



SVEUČILIŠTE U SPLITU

EKONOMSKI FAKULTET

**IZVJEŠĆE O ODRŽANOM PROGRAMU CJELOŽIVOTNOG
OBRAZOVANJA**

**Navigating Digitalization: Governance Challenges from
Macro to Individual Levels**

za akademsku godinu

2024./2025.

Split, rujan 2025.

1. OPĆE INFORMACIJE O PROGRAMU CJELOŽIVOTNOG OBRAZOVANJA - UVOD

Naziv programa	Navigating Digitalization: Governance Challenges from Macro to Individual Levels
Sastavnica nositelj programa	Ekonomski fakultet u Splitu
Sastavnica/e izvoditelj/i programa	Ekonomski fakultet u Splitu
Svrha programa	Razlikovne obveze studenata za potrebe promjene studija odnosno upisa na studij, dovršetak ranije započetog studija i priznavanja kompetencija stečenih izvan studija, a koje su uvjet za upis na studij ☐
	Program stručnog usavršavanja za potrebe cjeloživotnog učenja kojim se stječu kompetencije usklađene sa standardom zanimanja ili skupom kompetencija i standardom kvalifikacije ili skupom ishoda učenja iz Registra HKO-a ☐
	Međunarodna ljetna škola Sveučilišta u Splitu ☐
	Ostali programi koji se temelje na načelima cjeloživotnog učenja ☒
Ukupan broj ECTS bodova	/
Trajanje programa	23.-27.06.2025.
Broj upisanih polaznika	16
Broj polaznika koji su završili program	16

2. OPIS PROVEDBE PROGRAMA CJELOŽIVOTNOG OBRAZOVANJA

2.1. Procjena uspješnosti provedbe programa

Program ljetne škole "Navigating Digitalization: Governance Challenges from Macro to Individual Levels" uspješno je realiziran u skladu s predviđenim elaboratom i rasporedom aktivnosti. Svi planirani sadržaji, predavanja i radionice održani su prema programu, a sudionici su aktivno sudjelovali u diskusijama i praktičnim zadacima. Nije bilo značajnih odstupanja u provedbi

programa, sve aktivnosti su provedene na vrijeme i prema planu. Organizacija i logistika također su protekle bez poteškoća, što je dodatno doprinijelo visokom stupnju zadovoljstva sudionika.

2.2. Broj i profil polaznika

Na ljetnoj školi sudjelovalo je 16 polaznika, uključujući studente prijediplomskih, diplomskih i poslijediplomskih studija iz društvenih znanosti te dionike iz privatnog i javnog sektora povezanih s temom.

2.3. Vrednovanje postignuća polaznika

Sudionici su stekli ključna znanja i vještine iz područja digitalizacije, upravljanja, umjetne inteligencije i etike, u skladu s programom. Poseban naglasak bio je na razvoju kritičkog mišljenja, komunikacijskih vještina i suradnje u digitalnom okruženju, što su polaznici pokazali kroz grupne projekte i praktične zadatke. Vrednovanje je provedeno kroz samovrednovanje, gdje su sudionici reflektirali o vlastitom napretku i identificirali stečene kompetencije. Formativno vrednovanje odvijalo se tijekom radionica i praktičnih aktivnosti, uz kontinuiranu povratnu informaciju od predavača i mentora.

3. FINACIJSKA ANALIZA

PLANIRANI PRIHODI I RASHODI PROGRAMA CJELOŽIVOTNOG OBRAZOVANJA	
PRIHODI	
Sredstva projekta	2.400,00 €
Ukupno prihodi	2.400,00 €
RASHODI	
Troškovi pauza (coffee break)	478,70 €
Troškovi prehrane za predavače	286,16 €
Troškovi društvenih događanja	1.064,00 €
Troškovi proračuna EFST za kapitalna ulaganja i razvoj	360,00 €
Režijski troškovi i troškovi administracije Fakulteta	120,00 €
Trošak nastave*	0,00 €
Ukupno rashodi	2.308,86 €
Višak/manjak prihoda	91,14 €

* Ljetna škola je sastavni dio projekta „Reshaping labour force participation with Artificial Intelligence“, zbog čega nema troška nastave.

