



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Work Placement 1								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	STPR	1.7. Year of Study	First						
1.4. Course Code	CM19112	1.8. Semester	Second / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	2						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>0</td> </tr> <tr> <td>Exercises</td> <td>60</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	0	Exercises	60	1.10. Class Venue and Schedule	Bernays – According to published schedule
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Lectures	0								
Exercises	60								

2. TEACHING STAFF

2.1. Lecturer in Charge	Marta Takahashi	2.6. Course Associates	
2.2. Academic Rank	MA	2.7. Academic Rank	
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	marta.takahashi@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the course is for students to acquire the practical knowledge and skills to allow them to supplement the theoretical knowledge that they have acquired or are acquiring through the teaching process, and to learn to apply it through their work placement, thereby, acquiring qualifications for the labour market. Furthermore, the aim is for students to become involved in the everyday work and activities of the organisation where they are conducting their work placement, and to learn, through tasks delegated to them by their mentor, how to resolve problems and to apply a critical approach to solving tasks within a given timeframe.
3.2. Enrolment Criteria	There are no specific conditions for enrolment in this course.
3.3. Learning Outcomes	Upon successful completion of the course, the student will be able to: 1. Write a commentary, news, or analysis for print media.



	<p>2. Prepare a radio and/or television report.</p> <p>3. Explain the steps in the preparation of a promotional campaign for a specific event or product.</p> <p>4. Prepare a written piece within a given timeframe.</p>																				
<p>3.4. Course Content</p>	<p>Attend work placement</p>																				
<p>3.5. Types of Class Activities</p>	<table border="1"> <tr> <td><input type="checkbox"/></td> <td>Lectures</td> <td><input checked="" type="checkbox"/></td> <td>Exercises</td> <td><input checked="" type="checkbox"/></td> <td>Field Trips</td> <td><input type="checkbox"/></td> <td>Multimedia and Network</td> <td><input checked="" type="checkbox"/></td> <td>Mentored Paper</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Seminars and Workshops</td> <td><input type="checkbox"/></td> <td>Distance Learning</td> <td><input checked="" type="checkbox"/></td> <td>Independent Assignments</td> <td><input type="checkbox"/></td> <td>Laboratory</td> <td><input checked="" type="checkbox"/></td> <td>Misc.</td> </tr> </table>	<input type="checkbox"/>	Lectures	<input checked="" type="checkbox"/>	Exercises	<input checked="" type="checkbox"/>	Field Trips	<input type="checkbox"/>	Multimedia and Network	<input checked="" type="checkbox"/>	Mentored Paper	<input type="checkbox"/>	Seminars and Workshops	<input type="checkbox"/>	Distance Learning	<input checked="" type="checkbox"/>	Independent Assignments	<input type="checkbox"/>	Laboratory	<input checked="" type="checkbox"/>	Misc.
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<p>3.6. Course Language</p>	<p>Croatian Language</p>																				
<p>3.7. Student Obligations</p>	<p>Attending work placement and performing other obligations as set forth in curriculum and acts of Bernays University College.</p>																				
<p>3.8. Monitoring Student Work and ECTS</p>	<table border="1"> <tr> <td><input type="checkbox"/></td> <td>Class Attendance</td> <td><input type="checkbox"/></td> <td>Written Exam</td> <td><input type="checkbox"/></td> <td>Seminar Paper</td> <td><input type="checkbox"/></td> <td>Preliminary Exam(s)</td> <td>2</td> <td>Project/Work Placement</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Activities in Class</td> <td><input type="checkbox"/></td> <td>Oral Exam</td> <td><input type="checkbox"/></td> <td>Research</td> <td><input type="checkbox"/></td> <td>Essay</td> <td><input type="checkbox"/></td> <td>Misc.</td> </tr> </table>	<input type="checkbox"/>	Class Attendance	<input type="checkbox"/>	Written Exam	<input type="checkbox"/>	Seminar Paper	<input type="checkbox"/>	Preliminary Exam(s)	2	Project/Work Placement	<input type="checkbox"/>	Activities in Class	<input type="checkbox"/>	Oral Exam	<input type="checkbox"/>	Research	<input type="checkbox"/>	Essay	<input type="checkbox"/>	Misc.
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<p>3.9. Grading Students during Class and Final Exam</p>	<p>The work placement in the first year of the undergraduate study programme is not graded.</p>																				
<p>3.10. Obligatory Literature</p>	<p>1. Regulations on Work Placements at Edward Bernays University College 2. Instructions for Student Work Placements</p>																				
<p>3.11. Supplementary Literature</p>	<p>1. Work Placement Journal 2. Work Placement Certificate</p>																				
<p>3.12. Quality Monitoring Methods</p>	<p>Observations and evaluation of teaching; student questionnaires</p>																				