome 20: Apply the appropriate form and type of communication in a business environment					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Identify the characteristics of historical-cultural heritage in the Republic of Croatia, which are significant when creating an offer 2. Apply the principles and techniques of heritage interpretation using examples of heritage of the Republic of Croatia 3. Present an example of historical and cultural heritage in the context of product or service promotion 4. Write a short interpretative text using an example of historical-cultural heritage by choice 					
Content of a course					
Historical overview of the Republic of Croatia. Introduction into cultural heritage of Croatia through history, from prehistoric times till today: periods, styles, monuments, historic figures, manifestations. National parks and nature parks. Croatian tourist regions (Istria, Kvarner, North Dalmatia, Middle Dalmatia, South Dalmatia, Mountainous Croatia, Central Croatia, Eastern Croatia) and most famous tourist destinations (Dubrovnik, Split, Zadar, Šibenik, Zagreb, Pula, Poreč). Different ways of presenting the above-mentioned topics in the English language.					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input checked="" type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
Grading, evaluation and monitoring of students' work continuously during lectures and exams					
Grading is based upon evaluation course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.					