4. IZVJEŠĆE O NAČINU PROVOĐENJA KVALITETE I USPJEŠNOSTI IZVEDBE PROGRAMA CJELOŽIVOTNOG OBRAZOVANJA

Vrjednovanje rada nastavnika i suradnika	Sudionici su ocjenjivali različite aspekte nastave, uključujući jasnoću prezentacije, zanimljivost sadržaja, spremnost predavača na raspravu, povezivanje teorijskih i praktičnih segmenata te poticanje aktivnog sudjelovanja, pravovremenost dostave te kvalitetu nastavnih materijala. Program Navigating Digitalization: Governance Challenges from Macro to Individual Levels uključivao je devet predavača čiji su nastupi ocjenjivani vrlo visoko, s prosječnom ocjenom od 4,98. Ocjene su se kretale od 4,6 do maksimalnih 5,0, što pokazuje dosljednu kvalitetu i izvrsnost izvedbe. Neki od predavača ostvarili su najvišu ocjenu 5,0, dok su ostali dobili ocjene u uskom i vrlo pozitivnom rasponu (4,6 do 4,9), što potvrđuje ugodno i angažirano iskustvo sudionika. Ovakvi rezultati ukazuju na kvalitetno pokrivanje kompleksnih tema digitalizacije i upravljanja. Zaključno, program je među sudionicima ocijenjen kao izuzetno uspješan, a visoke ocjene i komentari potvrđuju kvalitetu izvedbe, relevantnost sadržaja i stručnost predavača. S obzirom na ove povratne informacije, program ima značajan potencijal za širenje i daljnju primjenu u akademskom i profesionalnom okruženju. Rezultati evaluacije kvalitete nastavnog rada analiziraju se na sjednicama Odbora za unaprjeđenje kvalitete, a službeno se utvrđuju na sjednici Fakultetskog vijeća Ekonomskog fakulteta Sveučilišta u Splitu.
Ostvarenost ishoda učenja na Programu	N/A
Načini vrednovanja na programu i usklađenost načina i postupaka vrednovanja s očekivanim ishodima učenja	N/A
Vrjednovanje dostupnosti resursa (prostornih, ljudskih, informacijskih) za proces učenja i poučavanja	Dostupnost resursa (infrastruktura, podrška stručne službe i IT podrška) dobila je prosječnu ocjenu 5.0/5.
Dostupnost i vrjednovanje podrške polaznicima (mentorstvo, tutorstvo, savjetovanje)	Dostupnost i vrjednovanje podrške polaznicima su dobili prosječnu ocjenu 5.0/5.
Praćenje prolaznosti polaznika po predmetima i na programu u cjelini	N/A
Zadovoljstvo polaznika programom u cjelini	Zadovoljstvo programom u cjelini dobilo je maksimalnu ocjenu 5.0/5. Na pitanje biste li preporučili ovaj program drugima, čak 10 od 14 sudionika odgovorilo je „Da, sigurno“, a 4 sudionika „Vjerojatno da“ – što znači da su svi polaznici spremni preporučiti program.
Postupci za dobivanje povratnih informacija od vanjskih dionika	N/A

(poslodavci, tržište rada i ostale relevantne organizacije)	
Vrjednovanje prakse, ako postoji (kratki opis postupaka provođenja i ocjenjivanja te osiguravanje kvalitete)	N/A
Ostali postupci vrjednovanja koje provodi predlagatelj	N/A

Odgovorna osoba:



Doc. dr. sc. Doris Podrug

Rezultati vrednovanja od strane polaznika programa CCO : Navigating Digitalization: Governance Challenges from Macro to Individual Levels

N=14

What motivated you to enroll in this program?	To engage with professionals regarding business communication, to learn more about emerging topics in the economy, to join a learning activity outside the ordinary lectures, and to enhance my CV. New knowledge about AI and digitalization within various fields. My professor contacted me, and I am glad that he did. Interesting topic and lecturers. Learning about new tools that will be needed in the near future. Selected topics. Interesting lecturers. My professor told us about the program, so I said why not, something new, something that I can use in my future. I wanted to know more about digitalization and its impact. I think it will be useful in the future. I am curious about AI and want to learn about it myself, so I wanted to hear more from professionals.
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Br.	OCJENA PREDAVAČA prof. dr. sc. Ivana Bulog						OCJENA PREDAVAČA izv. prof. dr. sc. Paško Burnač					
	Clarity of content presentation	Interesting lectures	Openness for discussion	Encouraging participants' active participation	Linking theory to practice	General assessment of the lecturer	Clarity of content presentation2	Interesting lectures2	Openness for discussion2	Encouraging participants' active participation2	Linking theory to practice2	General assessment of the lecturer2
1.	5,0	5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
2.	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
3.	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
4.	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
5.	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
6.	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
7.	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
8.	/	/	/	/	/	/	5,0	5,0	5,0	5,0	5,0	5,0
9.	/	/	/	/	/	/	5,0	5,0	5,0	5,0	5,0	5,0
10.	/	/	/	/	/	/	5,0	5,0	5,0	5,0	5,0	5,0
11.	/	/	/	/	/	/	5,0	5,0	5,0	5,0	5,0	5,0
12.	/	/	/	/	/	/	5,0	5,0	5,0	5,0	5,0	5,0
13.	/	/	/	/	/	/	5,0	5,0	5,0	5,0	5,0	5,0
14.	/	/	/	/	/	/	5,0	5,0	5,0	5,0	5,0	5,0

