



# **PAR UNIVERSITY COLLEGE**

## **SEMESTERS IN ENGLISH**



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## Welcome to the PAR University College

PAR University College is, to this day, the first and only private higher education institution in the Primorje – Gorski kotar county. It conducts a bachelor level stud program Business Management, based on the principles of offering equal proportions of theory and practical knowledge. That is what makes PAR's program unique, and it is an idea that underlies its other activities as well.

PAR develops its international activities by creating quality international programs, integrating trends and latest scientific findings into its curriculum, as well as through cooperation with respective partners that have similar strategic goals. The institution was awarded the Erasmus+ Charter for Higher Education (ECHE\*) in 2015 as a testament to the high quality standards it upholds when organizing international mobilities. Cooperation with international higher education institutions is established via both Erasmus and bilateral agreements.

PAR University College does not have a study program in English, however it offers **two semesters in English, i.e. two modules with courses in English taught in each semester**. Additionally, PAR organizes other international programs and projects that contribute to the institution's internationalization which are also available to incoming students and staff. These international programs are organized throughout the academic year and have miscellaneous content, so that they ensure diversity and competitiveness. One of the priorities defined by PAR's internationalization strategy is developing a whole study program in English in the upcoming year.

*\*269530-EPP-1-2015-1-HR-EPPKA3-ECHE*





## **COURSE OFFER IN ENGLISH**

### **1. Official Academic Calendar 2018/2019\***

08.10.2018 – 04.02.2019	Winter semester
24.12.2018 – 06.01.2019	Christmas/New Year's holidays (No classes)
28.01.2019 – 04.02.2019	Winter semester pre-examination period (Optional)
05.02.2019 – 11.02.2019	Study/Exam preparation period
12.02.2019 – 25.02.2019	Winter semester examination period
27.02.2019 – 04.03.2019	International week – INCASO
04.03.2019 – 16.06. 2019	Summer semester
01.04.2019 – 07.04.2019	Part-time student examination period
10.06.2019 – 16.06.2019	Summer semester pre-examination period (Optional)
17.06.2019 – 14.07.2019	Summer semester examination period
02.09.2019 – 29.09.2019	Fall examination period
30.09.2019 – 06.10.2019	Enrollment period (+ Dean's examination period)**

#### **Application deadline for nominated Erasmus+ students:**

Winter semester	June 30, 2019
Summer semester	January 31, 2019

\*Dates are subject to change at the discretion of PAR University College

\*\* Examination period granted, upon written request, only to those students unable to attend or pass the first three examination periods offered during the regular deadlines

## 2. Course offer in English for the Winter Semester 2018/2019\*

### WINTER SEMESTER

Course Instructor	Course - 1st semester	Hours per week				Hours in total	ECTS points
		L	S	Ex.	Pr		
Jasminka Samardžija, PhD	Principles of Economics	2	-	2	-	60	6
Bisera Karanović, PhD	Corporate Finance I	2	-	2	-	60	6
Valentina Janjetić, MA	Business communication	1	-	2	-	45	4
Bisera Karanović, PhD	Economics of the European Union	2	1	-	-	45	4
Dijana Vuković, PhD	Marketing	2	2	-	-	60	6
Konstantinos Krampovitis, BA	Business English I	2	-	1	-	45	3
Konstantinos Krampovitis, BA	Business English II	2	-	1	-	45	3
Konstantinos Krampovitis, BA	Business English III	2	-	1	-	45	3
Kaja Branović, BA	German Language	2	-	1	-	45	4
Predrag Čudina, MA	Business Logistics	2	-	2	-	60	6
TBA	Spanish Language	1	-	1	-	30	4
Valentina Janjetić, MA	International Carnival School	2	,1	-	1	45	4
<b>TOTAL NUMBER OF ECTS CREDITS*</b>		<b>53</b>					

\*If less than 5 students are enrolled in any of the courses offered above, PAR University College reserves the right to offer them on the basis of consultative study

\*Students' workload cannot exceed 30 ECTS per semester

### **3. Course description for the Winter Semester 2018/2019**

#### Principles of Economics

The purpose of this course is to acquire fundamental knowledge of economic systems, their functioning and categories: world and national economies and economic entities. It also introduces basic categories, problems and issues of theoretical economics and mastering basic micro- and macroeconomics concepts. The content of the course is: introduction to microeconomics, supply/demand curve, production economy, and macroeconomics.

