

# SBeA

Student Business e-Academy

- Priručnik za korištenje platforme -



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**Partneri:**



UNIVERSIDAD  
DE MÁLAGA

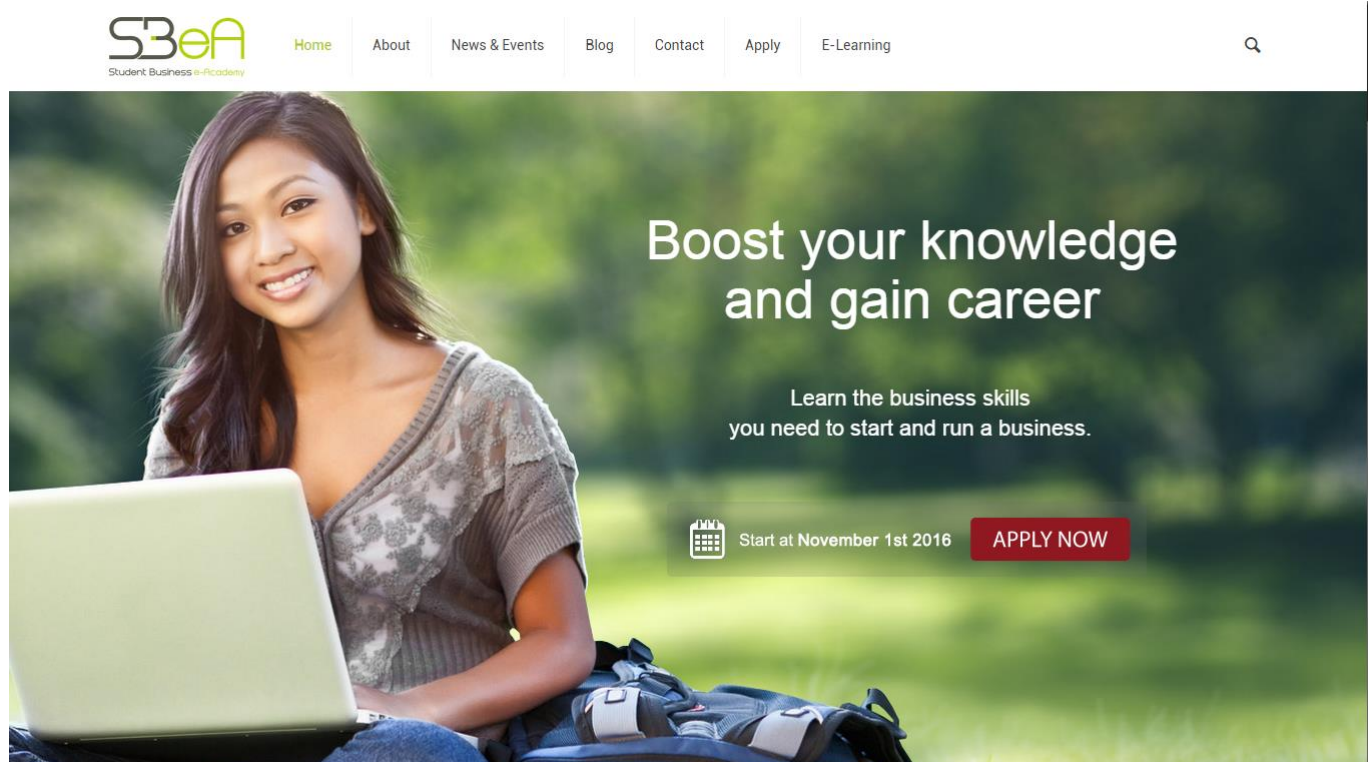


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Student Business e-Academy dostupna je na sljedećoj poveznici <http://sbea.efst.unist.hr>



The image shows the top portion of the SBeA website. At the top left is the SBeA logo with the text 'Student Business e-Academy' below it. To the right of the logo is a navigation menu with the following items: Home, About, News & Events, Blog, Contact, Apply, and E-Learning. A search icon is located at the top right. Below the navigation is a large banner image of a young woman with long dark hair, wearing a grey patterned top, sitting on a grassy field and using a laptop. A backpack is next to her. Overlaid on the right side of the banner is the text: 'Boost your knowledge and gain career' in a large white font. Below this is the text: 'Learn the business skills you need to start and run a business.' At the bottom of the banner, there is a calendar icon, the text 'Start at November 1st 2016', and a red button with the text 'APPLY NOW'.

Klikom na poveznicu ***E-learning*** u navigacijskoj traci početne stranice SBeA dobivate pristup E-learning platformi. Istoj možete pristupiti klikom na poveznicu <http://e-learning.efst.unist.hr>

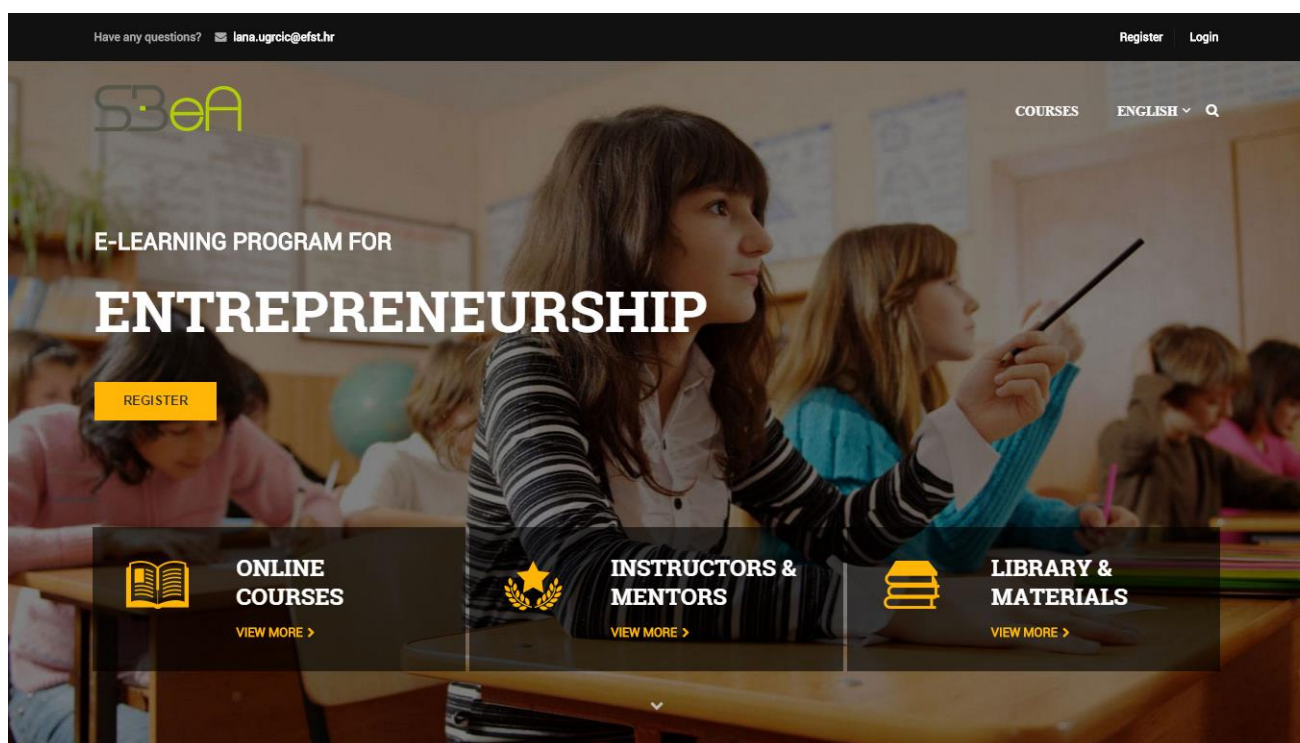


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Na početnoj stranici eLearning platforme nalazi se poveznica za **registraciju** *Register*, **prijavu** *Login*, poveznica na **module** *Courses*, opcija za **promjenu jezika** (hrvatski, engleski i španjolski), te 3 sekcije sa raznim **modulima**: *Online Courses*, **listom Instruktor i mentora** *Instructors & Mentors* te **biblioteka sa materijalima** *Library & materials* koji se koriste prilikom pregleda pojedinog modula. Ukoliko Vam jezik sučelja eLearning platforme ne odgovara odaberite jezik sučelja sa padajućeg izbornika.

