

Autumn semester

**Courses offered for Indonesian semester mobility students on
Bachelor level**

Name	Short description	ECTS
Basics of Tourism	This course aims to give a basic overview of the concepts, elements, structure, institutions and history of tourism. Topics: tourist typology, history of tourism, sociocultural impacts of tourism, environmental impacts of tourism, economic impacts of tourism, demand in tourism, destinations, attractions, hospitality sector, role of public sector, tour operating.	3
Living Abroad, Reflecting the Intercultural Experiences	The course plans to introduce their temporary place of residence for the foreign visiting students. In the framework of contemporary cultural and social theory it aims to open up the contemporary social and cultural changes of the town. On the lectures selected pieces of the cultural landscape of the town will be presented. This will be contextualised by some insights on the cultural and psychological effects of migration.	3
Business Writing: In-Company Correspondence	This course is designed to develop the writing skills the students need in business life, through improving their general writing skills and familiarizing them with different fields, styles, and conventions of business writing. The seminar focuses on in-company correspondence, including memorandums and reports, and also deals with correspondence related to employment. Throughout the course, emphasis is laid on both the formal and the language aspects of business correspondence, layout, style, vocabulary, correctness, conciseness, and courtesy. The course also provides practice and encouragement in evaluating one's own and other students' written work.	3
Business Communication	The aim of this course is to acquaint the students with the main themes of business as well as the various situations where people communicate in the world of business. The course is based on several authentic materials, and besides focusing on acquiring the special vocabulary, emphasis is laid primarily on oral activities. The overriding goal is to provide students with a solid communication base to make them be able to communicate effectively in several business contexts. By the end of this course students should know what strategies and techniques to employ in unique and different business situations. Students are required to actively and creatively participate in the course, and do individual as well as group assignments.	3

Business Ethics	The aim of the lecture is to enable students to know and use the basic notions and theories of business ethics. Students learn to recognize and analyse the moral dilemmas of business life (such as discrimination, fair wages, environmental pollution etc.). Based on theoretical knowledge, they understand the moral, social and economic environment, in which these questions arise. Moreover, students get to know ethical frameworks to use in analysis and ethical audit.	3
Public Relations - Ways of Institutional Communication	The aim of this course is to provide knowledge for students to understand basics about Public Relation's mechanism, functions, main fields and PR's role in institutional communications. Students learn about the theoretical basics, get acquainted with interesting case studies (positive/negative) and they complete practical tasks as well. By finishing this course students are going to be able to plan and transact PR campaigns, coordinate media connections, organize an institution's additional PR activities.	3
Introduction to Social Research	The aim of the course is twofold: 1. To provide an introduction to the basic requirements of scientific work in social science. 2. To support students participating at the English language BA education at the Faculty of Economics (and of course also to other students attending the course) to be able to write a proper thesis. This way the course's focus is to introduce and discuss the basic process of social science research, introducing and briefly describing its' elements and certain dilemmas, approaches and methods.	3
Project Management in the EU	The course aims to give an overall picture of project management in the European Union, give an insight into the project cycle management phenomenon. As the course is really based on tasks, students learn how to design and implement a project.	3
Financial Calculations with Excel	The aim of the course is to introduce Excel to students and show them how this program can be used to solve financial modelling problems.	3
Marketing Channels	Students present their understanding of distribution in marketing with working on a case study and conducting analysis and holding a presentation in the topics discussed throughout the semester. At the end of the semester a written exam should be passed.	3