#### Corporate Finance

This course introduces students with banking management. It focuses on banking techniques, bank structure, regulatory, influences on banking from micro- and macroeconomics. The content of the course is: bank organization, comparison between contemporary banks and their management, evaluation of bank management, critical evaluation of influences on bank management.

#### Business Communication

The aim of the course is to enable students to communicate appropriately in the business environment using communication tools and skills for successful communication. The content of the course is: Basics of communication, Johari window – perception exercise, verbal and nonverbal communication, receiving and giving feedback, body language, audience analysis, free- speech tools, presentation.

#### Economics of the European Union

The course aims to introduce students to the European Union terminology, theory and integration models, as well as it teaches them to analyze the Croatian economics and their adjustment politics to the EU standards and legal system, and globalization in general. The content of the course is: EU development analysis, common policies identification, transitional cost and unique market analysis, economic and social differences between the EU and Croatia, future perspective of European integrations in globalization.



## Marketing

The course objective is to gain theoretical and practical knowledge of marketing and financing small business under the conditions of risk and uncertainty, its business operations and growth, as well as development and realization of an entrepreneurs` business plan. By making their own business plans students learn how to turn an idea into a successful start-up company. Theoretical cognitions pointed towards students and potential entrepreneurs put an emphasis on the possibilities of risk reduction and creation of adequate entrepreneurial background. The content of the course is: introduction to marketing and its terminology, marketing as a concept and how to apply it, market research and analysis, promotional tools, product management, planning and implementing marketing strategy, non-profit organization marketing.

## Business English (Introductory, Intermediate, Upper – intermediate)

Introductory units are focused on developing and upgrading language competence at an intermediate level comprising language skills such as reading comprehension, writing, listening and speaking, analyzing the most common mistakes, and useful grammatical structures, and vocabulary common in business-related situations (morphology, syntax and semantics). The course expands and upgrades student`s linguistic competence, as well as the ability for critical judgement and expression of one's own attitude in a foreign language. It also enables students for extensive reading for the purpose of researching the literature needed for writing the final (degree) thesis and trains them to write professional presentations and scientific papers in a foreign language. The course also allows students to acquire language structures and business terminology necessary for communicating in different business-related contexts (particularly banking and insurance language). The content of the course is: listening/ speaking, reading comprehension, writing, company structure, intercultural competence, business meetings simulations, business correspondence, CV and cover letter, economy specific terminology.

## Business Logistics

This comprehensive course examines the role of logistics and supply chain management in business. Students will be introduced to the principles of demand forecasting, inventory control, warehousing and storage, traffic and multimodal transport, distribution, order processing and materials handling in a discussion-based, interactive class.

#### 4. Course offer in English for the Summer Semester 2018/2019\*

##### SUMMER SEMESTER

Course instructor	Course - 2nd semester	Hours per week				Hours in total	ECTS points
		L	S	Ex.	Pr		
Mirjana Fijolić, MA	Business Organization	2	2	-	-	60	5
Mirjana Fijolić, MA	Small and Medium Enterprises	2	2	-	-	60	6
Rozana Veselica, PhD	Business Management	2	2	-	-	60	6
Zvijezdana Schulz Vugrin	Project Management	2	-	1	-	45	4
Andrea Vugrinović, MA	Project Management	2	-	1	-	45	4
Maša Magzan, PhD	Presentation Skills	1	1	-	-	30	2
Konstantinos Krampovitis, BA	Business English I	2	-	1	-	45	3
Konstantinos Krampovitis, BA	Business English II	2	-	1	-	45	3
Konstantinos Krampovitis, BA	Business English III	2	-	1	-	45	3
Valentina Janjetić, MA	Research Methodology	2	-	1	-	45	3
TBA	Second foreign language (Spanish, German, Turkish)	2	-	1	-	45	4
Katarina Vorkapić, MA	Croatian for Foreigners	2	-	2	-	60	4
Bisera Karanović, PhD	PAR International Leadership Conference – student conference program	-	1	-	1	30	1
Valentina Janjetić, MA	International Carnival School	2	,1	-	1	45	4
<b>TOTAL NUMBER OF ECTS CREDITS*</b>		<b>52</b>					

\*If less than 5 students are enrolled in any of the courses offered above, PAR University College reserves the right to offer them on the basis of consultative study.

\*Students' workload cannot exceed 30 ECTS per semester



## **5. Course description for the Summer Semester 2018/2019**

### Business Organization

This course teaches students the basics of business organization. The aim is to adopt terms and to be able to apply them on given examples. The content of the course is: organization structure, organization factors, high-tech and its impact on organization, organizational structure and functions, organizational change, conflict in organizations, enterprise structure, business function models, practice on realistic work examples.