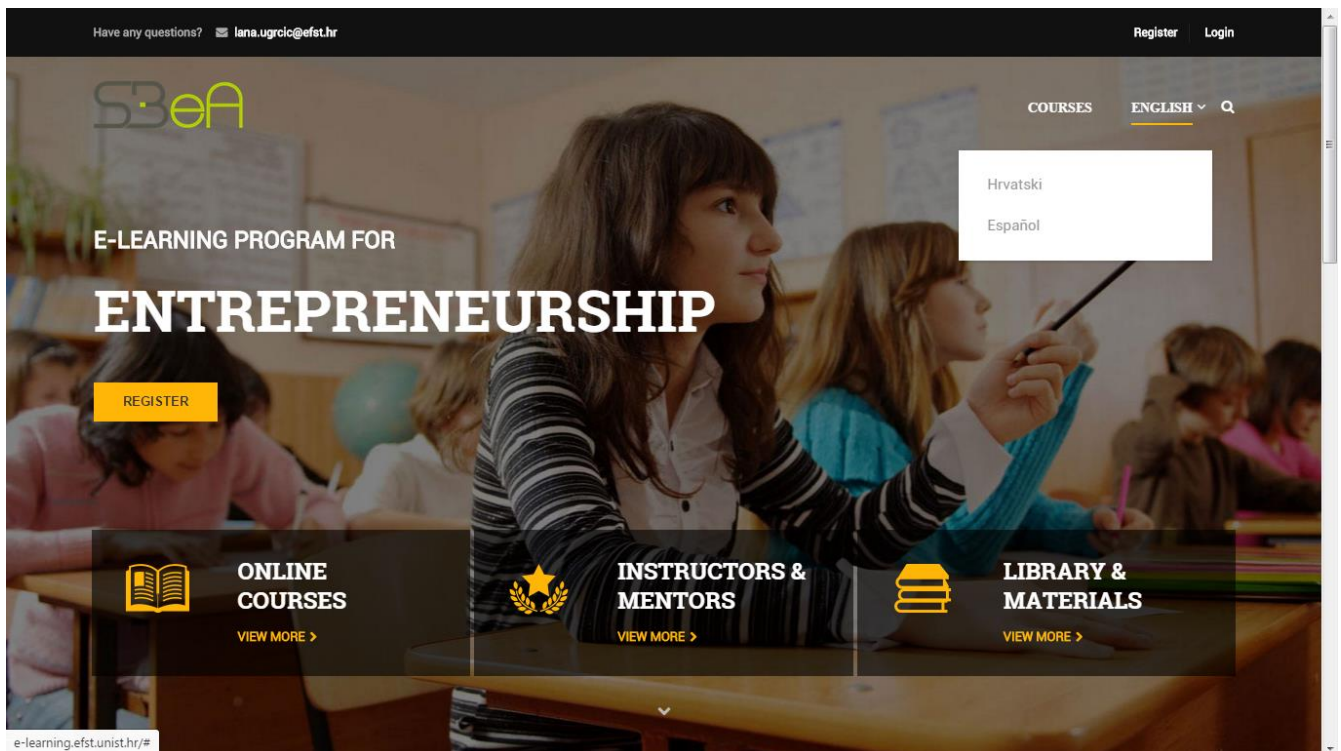


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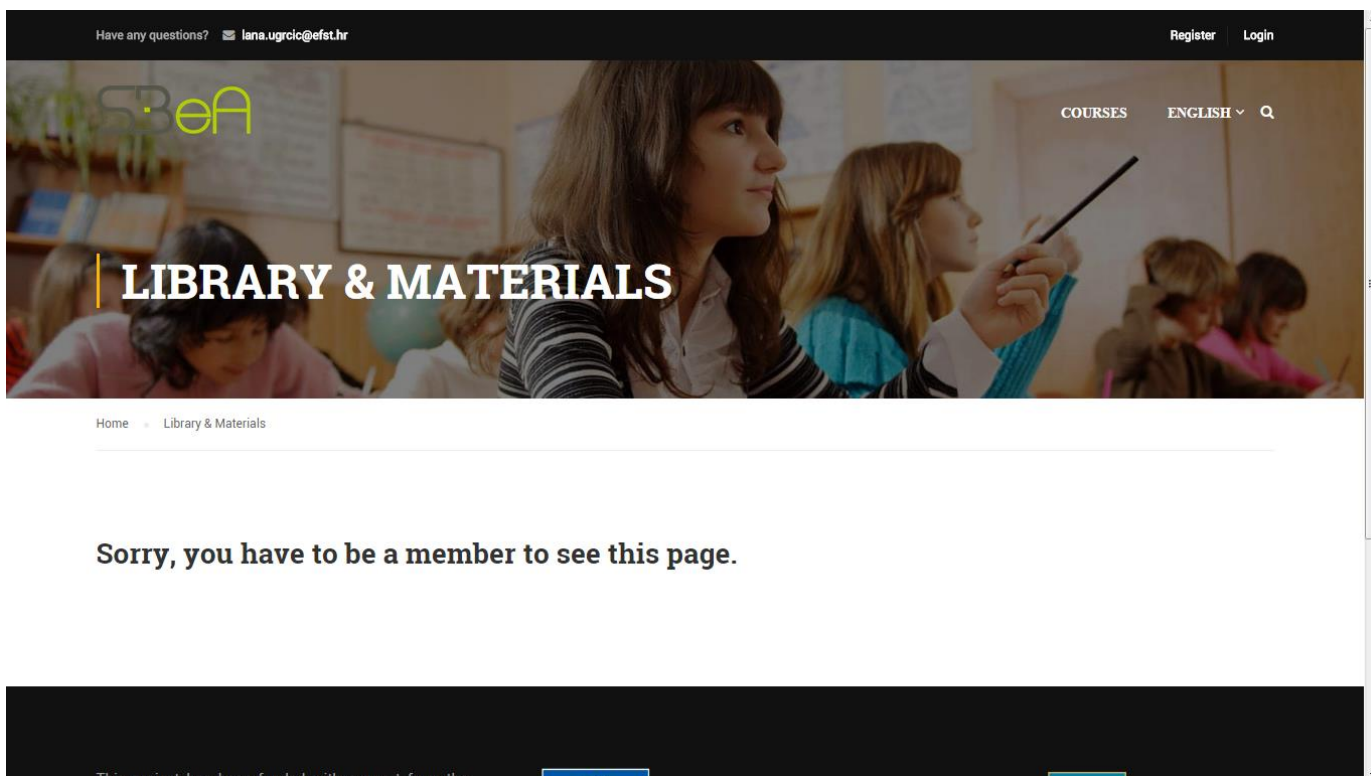


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Pristup dijelu sadržaja eLearning platforme nije dostupan bez prethodne registracije. Ukoliko pristupite sadržaju koji nije namijenjen za javno korištenje dočekati će Vas sljedeća poruka:



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Kako biste započeli korištenje eLearning platforme, potrebno je kliknuti na poveznicu **Login** na početnoj stranici eLearning platforme. Nakon klika otvorit će Vam se forma za unos Vaših podataka. Za prijavu unesite podatke koje ste dobili na korištenje od strane mentora ili koordinatora projekta.

Have any questions? | lana.ugroic@efst.hr | Register | Login

SB eFA | COURSES | ENGLISH | Q

E-LEARNING | ENT... | REGISTER

Connect with:

- Login with Facebook
- Login with Google
- Login with Twitter

Login with your site account

Username

Password

Remember me | Lost your password?

LOGIN

Not a member yet? Register now

COURSES | MENTORS | MATERIALS

VIEW MORE > | VIEW MORE > | VIEW MORE >

Ukoliko niste dobili podatke potrebno je izvršiti registraciju klikom na poveznicu **Register** koja se također nalazi na početnoj stranici eLearning platforme. To možete učiniti i klikom na sljedeću poveznicu <http://e-learning.efst.unist.hr/account/?action=register>



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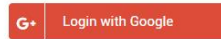


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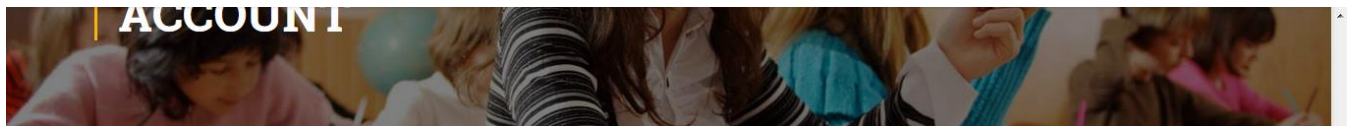
Connect with:



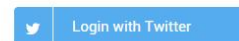
### Register

Are you a member? [Login now](#)

Na registracijskoj formi iz padajućeg izbornika odaberite tip korisničkog računa kojeg želite registrirati, *Instructor*, *Student* ili pak *Mentor*



Connect with:



### Register

Role
Instructor
<b>Student</b>
Mentor
Role

Are you a member? [Login now](#)



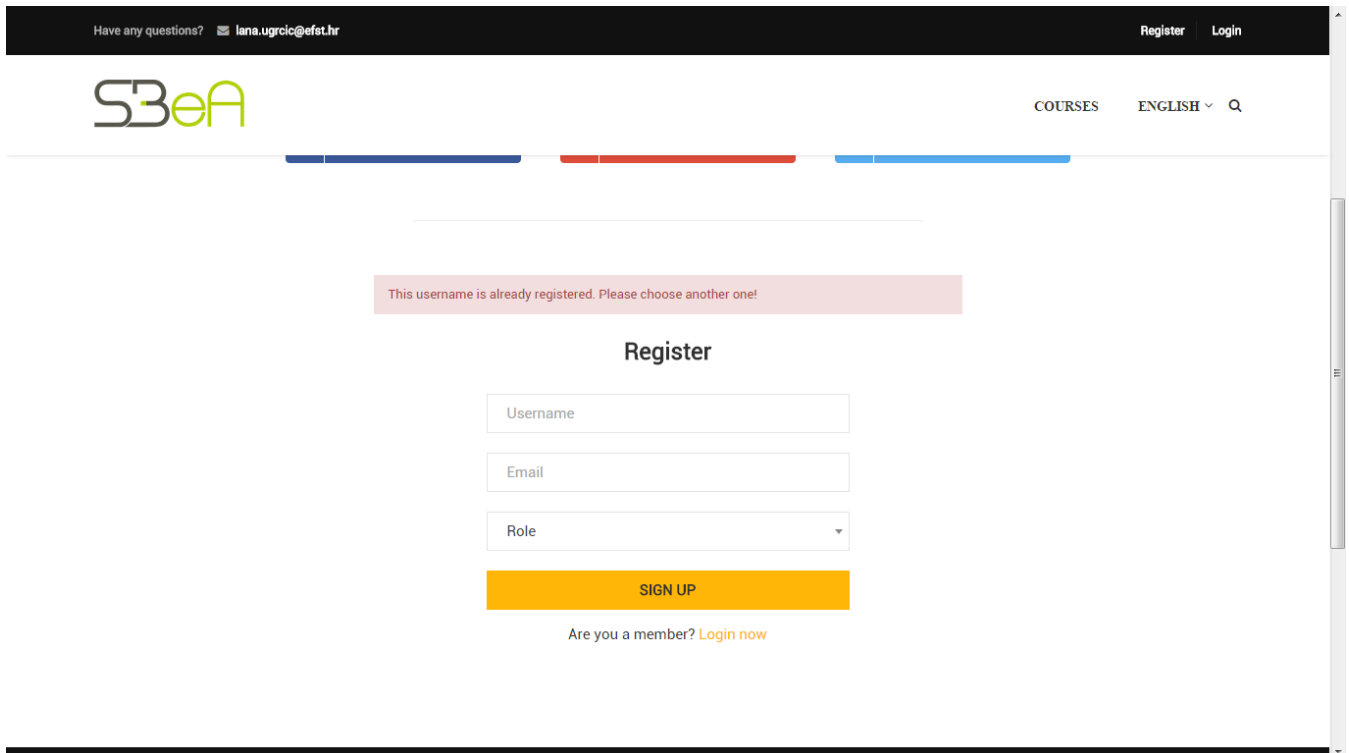
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Prilikom ispunjanja registracijske forme pazite da unesete email adresu i korisničko ime koji nisu korišteni. Ukoliko je email adresa ili pak korisničko ime već u upotrebi dobiti ćete poruku sljedećeg sadržaja:



Have any questions? [✉ iana.ugrcic@efst.hr](mailto:iana.ugrcic@efst.hr) Register Login

SB eA COURSES ENGLISH ▾ Q

This username is already registered. Please choose another one!

### Register

Username

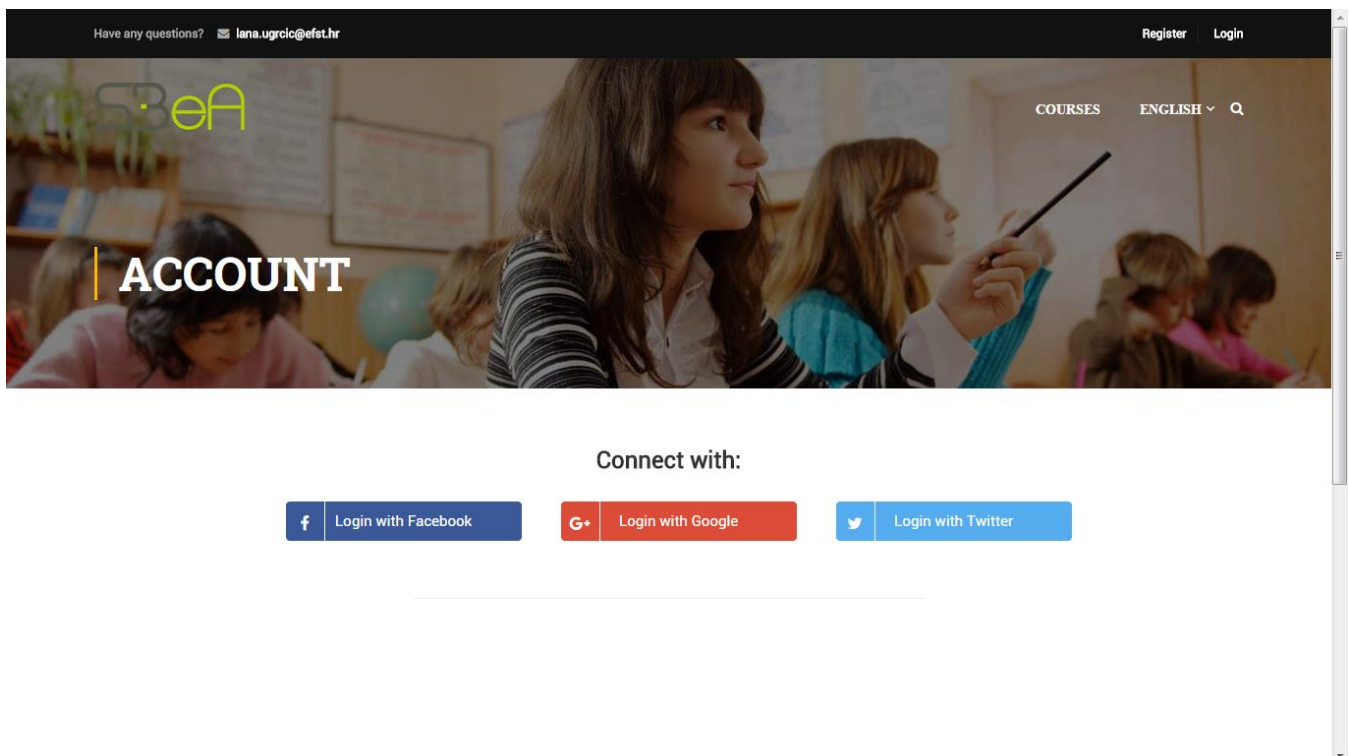
Email

Role

**SIGN UP**

Are you a member? [Login now](#)

Nakon uspješne registracije sustav će Vam ponuditi povezivanje s nekim od socijalnih mreža.



Have any questions? [✉ iana.ugrcic@efst.hr](mailto:iana.ugrcic@efst.hr) Register Login

SB eA COURSES ENGLISH ▾ Q

# ACCOUNT

Connect with:

[f Login with Facebook](#) [G+ Login with Google](#) [t Login with Twitter](#)



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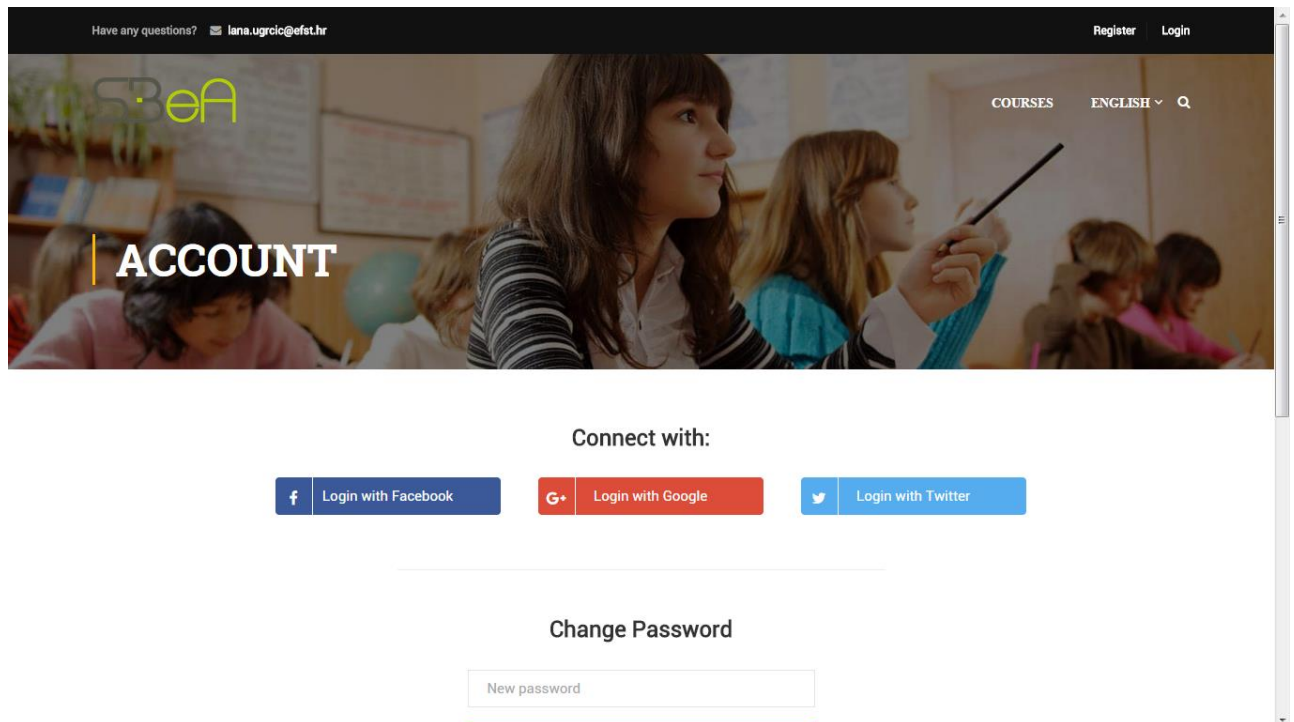
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U roku od par minuta na Vašu email adresu trebala bi stići poruka s poveznicom koja Vam omogućuje postavljanje lozinke za Vaš korisnički račun. Ukoliko ne dobijete poruku sljedećeg sadržaja provjerite da kojim slučajem nije završila u Spam u Vašeg pružatelja email usluge.

Da biste podesili lozinku kliknite na poveznicu koju ste primili na Vašu email adresu te unesite novu lozinku u za to predviđeno polje.



The screenshot shows the 'ACCOUNT' page of the efa website. At the top, there is a navigation bar with 'Have any questions? lana.ugrcio@efst.hr', 'Register', and 'Login'. Below the navigation bar is a header image of a classroom with the word 'ACCOUNT' overlaid. Underneath the header, there is a 'Connect with:' section with three buttons: 'Login with Facebook', 'Login with Google', and 'Login with Twitter'. Below this is a 'Change Password' section with a text input field labeled 'New password'.

