



2018/2019

University of Dubrovnik  
*DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS*

*COURSE CATALOGUE - BACHELOR PROGRAMMES*

# COURSE CATALOGUE

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## BACHELOR PROGRAMMES

2018/2019

**ECONOMICS**

**BUSINESS  
ECONOMICS**

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<b>ECONOMICS AND BUSINESS ECONOMICS DEPARTMENT</b>						
<b>WINTER SEMESTER Undergraduate/Bachelor</b>						
	<b>ISVU code</b>	<b>Name of the course</b>	<b>Name of the course in Croatian language</b>	<b>ECTS</b>	<b>Professor</b>	<b>Email</b>
1	165788	<b>Basics of Management</b>	<b>Osnove menadžmenta</b>	6	Ivona Vrdoljak Raguž, Ph.D. Associate Professor	ivrdolja@unidu.hr
2	165789	<b>Business Economics in International Environment</b>	<b>Poslovna ekonomija u međunarodnom okruženju</b>	5	Marija Dragičević, Ph. D. Associate Professor	marija.dragicevic@unidu.hr
3	165786	<b>Microeconomics</b>	<b>Mikroekonomija</b>	7	Nebojša Stojčić, Ph.D. Associate Professor	nstojcic@unidu.hr
4	165790	<b>Retail Management</b>	<b>Ekonomika trgovine</b>	6	Katija Vojvodić, Ph. D. Associate Professor	katija.vojvodic@unidu.hr
5	165796	<b>Microeconomics II</b>	<b>Mikroekonomija II</b>	6	Marija Bečić, Ph.D. Assistant Professor	marija.becic@unidu.hr
6	169451	<b>Public Finance</b>	<b>Javne financije</b>	7	Meri Šuman Tolić, Ph.D. Assistant Professor	mstolic@unidu.hr
7	165797	<b>Monetary Economics</b>	<b>Monetarna ekonomija</b>	7	Tonči Svilokos, Ph.D. Assistant professor	tonci.svilokos@unidu.hr
8	165798	<b>Business Finance</b>	<b>Poslovne financije</b>	5	Iris Lončar, Ph.D. Assistant Professor	iris.loncar@unidu.hr
9	165803	<b>Equity Markets</b>	<b>Burze vrijednosnica</b>	5	Ivo Šperanda, Ph.D. Assistant Professor	ivo.speranda@unidu.hr
10	165805	<b>Management of Tourist Agencies</b>	<b>Menadžment turističkih agencija</b>	6	Iris Mihajlović, Ph.D. Assistant Professor	iris.mihajlovic@unidu.hr
11		<b>Basics of Marketing</b>	<b>Osnove marketinga</b>	6	Iris Mihajlović, Ph.D. Assistant Professor	iris.mihajlovic@unidu.hr
12	169600	<b>Physical and Health Education</b>	<b>Tjelesna i zdravstvena kultura</b>	1	Saša Selmanović Ph.D. Assistant Professor	sasa@unidu.hr

<b>SUMMER SEMESTER Undergraduate/Bachelor</b>						
	<b>ISVU code</b>	<b>Name of the course</b>	<b>Name of the course in Croatian language</b>	<b>ECTS</b>	<b>Professor</b>	<b>Email</b>
1	165792	<b>Accounting</b>	<b>Računovodstvo</b>	7	Iris Lončar, Ph.D. Assistant Professor	iris.loncar@unidu.hr
2	169452	<b>Financial Institutions and Markets</b>	<b>Financijske institucije i tržišta</b>	5	Meri Šuman Tolic, Ph.D. Assistant Professor	mstolic@unidu.hr
3	165793	<b>Managerial Economics</b>	<b>Ekonomija za menadžere</b>	6	Perica Vojinić, Ph.D. Assistant Professor	perica.vojinic@unidu.hr
4	169453	<b>Croatian Tax System</b>	<b>Porezni sustav RH</b>	5	Meri Šuman Tolic, Ph.D. Assistant Professor	mstolic@unidu.hr
5	165804	<b>Management of Small Enterprises</b>	<b>Menadžment malih poduzeća</b>	5	Zorica Krželj Čolović, Ph.D. Assistant Professor	zkrzelj@unidu.hr
6	169454	<b>Intergovernmental Fiscal Relations</b>	<b>Lokalne javne financije</b>	5	Meri Šuman Tolic, Ph.D. Assistant Professor	mstolic@unidu.hr
7	165806	<b>International Marketing</b>	<b>Međunarodni marketing</b>	6	Marija Martinović, Ph.D. Assistant Professor	marija.martinovic@unidu.hr
8		<b>Macroeconomics II</b>	<b>Makroekonomija II</b>	6	Marija Bečić, Ph.D. Assistant Professor	marija.becic@unidu.hr
9		<b>Tourism Marketing</b>	<b>Marketing u turizmu</b>	5	Iris Mihajlović, Ph.D. Assistant Professor	iris.mihajlovic@unidu.hr
10	169601	<b>Physical and Health Education</b>	<b>Tjelesna i zdravstvena kultura</b>	1	Saša Selmanović Ph.D. Assistant Professor	sasa@unidu.hr