srednja ocjena predavača

4,98

5,0

Please assess the accessibility of resources (enivronmental, human, IT) for the learning process	5,0
Please assess the accessibility of support for participants	5,0
Please assess your satisfaction with the programme as a whole	5,0
Would you recommend this programme to others	5,0
Good characteristics/needs improvement:	Lecturers from various fields; not too long seminars Diversity of professors, differenet views, informal part/more interactions with participants after the lectures Organisation, speakers and topics, internationalisation Great people/content Well chosen lecturers, good schedule, well organised social events Interesting topics, very good lecturers/too long lectures Organisation, lectures and programme Easy to listen, interesting topic, easy to learn

OCJENA PREDAVAČA doc. dr. sc. Nicola Cucari						OCJENA PREDAVAČA prof. dr. sc. Salvatore Esposito De Falco					
Clarity of content presentation	Interesting lectures	Openness for discussion	Encouraging participants' active participation	Linking theory to practice	General assessment of the lecturer	Clarity of content presentation2	Interesting lectures2	Openness for discussion2	Encouraging participants' active participation2	Linking theory to practice2	General assessment of the lecturer2
5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
4,0	5,0	5,0	5,0	5,0	5,0	4,0	4,0	3,0	3,0	4,0	3,0
5,0	5,0	5,0	5,0	5,0	5,0	4,0	4,0	3,0	2,0	4,0	4,0
5,0	5,0	5,0	5,0	5,0	5,0	4,0	4,0	4,0	4,0	4,0	4,0
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5,0	5,0	5,0	4,0	5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0
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4,0	5,0	4,0	4,0	5,0	5,0	5,0	5,0	5,0	5,0	4,0	4,0
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4,0	4,0	5,0	4,0	4,0	5,0	4,0	5,0	5,0	5,0	5,0	4,0
5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
4,64						4,6					

OCJENA PREDAVAČA doc. dr. sc. Eun Sun Godwin						OCJENA PREDAVAČA izv. prof. dr. sc. Šime Jozipović					
Clarity of content presentation	Interesting lectures	Openness for discussion	Encouraging participants' active participation	Linking theory to practice	General assessment of the lecturer	Clarity of content presentation2	Interesting lectures2	Openness for discussion2	Encouraging participants' active participation2	Linking theory to practice2	General assessment of the lecturer2
5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
3,0	4,0	4,0	3,0	3,0	3,0	5,0	5,0	5,0	5,0	5,0	5,0
4,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
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5,0	5,0	5,0	5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0	5,0
4,75						4,9					

OCJENA PREDAVAČA doc. dr. sc. Patricia Martin						OCJENA PREDAVAČA prof. dr. sc. Morten Huse					
Clarity of content presentation	Interesting lectures	Openness for discussion	Encouraging participants' active participation	Linking theory to practice	General assessment of the lecturer	Clarity of content presentation2	Interesting lectures2	Openness for discussion2	Encouraging participants' active participation2	Linking theory to practice2	General assessment of the lecturer2
5,0	5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
4,0	4,0	4,0	5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
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5,0	5,0	5,0	5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0	5,0
4,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
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4,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
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5,0	4,0	4,0	5,0	5,0	5,0	4,0	3,0	5,0	5,0	5,0	5,0
5,0	4,0	5,0	5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0	4,0	5,0	5,0	5,0	5,0	5,0
4,89						4,8					

OCJENA PREDAVAČA
izv. prof. dr. sc. Victor Rodriguez Doncel

Clarity of content presentation	Interesting lectures	Openness for discussion	Encouraging participants' active participation	Linking theory to practice	General assessment of the lecturer
5,0	5,0	5,0	5,0	4,0	5,0
4,0	4,0	4,0	4,0	4,0	5,0
4,0	3,0	4,0	3,0	3,0	3,0
5,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0
4,0	4,0	5,0	5,0	5,0	5,0
5,0	5,0	5,0	5,0	5,0	5,0
4,0	5,0	5,0	5,0	5,0	5,0

4,77