Nakon što unesete novu lozinku za Vaš korisnički račun kliknite na opciju **RESET PASSWORD**

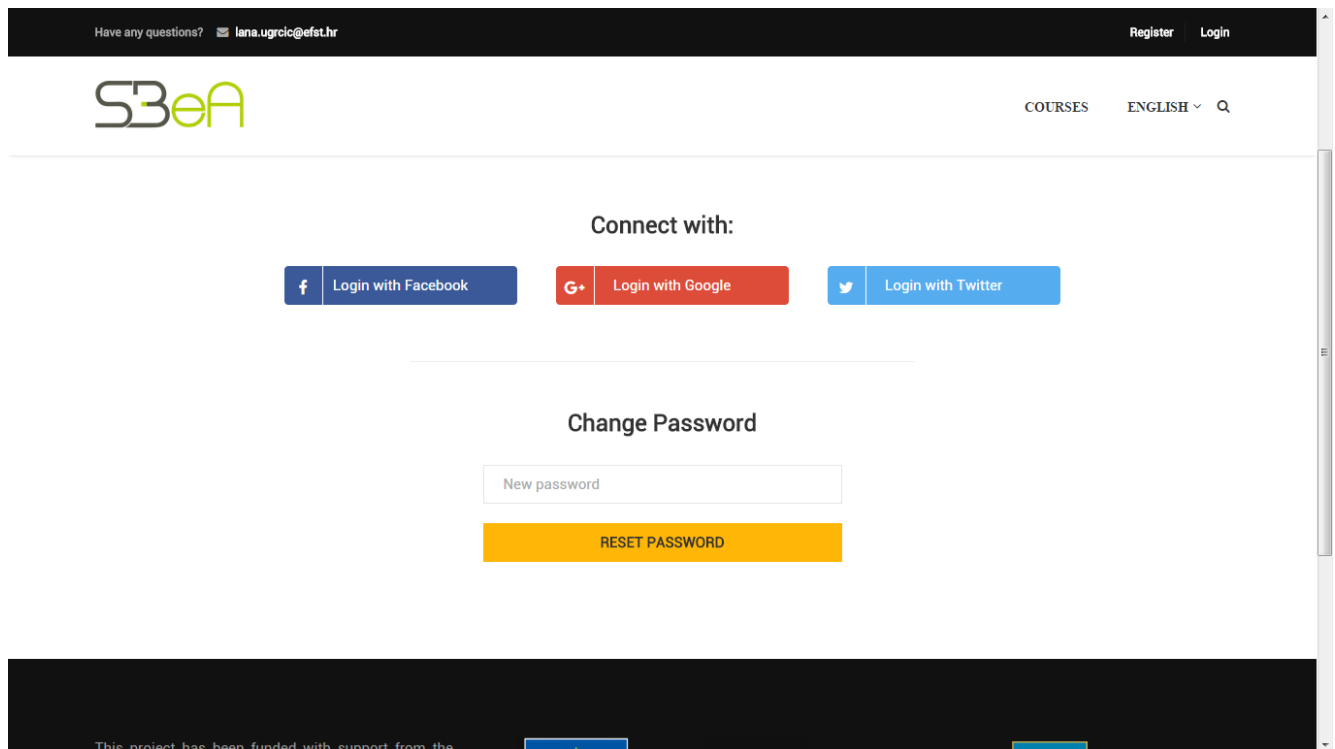


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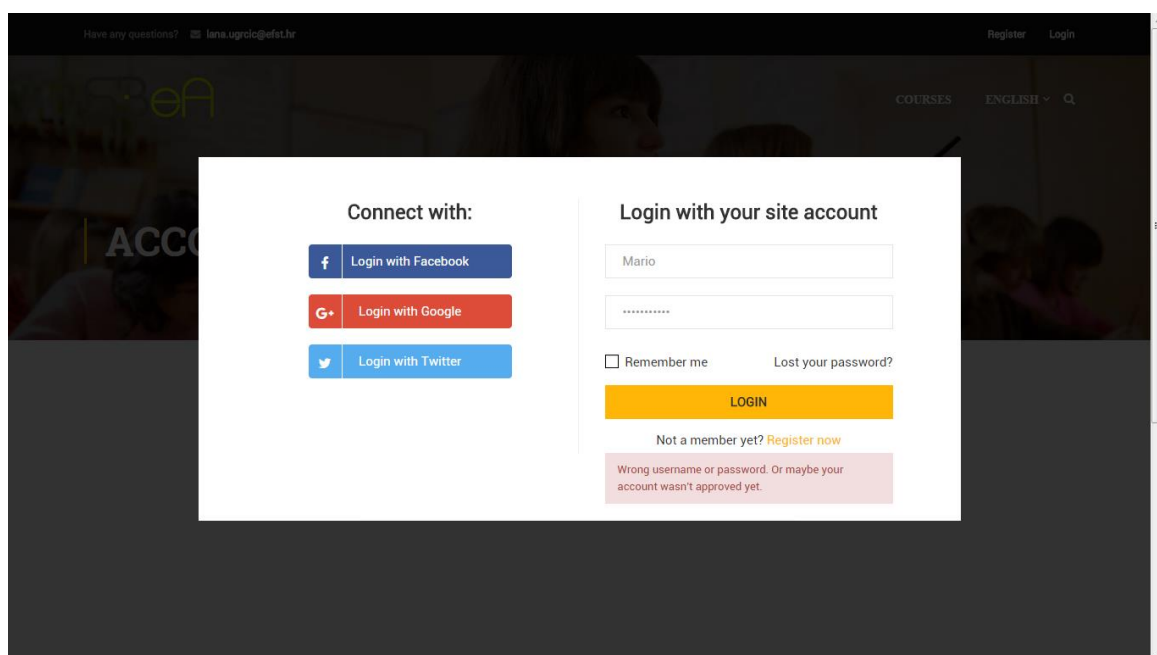
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Administrator eLearning platforme sada mora Vaš korisnički račun odobriti kako biste dobili pristup sadržaju platforme. Kada se to dogodi, primiti ćete email sa pozdravnom porukom da je Vaš korisnički račun odobren te se možete ulogirati na platformu sa svojim podacima.

Ukoliko pak administrator eLearning platforme nije omogućio Vaš korisnički račun primiti ćete sljedeću poruku:



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Ukoliko je administrator eLearning platforme odobrio Vaš korisnički račun možete se uspješno prijaviti sa Vašom novom lozinkom klikom na poveznicu Login.

Have any questions? [iana.ugrcic@efst.hr](mailto:iana.ugrcic@efst.hr) Register Login

COURSES ENGLISH Q

**Connect with:**

- Login with Facebook
- Login with Google
- Login with Twitter

**Login with your site account**

Mario

.....

Remember me [Lost your password?](#)

**LOGIN**

Not a member yet? [Register now](#)

Have any questions? [iana.ugrcic@efst.hr](mailto:iana.ugrcic@efst.hr) Register Login

COURSES ENGLISH Q

**Connect with:**

- Login with Facebook
- Login with Google
- Login with Twitter

**Login with your site account**

Mario

.....

Remember me [Lost your password?](#)

**LOGIN**

Not a member yet? [Register now](#)

Login successful, redirecting...

Waiting for e-learning.efst.unist.hr...



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Nakon uspješne prijave sustav će Vas preusmjeriti na sljedeću stranicu, s nje možete dalje pristupiti pojedinim modulima, početnoj stranici ili pak promjeniti jezik eLearning platforme.



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Na početnoj stranici eLearning platforme sada bi Vam trebao biti dostupan sadržaj kojem prethodno niste imali pristup.



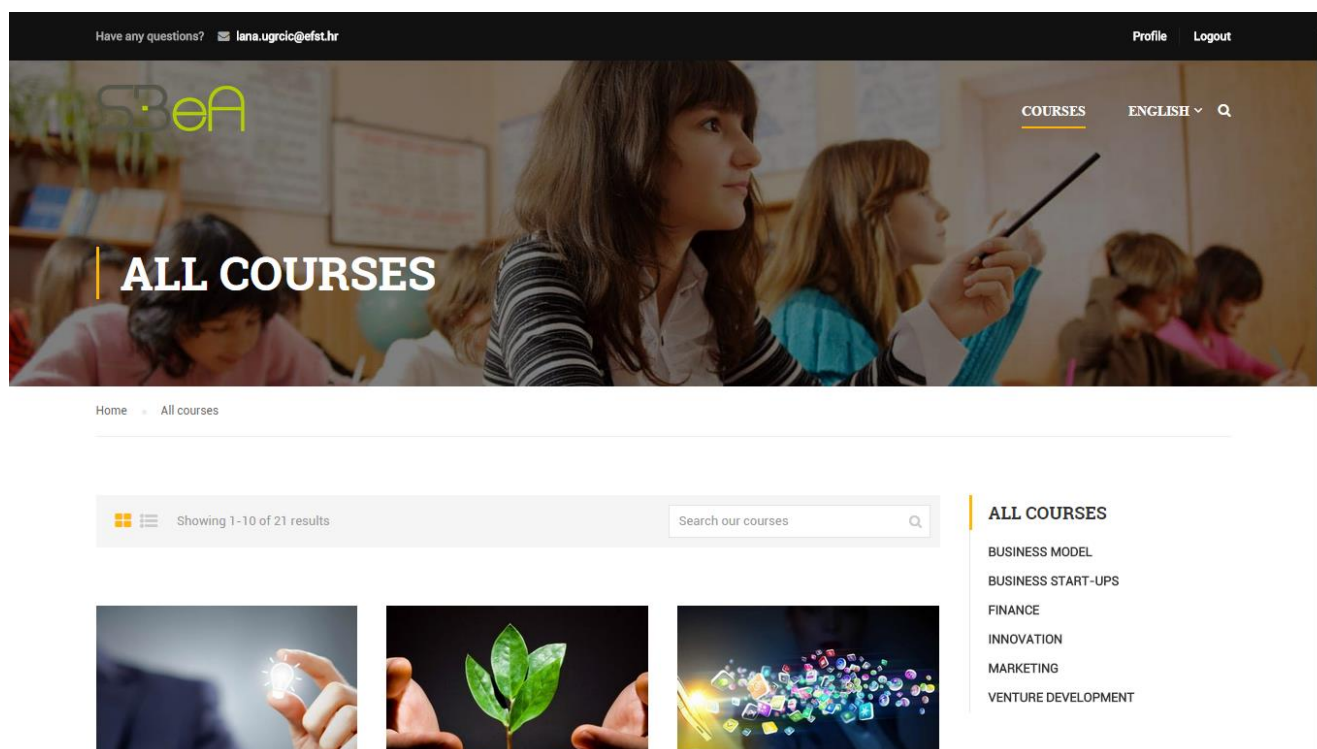
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Klikom na poveznicu **Online Courses** dobiti ćete pristup svim modulima trenutno dostupnim Vama kao korisniku eLearning platforme.



