Dr. Staša Puškarić: Fighting Global Warming

Does anyone remember the strange bottles of mysterious green liquid that were bubbling for weeks under bright fluorescent lights in Room 34 last year? Well, they just might help save us from ourselves.

After 16 years of research and testing (including that bubbling laboratory setup that startled so many students who came in for office hours), Dr. Staša Puškarić has applied for a patent on a method of carbon sequestration that could dramatically reduce the effects of global warming on planet Earth. Although his procedure is still a long way from becoming reality, the concept has drawn serious interest from a number of global investors. The concept could eventually lead to a profit making venture, which sells certified emission reduction credits to polluters. Carbon sequestration means taking carbon (the main cause of global warming) out of the air and permanently storing it in a stable, long-term, harmless form. In this case, it means stimulating indigenous marine algae to metabolize (process) carbon from the air. The process starts by adding small amounts of iron to the world’s southern oceans. This speeds up the algae’s natural metabolic processes, drawing inorganic carbon from the air, and “capturing” it into so-called “marine snow.” These natural, non-toxic, stable particles of organic matter attract bacteria whose natural metabolic processes remove carbon from the sea.

(continued on page 7)

Dr. Puškarić’s laboratory experiment, last seen in ACMT room 34.

ACMT Expands with New Degree Programs

ACMT is broadening its focus. Beginning in September 2009, ACMT will offer a new undergraduate degree program in Information Technology to incoming first-year students. This program prepares students for careers as systems engineers or technical support professionals.

Core courses will be taught by visiting professors from the Rochester Institute of Technology (RIT) B. Thomas Golisano College of Computing and Information Sciences in college’s upgraded computer lab. The IT program focuses on how humans use computers for daily business, and how to make those interactions as easy and useful as possible. The curriculum includes courses on database management, system security, programming and application development, networking and system administration.

“IT is about problem solving—helping people make sense of technology, how to implement it, and how to use it,” explains RIT’s IT Chairman Dr. Jim Leone, who will visit ACMT in January.

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ACMT Professors Jennifer Matić and Bill Myers recently traveled to Dubai to present professional papers at the annual conference of the European Council on Hotel, Restaurant and Institutional Education (EuroCHRIE) at The Emirates Academy.

“The conference was great, with many interesting hospitality and education related topics covered over four days,” Prof. Myers said. “Our topic was very well received and we delivered to a packed room with a lively discussion afterward.”

Prof. Myers and RIT professor Rick Lagiewski presented a paper on “Medical Tourism: perspectives and applications for destination development.”

For example, many uninsured Americans are traveling for cost savings and privacy. “Some countries are specializing in particular procedures,” Prof. Myers said. “For example, India and Thailand, are known for orthopedic procedures such as hip replacement. Brazil is the place for cosmetic surgery, and gender reassignment.”

The research brought up some ethical issues, too, Prof. Myers said. When local hospitals in, say, India or Thailand, devote 25 percent of their resources to 1 percent of the patients – wealthy foreign tourists – there are questions about service to the local population. These hospitals say that the revenue from medical tourism allows them to keep expert doctors on staff and effectively subsidizes services to the local population.

Professor Jennifer Matić delivered a paper on “The Impact of Culture on the Application of American Management Principles in Croatia: A Study of the Level of Power Distance in Croatian and American Students.”

“The majority of management theory has been developed in the United States, and thus reflects American culture,” she explained. “How does culture impact the application of these management principles in Croatia?”

Her research focused on the level of formality between managers and employees. To investigate the impact of culture on these interactions, her research was conducted on power interactions among groups of Croatian and American students.
Donald Spasiano: Small Business Marketing and Planning

American Professor Donald Spasiano joined ACMT this quarter to teach Small Business Marketing and Planning to juniors. He has more than 25 years of experience teaching hospitality management in New York.

The course teaches students how to launch a new venture or improve an existing small business. It provides a solid foundation in marketing and strategic development of small business, as well as the issues of branding and franchising. The influence and effect of current European Union policies and initiatives on small business are also examined.

Working in teams, students create and present business marketing plans for a business venture. "Teaching at ACMT has been both extremely satisfying and challenging," Prof. Spasiano said. "The students have been very open about their interest in American businesses and politics and their insights have provided me with a much better understanding of the global market. I hope they have realized and learned as much from my teaching as I have from their conversations."