### Small and Medium Enterprises

The aim of this course is to acquire basic vocabulary and its definitions on small and medium size enterprises (SME), also, to understand basics of management skills in SME environment. The content of the course is: SME definitions, SME categorization, role of SME in macroeconomics, business goals of SME, risk management for SME, owner vs. CEO in SME, management structure in SME.

### Project Management

In this course the students are taught project management skills and tools which should enable them to create a project plan and run it to its implementation, be able to measure and prevent the risk. The students are introduced to successful projects, which they will analyze to fully understand the key success factors.

### Project Management Practicum

As a practical companion course to Project Management, the Practicum will enable students to learn how to develop a project from its starting point to its natural conclusion. A special emphasis will be given to practicing intervention logic through the project logic matrix. By being given a real-world challenge in the form of an existing EU-funded project, students will get a practical sense of the project cycle, its elements, the overall design of activities. This will be aid them in acquiring the competences required in the labor market due to the growing potential and limited existing staff in the field of grant funding and project implementation.

## Presentation Skills

Students are taught on how to organize a presentation, how to make it memorable, and how to communicate clearly. Course offers several opportunities to demonstrate the presentation skills and will help students gain the experience needed to be more confident when giving a speech. The course also teaches how to structure a presentation, to include insights and supporting data, some design principles for effective visuals and slides, and skills for client-facing communication - including public speaking, executive presence and compelling storytelling.

## Business English (Introductory, Intermediate, Upper – intermediate)

Introductory units are focused on developing and upgrading language competence at an intermediate level comprising language skills such as reading comprehension, writing, listening and speaking, analyzing the most common mistakes, and useful grammatical structures, and vocabulary common in business-related situations (morphology, syntax and semantics). The course expands and upgrades student's linguistic competence, as well as the ability for critical judgement and expression of one's own attitude in a foreign language. It also enables students for extensive reading for the purpose of researching the literature needed for writing the final (degree) thesis and trains them to write professional presentations and scientific papers in a foreign language. The course also allows students to acquire language structures and business terminology necessary for communicating in different business-related contexts (particularly banking and insurance language). The content of the course is: listening/ speaking, reading comprehension, writing, company structure, intercultural competence, business meetings simulations, business correspondence, CV and cover letter, economy specific terminology.

## Second foreign language (Spanish, German, Turkish)

The PAR University College is active in promoting plurilingualism, and as a part of its language policy, encourages students to learn foreign languages as elective courses. Students may choose a foreign language (besides the obligatory English language) to learn at levels from A1 to B2 (according to the CEFR). Students are placed in a group that matches their language level.

## Business Management

The objective of this course is to enable students to understand basic roles and concepts of management in organizations, processes and people. It is primarily related to gaining knowledge about fundamental management functions and methods and their application in solving managerial and business problems in



complex conditions. In addition, the goal is to increase the ability to understand management as a process, develop communication, presentation, critical dialogue skills, and the ability to make business decisions.

### Croatian for foreigners

Students will be able to attend Croatian language classes in the summer semester. The main aim of this class is to introduce students to the Croatian culture and learn basic expressions in Croatian. Students will be familiarized with the structure of the language, basic grammar constructs, and to learn to cope with simple everyday discussions and formal situations, write brief texts on familiar topics and learn key vocabulary.

### PAR International Leadership Conference – student conference program

The PAR International Leadership Conference (PILC) is a unique scientific and professional conference built on the partnership of the PAR University College and the Iacocca Institute. It is known as the first and only professional and scientific conference on leadership in Croatia that has been held in Opatija since 2012. PILC is also specific for its dedication to the leaders of the modern age – those who wish to share their leadership skills, improve or develop them. PILC has a unique program structure that includes a scientific and a professional part. Students will be able to attend the conference program; the keynote speech, professional panel discussions, scientific paper presentations, and will attend a special educational program for students.

### International Winter Carnival School INCASO

INCASO is an international student program held during Rijeka's Carnival festivities in February, the biggest cultural and touristic event of Rijeka and the third biggest Carnival Parade in the world. The weeklong student program of INCASO offers project-based work and a unique cultural experience. Students are immersed in one of the oldest traditions of Rijeka and the surrounding area, participate in carnival activities, and connect with the local community. The program is dedicated to topics from entrepreneurship, marketing and project management. Hence, students attend workshops that provide them with an insight into the specific tradition of the Rijeka Carnival and the skills to develop new ideas as well.

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