SBeA program se sastoji od 6 modula, koji se pohađaju 2 semestra, dolje navedenim redoslijedom:

#### Prvi semestar

1. Inovacije
2. Razvoj poduzetničkog pothvata
3. Marketing inovativnih proizvoda i usluga

#### Drugi semestar

4. Poduzetničke financije
5. Business Start-ups
6. Poslovni modeli i poslovni plan

Program započinje modulom Inovativnost te nastavlja spomenutim redoslijedom do posljednjeg modula - Poslovni modeli i poslovni plan. Predviđeno je da se svaki modul završi u prosjeku kroz mjesec dana.



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Međutim, vrijeme prolaska kroz module je prilagođeno svakom studentu, tako da studenti sami određuju kada i koliko vremena će rasporediti za pojedini modul. Studenti koji prije predviđenog roka prođu kroz pojedini modul, mogu slobodno nastaviti sa sljedećim modulom. Da biste prešli u sljedeći modul, trebate dovršiti prethodni modul. Za svaki modul postoje i radne knjige koje se ispunjavaju i koje možete poslati mentorima čije kontakte možete pronaći u opisu modula.

Studenti koji ne prolaze module u sklopu programa, mogu pogledati sadržaj bilo kojeg modula obzirom da je sadržaj na platformi otvoren te su svi edukacijski materijali javno dostupni.

Na platformi postoje forumi za grupne diskusije u kojima možete međusobno komunicirati, razmjenjivati znanja i savjete, provoditi grupne vježbe te komunicirati s mentorima. Svaki modul ima svoj forum te dodijeljene mentore kojima se možete obratiti vezano za pitanja oko modula.

Home > Forums

Search the topic

Forum	Topics	Posts	Freshness
<b>Business Model Development</b> Forum of course "Business Model Development"	1	1	1 year ago Lana Ugrić
<b>Business Start-Ups</b> Forum of course "Business Start-Ups"	1	1	1 year ago Lana Ugrić
<b>Entrepreneurial finance</b> Forum of course "Entrepreneurial finance"	1	1	1 year ago Lana Ugrić
<b>Innovation</b> Forum of course "Innovation"	2	2	11 months, 1 week ago Clara
<b>Marketing Innovative Products and Services</b> Forum of course "Marketing Innovative Products and Services"	1	1	1 year ago Lana Ugrić
<b>Student Topics</b> Student topics not related to courses.	1	1	1 year ago Stjepan
<b>Venture development</b> Forum of course "Venture development"	1	1	11 months, 3 weeks ago Lana Ugrić

**SEARCH**  
Search ...

**CATEGORIES**  
No categories

- Innovation
- Venture development
- Marketing Innovative Products and Services



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Svi moduli su dostupni na tri jezika: hrvatskom, engleskom i španjolskom.

Kako biste pristupili pojedinom modulu kliknite na ikonu modula ili pak prijelazom miša na poveznicu **Read more**.

The screenshot shows the 'ALL COURSES' page. At the top, there is a banner with the text 'ALL COURSES' and a background image of students. Below the banner, there is a navigation bar with 'Home' and 'All courses'. A search bar is present with the text 'Showing 1-10 of 21 results' and 'Search our courses'. The main content area displays three course cards:

- Innovation** by Dr. Simon Best. The card features a 'READ MORE' button and a small profile picture of Dr. Simon Best.
- Venture development** by Prof. Rafael Ventura. The card features a small profile picture of Prof. Rafael Ventura.
- Marketing Innovative Products and Services** by Prof. Daša Dragnić. The card features a small profile picture of Prof. Daša Dragnić.

On the right side, there is a sidebar titled 'ALL COURSES' with a list of categories: BUSINESS MODEL, BUSINESS START-UPS, FINANCE, INNOVATION, MARKETING, and VENTURE DEVELOPMENT. Below this list, there are three small images with labels: 'Innovation', 'Venture development', and 'Marketing'.

Za ovaj primjer odabran je modul **Innovation** od profesora Dr. Simona Besta

The screenshot shows the 'INNOVATION' course page. At the top, there is a banner with the text 'INNOVATION' and a background image of students. Below the banner, there is a navigation bar with 'Home', 'All courses', 'Innovation', and 'Innovation'. The main content area displays the course details:


- Innovation** by Dr. Simon Best. The card features a small profile picture of Dr. Simon Best, a 'Teacher' label, and a 'Review' section with 0 reviews.

On the right side, there is a sidebar titled 'ALL COURSES' with a list of categories: BUSINESS MODEL, BUSINESS START-UPS, FINANCE, INNOVATION, MARKETING, and VENTURE DEVELOPMENT.

At the bottom of the page, there is a banner for the Erasmus+ Programme of the European Union. The banner features the Erasmus+ logo and the text 'Erasmus+ Programme of the European Union'. Below the banner, there is a disclaimer: 'This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.'



Svaki modul podjeljen je na nekoliko stavki od kojih je prvi **Description** koji kratko opisuje što će se raditi u modulu.



**Description** | Curriculum | Instructors | Reviews (0)

Introduction to the module

Welcome to this module on innovation. The module is designed to be used either individually or within a classroom setting. The module takes a non-technical approach to innovation and looks at setting innovation within small every day businesses. It explains what innovation and isn't and how you can develop your skills and abilities to become better business owners. You will find the module will challenge your thinking around innovation in preparation for either starting your own business or developing an existing one.

This module can be used as a standalone module on innovation or as part of the Student Business e-Academy programme on Business start-up.

Download here related workbooks before starting the course:

[Workbook Unit 1](#)

**COURSE FEATURES**

Lectures	20
Quizzes	11
Duration	60 hours
Skill level	All levels
Language	English
Students	75
Assessments	Self

ALL COURSES


- BUSINESS MODEL
- BUSINESS START-UPS
- FINANCE
- INNOVATION
- MARKETING
- VENTURE DEVELOPMENT

Innovation

Venture development

Marketing Innovative Products and Services

Klikom na opciju **Curriculum** unutar modula dobivate pregled liste svih lekcija koje su dostupne za navedeni modul.



**Description** | **Curriculum** | Instructors | Reviews (0)

**UNIT 1. WHAT IS INNOVATION?**

Lecture 1.1	What is innovation? Section: OLL 1	3h0m
Quiz 1.1	Quick Quiz U1OLL1	5 questions
Lecture 1.2	What is Innovation? Section: OLL2	3h0m
Quiz 1.2	Quick Quiz U1OLL2	10 questions
Lecture 1.3	What is Innovation? Section: SDL 1	3h0m
Lecture 1.4	What is innovation? Section: OLL3	3h0m
Quiz 1.3	Quick Quiz U1OLL3	10 questions
Lecture 1.5	What is innovation? Section: SDL2	3h0m

ALL COURSES

- BUSINESS MODEL
- BUSINESS START-UPS
- FINANCE
- INNOVATION
- MARKETING
- VENTURE DEVELOPMENT

Innovation

Venture development

Marketing Innovative Products and Services



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Informacije o autoru ili autorima pojedinog modula možete pronaći klikom na opciju **Instructors**