Kevin Walker: Tourism Planning and Development

Professor Kevin Walker joined ACMT this quarter to teach Tourism Planning and Development. Originally from the San Francisco area, he moved to Dubrovnik three years ago with his family. He holds a MBA from University of California at Berkeley and has extensive experience in banking and finance.

"The course examines competitiveness among tourist destinations," he explained. "We study what a destination, for example, a city like Dubrovnik, needs to do to attract visitors. It requires an integrated, coordinated approach, from the national, regional and local level.

Students completed group projects, selecting and evaluating real destinations in India, South Africa, the United Kingdom and Croatia, to determine what kind of tourism would be most suitable. The group then creates a marketing plan for the destination.

"It’s definitely an interesting class for me," said student Luka Čuk. "I like having a professor who is new to the college. He brings new ideas and thinking to the college."

Ivan Jelčić: Survey of Service Industry

Among the new professors at ACMT this quarter is Ivan Jelčić, a specialist in economics and finance. Survey of Service Industry introduces first-year students to various career opportunities in the hospitality and service management industries. The course uses video clips, presentations, interviews, and guest lectures from visiting local professionals to introduce students to today’s working world.

"I really enjoy the class," said first-year student Olivia Dobbs. "It is always entertaining, and I have learned useful tips that I can apply in job interviews. "Working in groups, students investigated various service industries, such as food and beverage, transportation, and business finance, and presented their findings to their colleagues. They also practiced writing their own resumes and cover letters, as an introduction to the experience of seeking employment.

Prof. Jelčić said he hopes his students will finish the course with knowledge and skills that prepare them for the working world. He has also made it his personal goal to help first year students express themselves, encouraging them to participate in class discussion and interact.

"Students at ACMT not only listen and pay attention, but mostly importantly, they are willing to learn," he said.
Student Council Activities

A newly reorganized and re-energized ACMT Student Council began this academic year on an active note, organizing the fifth annual Community Service Day, which benefitted the Antun Masle elementary school in Zaton, and a fun fall barbecue with free food and live entertainment at the East-West Beach Club on Banje beach.

For foreign students who want to learn Croatian, the Croatian Language Club has started meeting every Saturday. The student-run Yearbook Club is at work creating a fun keepsake that will help students remember their college years long after graduation. And the ACMT Book Club is encouraging students to read and discuss literature in English, just for pleasure (no tests, we promise). Students are also physically active in the soccer, basketball and dance clubs. The council is also working on redecorating and improving the interior of the building, in cooperation with the ACMT Student Life Committee. Each classroom and labs will be named and decorated according to a theme, with matching posters and, hopefully, green plants.

In Winter Quarter, SC will organize the annual Christmas Auction, to benefit a local charity, and will help in organization of Children Winter Festival, a fun holiday party for all the children of Dubrovnik. All members of the council are looking forward to working on these projects, with the cooperation of the new freshmen members and the returning seniors.

by Mirta Pađen
ACMT Hosts Environmental Management Leadership Symposium

Who is responsible for taking care of the environment? Is it the government’s job? What obligations do businesses have? Shouldn’t the public be involved? How will Croatia preserve its natural resources while developing its economy? And how can we actually make it all happen?

These important and difficult questions were addressed at the Environmental Management Leadership Symposium in October, a two-day event which drew professionals from the international world of business, government, and education for a series of workshops organized by ACMT and RIT.

The opening address by RIT Professor Dr. John Morelli explained the roles of government, private businesses, and an active and educated public in safeguarding the natural environment.

“Environmental sustainability depends not only on government regulation, but also on the pressure of public opinion. An enlightened public demands action from the government, and from private businesses,” he explained.

“Businesses are responsible for the impact of their activities on the environment and society. But obeying the law is only the beginning. Sponsorships and donations do not “erase” irresponsible behavior. Market incentives can also help businesses see that environmental responsibility pays off for them in the long run.’’

Dr. Nikola Ružinski, of the Croatian Ministry of Environmental Protection, discussed the complexities of law enforcement in Croatia. Representatives from RIT, Corvinus University in Budapest, the American Chamber of Commerce in Croatia, and other organizations held workshops on carbon emissions, sustainable consumption, measuring environmental performance, and environmental challenges facing Croatia in its path to EU accession. Professors from Corvinus University explained the standards their country had to meet in order to enter the European Union, and a lively discussion followed on the question of whether EU standards can and should be applied to unique situations in Croatia.

ACMT students soon began to feel more comfortable among such authorities, and participated actively by asking questions in the workshop discussions. In one workshop, students were delighted to hear that the Croatian government has introduced a new educational program for training environmental managers.

Another workshop focused on measurement of environmental performance. Should environmental standards be changed continuously? How much do we talk about change, and how much do we truly act? Not all these questions were answered, of course, but the questions themselves made students think twice about their own levels of environmental awareness.

At the end, Dr. Nenad Mikulić, of the Croatian Ministry of Environmental Protection, said he hoped more students would attend gatherings of this kind, because it will be the up to the younger generations to implement these new ideas.

by Matija Radić

...a category-of-one university...

for more information about RIT visit:

http://www.rit.edu
Miroslav Pavlović ’04 was recently promoted to Financial Manager for the French market at Grand Circle Travel in Dubrovnik.

Vladimir Resnik ’04 was hired as Deputy Managing Director at the Klett Verlag publishing house in Zagreb.

Adela Marković ’07 was recently accepted to the International Master’s degree program in Tourism and Leisure Management at the MIB business school in Trieste, Italy.

Domagoj Knezević ’03 has been promoted to Professional Business Development Manager at Apple Value Added Distributor (VAD) Croatia in Zagreb. He also earned professional certification from Apple Computers for support in Apple photo, video, and audio solutions.

Leilani Jelena Klujnak ’07 was recently hired as European Broadcasting Union Coordinator at the International Relations Department of HRT (Croatian Radio and Television) in Zagreb. Her ACMT senior project, entitled, ‘The Ethics of Using Nazi Human Experimentation Data in Science Today’ will be published this winter by the Croatian National Institute of Public Health.

Andrea Funda ’07 was recently hired as Commercial Project Manager at Hewlett-Packard in Zagreb. She is currently at work on her Master’s thesis, entitled “Potential impact of EU membership on Croatia” at the Grenoble Management School of Business in Grenoble, France.

Ankica Tomić ’07 was recently hired as Human Resource Coordinator at the Holiday Inn Downtown Dubai, in the United Arab Emirates.

Božena Butigan ’05 was promoted to sales manager at the Akuas Adria d.o.o. maritime transportation company.

Rafaela (Bagović) Kukuljica ’02 was hired in the sales department at the Hoteli Sumratin company.

Antonio Jerić ’04 was promoted to operations manager at Yachting Plus 27 in Split.

Saša Purić ’05 was hired as selection and development junior assistant at Getro company in Zagreb. She has also enrolled in a master’s degree program in Organization and Management at the University of Zagreb School of Economics.

Milos Đuričković ’07 and Nemanja Pavličić ’07 opened their own business, the Art Café Restaurant, in Podgorica, Montenegro.

Konstantin Kurtović ’08 has been hired as an administrator in the import department at the Agencija ALAN armament trade firm in Zagreb.

Samir Kovačević ’05 was hired as general manager of the Livingstone Estates real estate and property management in Sofia, Bulgaria.

Renato Librić ’03 has been hired as Investment Consultant for CB Richard Ellis commercial real estate services in Zagreb. He has also enrolled in a Masters Degree program in Real Estate at the University of Reading (College of Estate Management), United Kingdom.

Bojan Kavaš ’07 was hired as Area Account Manager in the Dalmatia region by Procter & Gambel.

Dajana Grandić ’08 has been accepted into the Master’s degree program in European Economics and International Finance at the Tor Vergata University in Rome.

Irina (Simić) Tomić was recently hired as Meetings & Events Sales Manager at the Regent Esplanade hotel in Zagreb.

To submit a career update for our next issue, email: rebecca@acmt.hr

...join “ACMT Alumni” on...

...Facebook...
“Making technology work for people, and not the other way around, is what IT at RIT is all about. Our program is hands-on, student-focused and professionally oriented. “This program prepares students for careers as ‘the computer guy or girl’ for any company,” added ACMT President and Dean Don Hudspeth.