ALL COURSES

- BUSINESS MODEL
- BUSINESS START-UPS
- FINANCE
- INNOVATION
- MARKETING
- VENTURE DEVELOPMENT

Innovation

Venture development

Marketing Innovative Products and Services

Dr. Simon Best  
s.best@mdx.ac.uk

RELATED COURSES

e-learning.efst.unist.hr/courses/innovation/#tab-course-instructor

A ocjene pojedinog modula možete pregledati na opciji **Reviews**

ALL COURSES

- BUSINESS MODEL
- BUSINESS START-UPS
- FINANCE
- INNOVATION
- MARKETING
- VENTURE DEVELOPMENT

Innovation

Venture development

Marketing Innovative Products and Services

REVIEWS

Average Rating

Detailed Rating

5 stars	0
4 stars	0
3 stars	0
2 stars	0
1 star	0

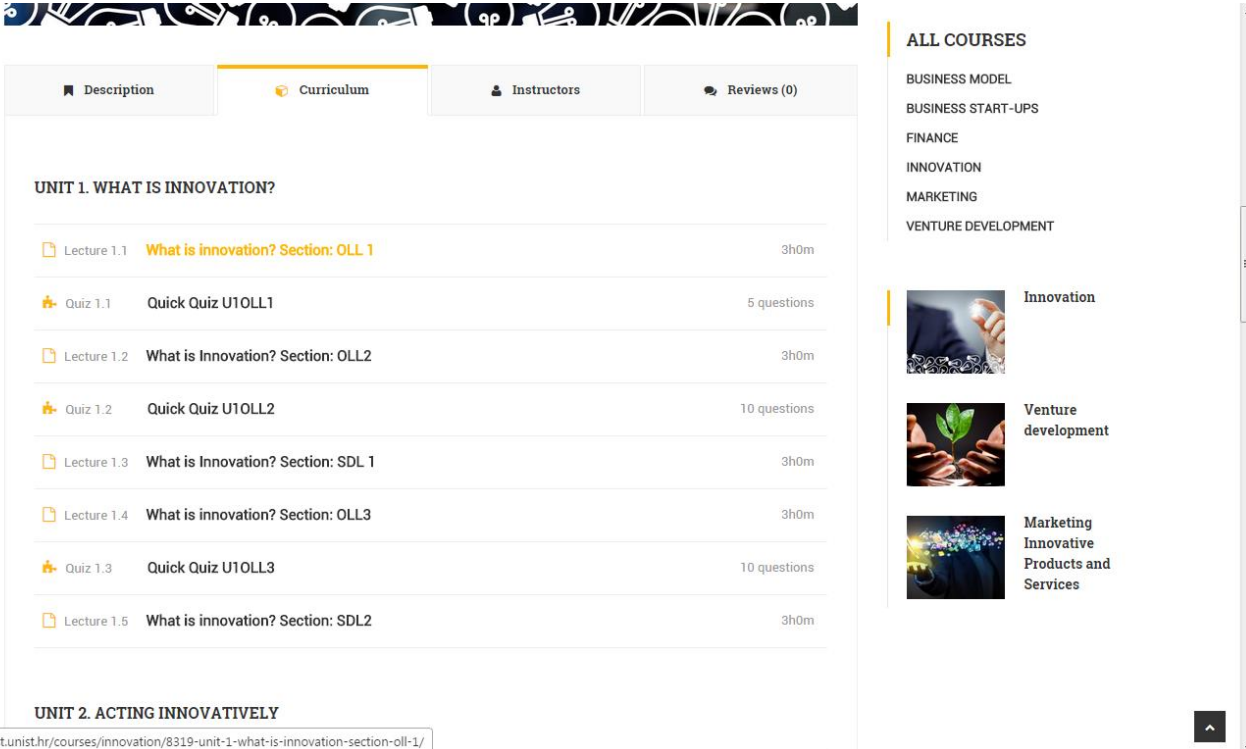
0 rating

LEAVE A REVIEW

Please provide as much detail as you can to justify your rating and to help others.

e-learning.efst.unist.hr/courses/innovation/#tab-course-review

Za započeti pojedini modul dovoljno je kliknuti na poveznicu pojedine lekcije unutar opcije *Curriculum*.



The screenshot displays a course interface with a top navigation bar containing 'Description', 'Curriculum', 'Instructors', and 'Reviews (0)'. The main content area is titled 'UNIT 1. WHAT IS INNOVATION?' and lists the following items:

Item	Section	Duration
Lecture 1.1	What is innovation? Section: OLL 1	3h0m
Quiz 1.1	Quick Quiz U1OLL1	5 questions
Lecture 1.2	What is Innovation? Section: OLL2	3h0m
Quiz 1.2	Quick Quiz U1OLL2	10 questions
Lecture 1.3	What is Innovation? Section: SDL 1	3h0m
Lecture 1.4	What is innovation? Section: OLL3	3h0m
Quiz 1.3	Quick Quiz U1OLL3	10 questions
Lecture 1.5	What is innovation? Section: SDL2	3h0m

Below this list is the heading 'UNIT 2. ACTING INNOVATIVELY'. The sidebar on the right, titled 'ALL COURSES', lists categories: BUSINESS MODEL, BUSINESS START-UPS, FINANCE, INNOVATION, MARKETING, and VENTURE DEVELOPMENT. It also features three image-based links: 'Innovation' (hand holding a glowing sphere), 'Venture development' (hands holding a green plant), and 'Marketing Innovative Products and Services' (hand holding a glowing cube).

e-learning.efst.unist.hr/courses/innovation/8319-unit-1-what-is-innovation-section-oll-1/



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Klikom na poveznicu otvoriti će se sadržaj te lekcije.

The screenshot shows a learning management system interface. At the top, there is a yellow header bar with the text "Lecture 1.1 What is innovation? Section: OLL 1" and a "Close" button. Below the header, the main content area contains the following text:

The purpose of the self-directed learning is for you to develop your own learning. There are a number of tasks that you should complete before you undertake the next section. You can work through this section at your own pace. It is expected that you would take up to 3 hours to complete this section. You must complete this section before you move to the next section.

**Task 1**

Watch the "[Introduction to the Innovation Module](#)" video.

This video introduces the module to you and gives you an overview of what you can expect.

**Task 2**

Watch the "Module Outline video ". You may want to refer to the [module outline document](#).

This video will give you an overview of the content of the module and how it is structured.

Below the text, there is a large black rectangular area, likely a video player that is not rendered in the screenshot. On the left side, there is a sidebar menu with the following items: "Description", "UNIT 1. WHAT IS INNOVATION?", "Lecture 1.1", "Quiz 1.1", "Lecture 1.2", "Quiz 1.2", "Lecture 1.3", "Lecture 1.4", "Quiz 1.3", and "Lecture 1.5". On the right side, there is a vertical list of topics: "PS", "MENT", "Innovation", "Venture development", "Marketing Innovative Products and Services". At the bottom left of the sidebar, there is a small text "Waiting for lytmg.com...".



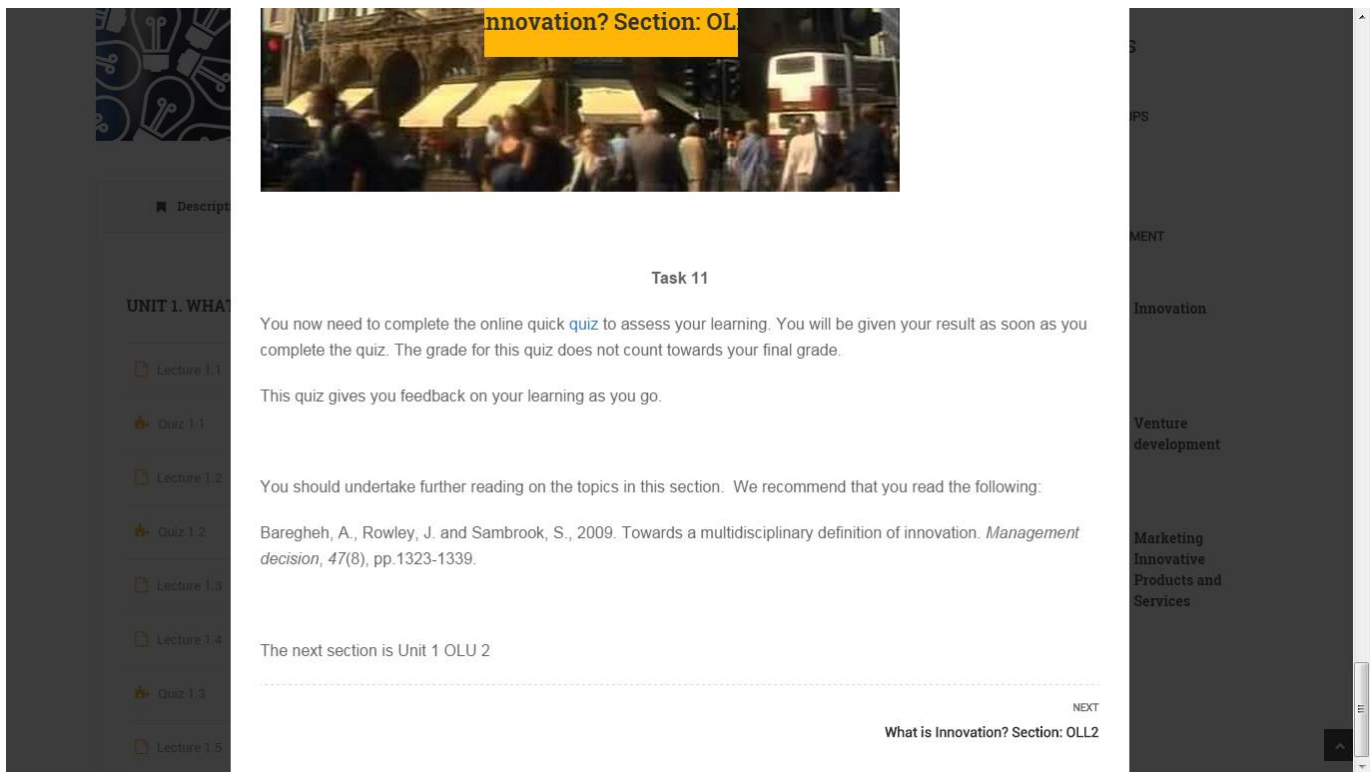
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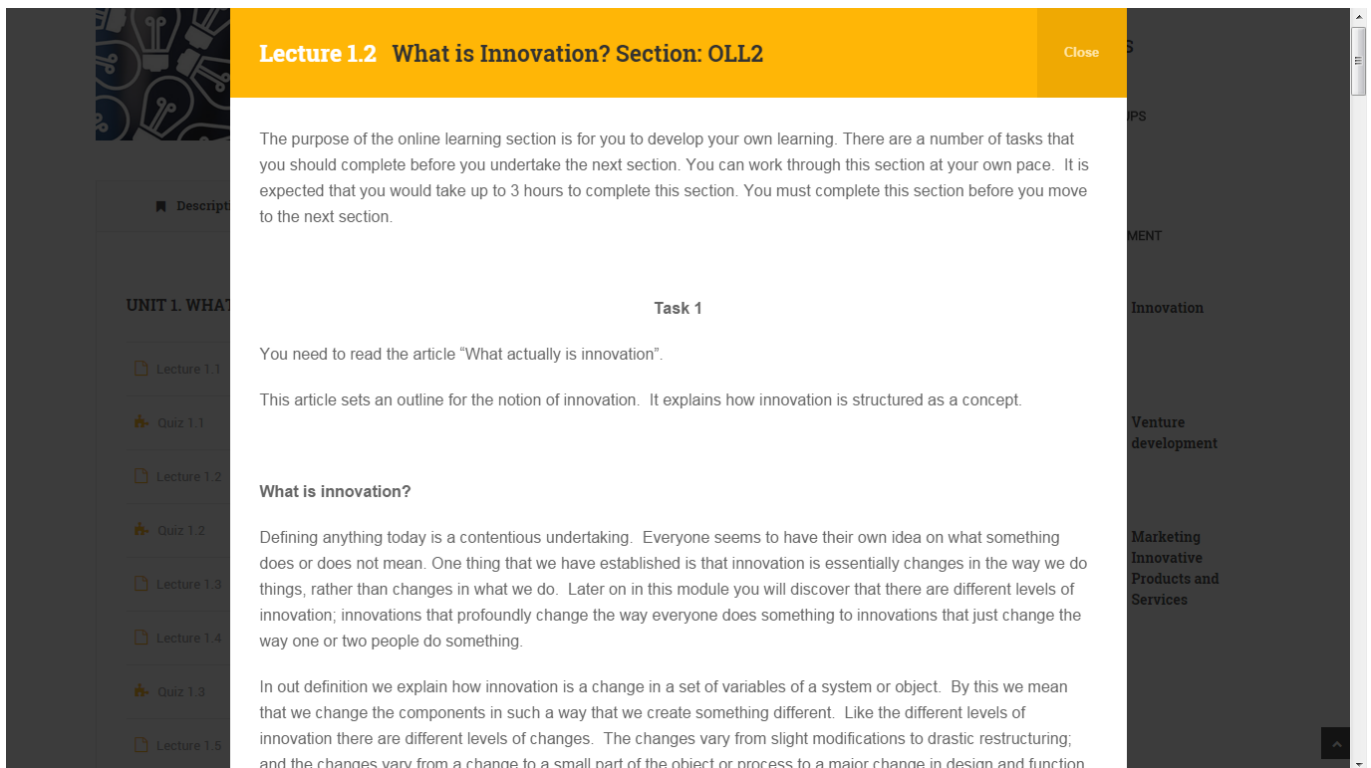
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Kada dođete do kraja lekcije, pregled sljedeće možete napraviti i klikom na poveznicu na dnu.



The screenshot shows a learning management system interface. At the top, there is a video thumbnail with a yellow overlay that reads "What is Innovation? Section: OLL2". Below the video, the text "Task 11" is centered. The main content area contains the following text: "You now need to complete the online quick [quiz](#) to assess your learning. You will be given your result as soon as you complete the quiz. The grade for this quiz does not count towards your final grade." This is followed by "This quiz gives you feedback on your learning as you go." Then, "You should undertake further reading on the topics in this section. We recommend that you read the following:" followed by a citation: "Baregheh, A., Rowley, J. and Sambrook, S., 2009. Towards a multidisciplinary definition of innovation. *Management decision*, 47(8), pp.1323-1339." Below this, it says "The next section is Unit 1 OLU 2". At the bottom right, there is a "NEXT" button and a link "What is Innovation? Section: OLL2". On the left, a sidebar menu shows "UNIT 1. WHAT IS INNOVATION?" with sub-items for Lectures 1.1 through 1.5 and Quizzes 1.1 through 1.3. On the right, a vertical navigation pane lists "PS", "MENT", "Innovation", "Venture development", and "Marketing Innovative Products and Services".



The screenshot shows a learning management system interface for a lecture. At the top, there is a yellow header bar with the text "Lecture 1.2 What is Innovation? Section: OLL2" and a "Close" button. Below the header, the text reads: "The purpose of the online learning section is for you to develop your own learning. There are a number of tasks that you should complete before you undertake the next section. You can work through this section at your own pace. It is expected that you would take up to 3 hours to complete this section. You must complete this section before you move to the next section." This is followed by "Task 1" and the text: "You need to read the article 'What actually is innovation'." Below this, it says "This article sets an outline for the notion of innovation. It explains how innovation is structured as a concept." Then, the section "What is innovation?" is introduced. The text explains: "Defining anything today is a contentious undertaking. Everyone seems to have their own idea on what something does or does not mean. One thing that we have established is that innovation is essentially changes in the way we do things, rather than changes in what we do. Later on in this module you will discover that there are different levels of innovation; innovations that profoundly change the way everyone does something to innovations that just change the way one or two people do something." Finally, it states: "In our definition we explain how innovation is a change in a set of variables of a system or object. By this we mean that we change the components in such a way that we create something different. Like the different levels of innovation there are different levels of changes. The changes vary from slight modifications to drastic restructuring; and the changes vary from a change to a small part of the object or process to a major change in design and function." On the left, the same sidebar menu as in the previous screenshot is visible. On the right, the same vertical navigation pane is visible.



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Ako pak želite pregled svih dostupnih mentora na eLearning platformi kao i njihove kontakt podatke, to možete dobiti klikom na poveznicu *Instructors & mentors* na početnoj stranici eLearning platforme.


Have any questions? [lena.ugrcic@efst.hr](mailto:lena.ugrcic@efst.hr) Profile Logout


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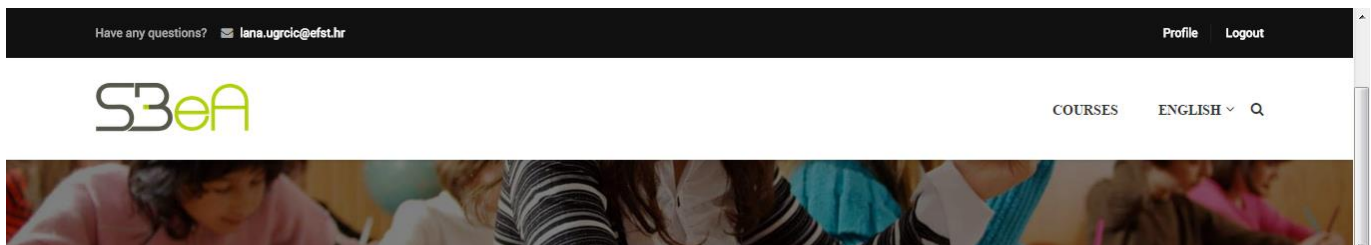


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## MEET OUR INSTRUCTORS



Ukoliko prijedete mišem povrh slike pojedinog mentora prikazati će Vam se dostupne poveznice na njihove društvene profile.



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## MEET OUR INSTRUCTORS



**Dr. Simon Best**  
MIDDLESEX UNIVERSITY LONDON



**Prof. Rafael Ventura**  
UNIVERSIDAD DE MALAGA



**Prof. Nikša Alfirević**  
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**Prof. Ljiljana Najev Čaćija**  
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<https://es.linkedin.com/in/rfventura/en>



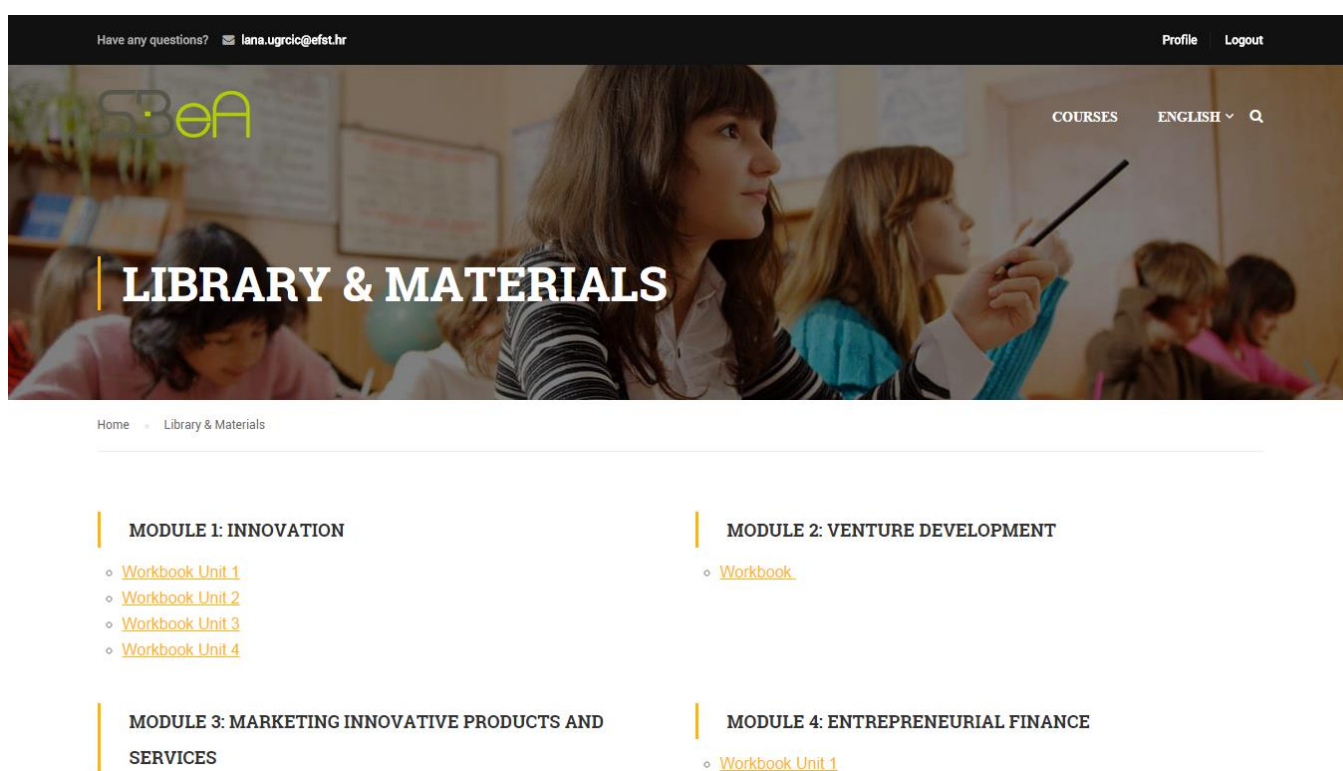
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Dostupni materijali na eLearning platformi dostupni su klikom na poveznicu *Library & Materials*, dostupnoj također na početnoj stranici eLearning platforme.