“The curriculum is more focused than many other similar programs currently offered in Croatia, so that students have the knowledge they need to begin employment as soon as they graduate.” Graduates of the 4-year program will receive a Bachelor of Science degree in Information Technology from RIT and a strucni prvostupnik Informacijskih tehnologija diploma from the Croatian Ministry of Education. An initial group of 75 students with strong math skills will be selected this summer.

RIT was the first university in North America to offer a complete degree program in information technology, starting in 1992. “Our students do very well finding employment just a few months after graduation, in a wide variety of jobs. The great thing about the IT degree is that its technical background prepares the student for a variety of entry-level positions in the IT field. Our focus is on how people work, live, and interact with technology—what works for them, what doesn’t. That what distinguishes us from other programs.”

**Master of Science in Human Resource Development**

ACMT will also offer a new graduate program for Human Resource professionals at its new 125-square meter facility on Amruševa Ulica in downtown Zagreb beginning in January. This master’s program is designed for working HR professionals with at least 3 years of experience, who want to update their skills and earn an advanced degree while they continue to work.

A group of 15 students will complete an 18-month program of 9 one-week courses, designed to introduce them to current best practices in managing one of any company’s most important assets – its people.

“Organizations need the right people with the right competencies at the right time,” explained ACMT President and Dean Don Hudspeth. “In today’s fast-changing and competitive global environment, a competitive and productive labor force is essential.”

The updated curriculum reflects best practices for addressing global trends. Course materials, including readings, case studies, and learning activities, will be focused on content relevant to Croatia, including EU regulations, unions, and legal issues particular to the region. Students work on problem solving, planning, and designing solutions to actual challenges in their own companies. Courses include: Leadership in a Global Economy, Human Capital Strategies, Business Acumen and Competitive Staffing and Selection.

**Program Tuition is 14000 Euros. For more information, or to enroll, contact Besim Agušaj at ACMT, besim@acmt.hr.**
“Yes, I Can Say That!” - First Year Students Conquer English Challenge

After more than 200 hours of intensive English language training in fall quarter, the 16 first-year students in ACMT’s first English Language Institute are ready to face the challenge of college study in English, armed with new vocabulary, improved grammar and a new confidence in speaking and writing.

“When I first came to ACMT, I was afraid and anxious about English,” said first-year student Marko Vojnović. “But by the end of the first week I was sure that I chosen the right college. The two ELI instructors were kind and friendly. For every correct answer they gave us support and gave us courage to do better every time.

“These students, whose entrance exams showed they needed extra help with English, have worked intensively on listening, speaking, reading and writing English in real-life situations.

“Traditional classroom lessons are enhanced by laboratory hours of online grammar and listening exercises and writing short compositions. “At first, many students were quite worried about starting college in English, and just hearing the phrase “past perfect verbs” made them nervous,” said Professor Monika Kaminska, who has a Master’s degree in methods of teaching English and 15 years of experience teaching English to foreign speakers. “But now, they speak in full sentences, and can correct their own mistakes in conversation. I can see their new confidence.”

“Now they have the tools they need to succeed here. It will be easier for them to deal with essays, presentations and reports for all their other classes.”

“At the beginning, lectures in the other classes were difficult to follow but now I can see that my colleagues and I can follow the lessons like the other students,” Marko said. “We worked hard, and were sometimes very tired from so many hours of practicing, reading, and listening, but now we can also see how much progress we made.”

ACMT Writing Lab: English help for everyone

College study in an all-English environment can be a challenge for many students, not only freshmen. Students at all year levels get the individual tutoring and help they need at the ACMT Writing Lab with Professor Ana Maria Šimundić, a native speaker of both English and Croatian, who has taught at ACMT for four years.

“With ELI, I learned so many things in a short period. I finally understand all the verb tenses that I never managed to learn in eight years of primary and high school.”

student Marko Vojnović

Students bring their written work to Writing Lab for professional review, so that they can identify, understand and learn to correct their own mistakes.

“I’m in my second year at ACMT college and I go to Writing Lab every week,” said student Gazmir Causi. “Writing extra essays and discussing them is helping me improve my grammar and spelling.”

“There is nothing wrong with making a mistake,” said ACMT English professor Rebecca Charry. “But there is something very wrong with making the same mistake over and over. Students who are motivated to seek the help they need can make amazing progress.”

by Rebecca Charry

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