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Ako se dogodilo da ste zaboravili lozinku Vašeg računa za pristup eLearning platformi, novu možete zatražiti klikom na poveznicu ***Lost your password?*** na login formi.

The screenshot shows a login form on a website. The form is titled "Login with your site account" and includes fields for "Username" and "Password". Below these fields, there is a checkbox for "Remember me" and a link for "Lost your password?". A yellow "LOGIN" button is present, with a small "Lost Password" button next to it. Below the login button, there is a link for "Not a member yet? Register now". To the left of the login form, there are three social media login options: "Login with Facebook", "Login with Google", and "Login with Twitter". The background of the page is dark with various navigation links and icons.

Have any questions? [iana.ugrolo@efst.hr](mailto:iana.ugrolo@efst.hr) Register Login

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Login with your site account

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e-learning.efst.unist.hr/account/?action=lostpassword



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Postupak oporavka Vaše lozinke je sličan procesu kada ste prvi put postavljali lozinku s jednim korakom više. Sustav će od Vas nakon klika na poveznicu **Lost your password?** zatražiti od Vas unos Vašeg korisničkog imena ili pak Vaše email adrese koja je registrirana u sustavu. Nakon unosa lozinke kliknite na opciju **RESET PASSWORD**.

Connect with:

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Get Your Password

Lost your password? Please enter your username or email address. You will receive a link to create a new password via email.

Mario

Mario

RESET PASSWORD

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Nakon par minuta na Vašu email adresu bi trebala stići poruka s poveznicom koja Vam omogućuje promjenu Vaše lozinke.

Klikom na poveznicu biti će Vam ponuđena opcija za unos Vaše nove lozinke.

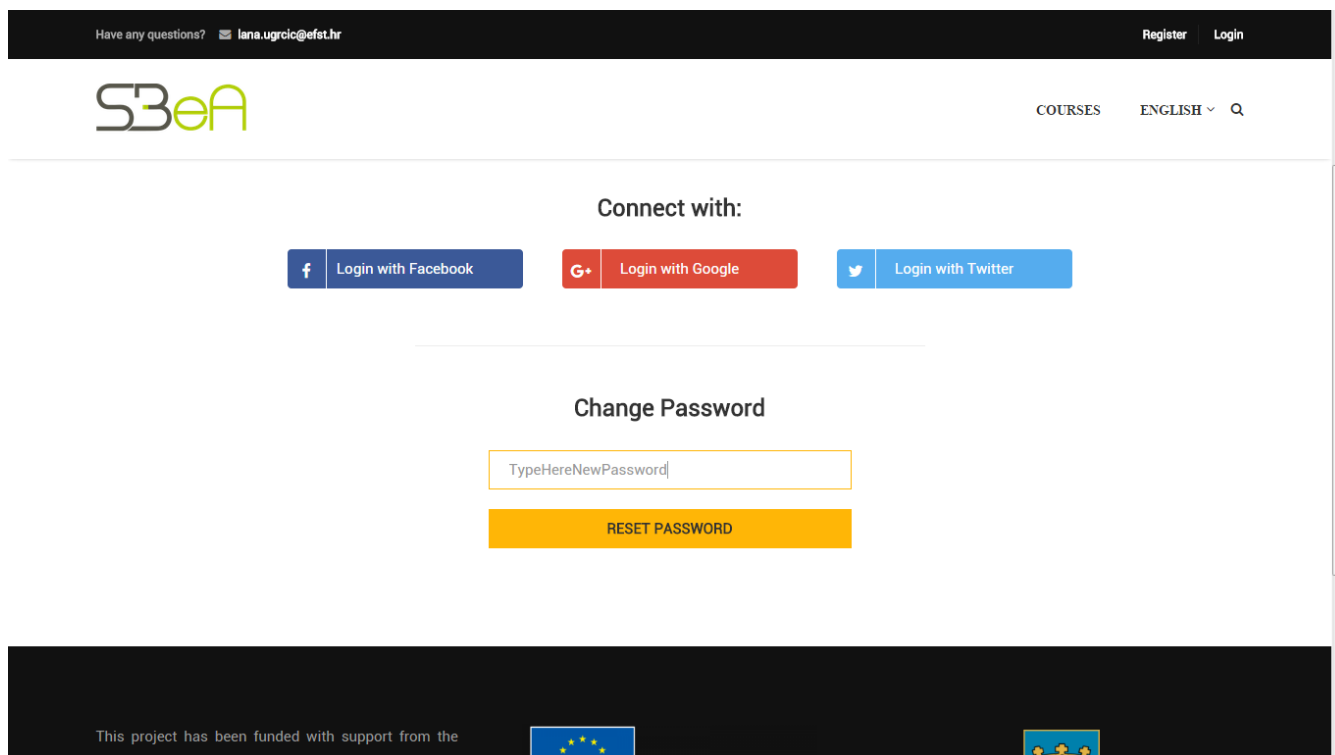


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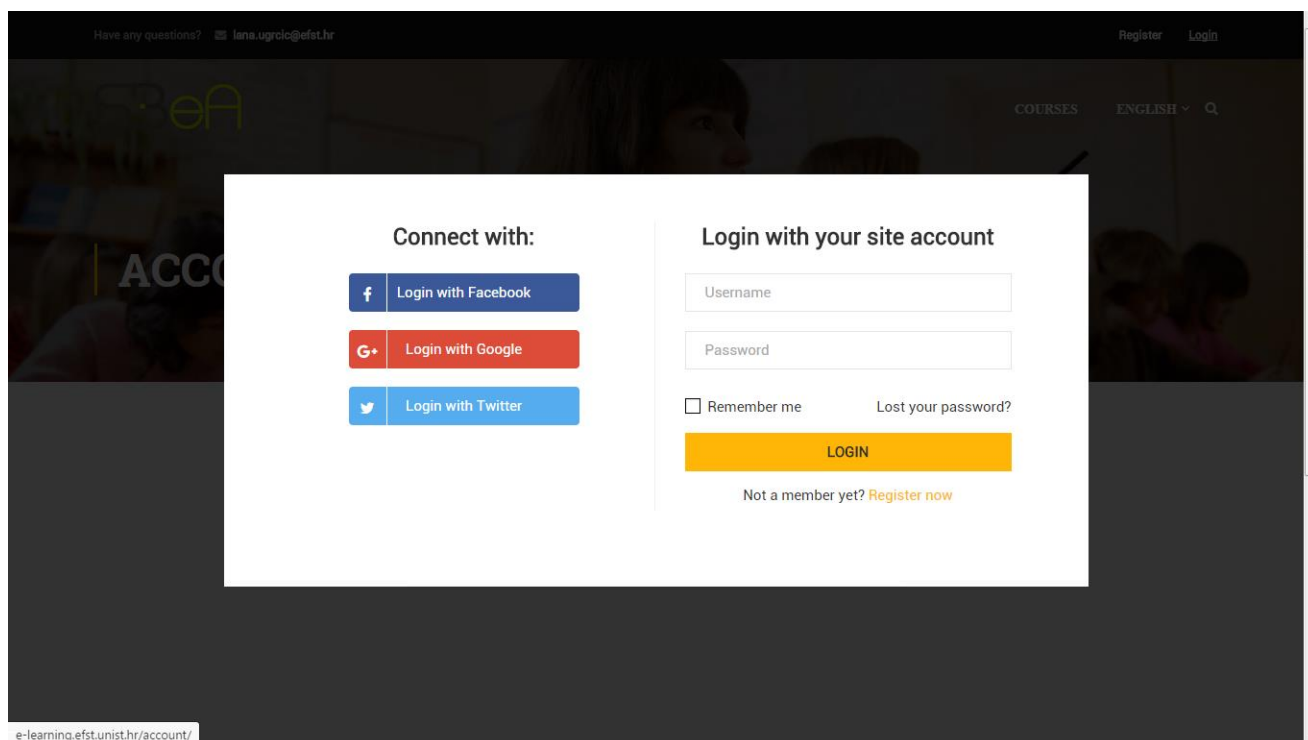


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Nakon što kliknete opciju **RESET PASSWORD**, Vaša lozinka će biti uspješno promijenjena. Kliknite na poveznicu Login kako biste se sada uspješno prijavili u eLearning platformu sa Vašom novom lozinkom.



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