## **WINTER SEMESTER**

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>BASICS OF MANAGEMENT</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Winter
<b>Recommended ECTS</b>	6
<b>Course status</b>	Compulsory
<b>Course leader</b>	Ivona Vrdoljak Raguž, Ph.D., Assoc. Prof.
e-mail	ivona.vrdoljak@unidu.hr
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>The concept and definition of management. Functions and tasks of management. Managerial skills. Theories of management. Ethics and social responsibility management. The importance and influence of internal and external environment on management, enterprise relationship - the environment. The impact of culture on management companies. Basic provisions of the planning concept, content, level and types of planning stages in the planning process, the time horizon for planning and accountability. Strategy and strategic planning: definition of strategy, strategic management. Decision-making: the nature, models, process and technology decision-making group decisions, Decision Support Systems. Organization: Organization principles, formal and informal organizations, organizational structure (the basic shapes and models, and factors of influence). Leadership: meaning and theories of leadership, functions and roles of leaders, leadership styles, leadership models, modern approach to leadership. Motivation: approaches and theories of motivation. Planning, recruitment, selection and development of human resources: defining staffing, recruitment, selection, training and staff development. Performance evaluation and management compensation: concept, characteristics, content and methods of performance evaluation, compensation, and their shapes. Interpersonal processes: the group, interpersonal conflicts and communication. Control: the importance, function, system and process controls, types of control techniques and methods, the success of control. Methods and techniques: methods of financial control, methods of control operations, marketing and human resources. Modern approaches, trends and changes in management (TQM, BPR, learning organization, crisis management, conflict management,...).</p>	
<b>Learning outcomes</b>	
<p>The course enables the development of specific and general competencies, knowledge and skills. Specific competences and skills are developed within the framework of seminar papers and exercises by developing project tasks according to student preferences. The aim of the course is to increase the ability to understand management as a process, function, science and profession. Introducing students with basic concepts, theories and management functions such as: planning, organizing, leading, managing, managing human resources and controlling. Students will be able to distinguish managerial functions from different perspectives and management levels, analyze the internal and external environment, analyze organization's organizational resources, create enterprise SWOT analysis, select business strategies, create portfolio matrices, solve management problems at all levels of management in different activities and types of organizations, identify ways and circumstances in which managers make decisions, understand the importance of human resource management issues for enterprise development, manage enterprise groups, manage conflict situations, understand the issues of ethics in business and the importance of applying socially responsible business.</p>	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:

<b>READING</b>				
<b>Compulsory reading</b>				
1.	Robbins, S. P., Coulter, M., Management, Eleventh Edition, Prentice Hall, USA, 2012.			
2.	Draft, R.L., New era of management, South-Western, Cengage Learning, Australia, 2012.			
<b>Optional reading</b>				
1.	DuBrin, A., Essentials of Management, Ninth Edition, Cengage Learning, Australia, 2010.			
2.	Kurtz, D. L., Boone, L. E., Contemporary Business, 14 th Edition, John Wiley and Sons, USA, 2011.			
3.	Certo, S. C., Certo, S. T., Modern Management, Concept and Skills, Twelfth Edition, Prentice Hall, USA, 2012.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction lectures: functions, activities and role of managers, managerial skills, management as a science and skill. Case study.	2	2	0
2.	Development of management theory. Case study.	2	2	0
3.	Management and environment: conceptual definition, external and internal environment, enterprise-environment relationship. An example of PEST analysis and SWOT analysis.	2	2	0
4.	Ethics and Social Responsibility of Management. An example of social responsibility of managers and management.	2	2	0
5.	Basic planning features: concept, content, levels and types of planning, stages in the planning process, time horizon and planning responsibility. Prediction methods: regression analysis and moving averages.	2	2	0
6.	Decision making: Nature, Models, Process, and Decision Making Techniques. Coverage Analysis.	2	2	0
7.	Partial exam	2	2	0
8.	The basics of organization: concept and content of organization, shaping of organizational structure and its forms. Drawing and recognizing organizational charts. Access works.	2	2	0
9.	Planning, recruitment, selection and development of human resources. Examples of selection techniques: tests and interview. Access works.	2	2	0
10.	Performance Evaluation and Compensation Management. Payroll. Access works.	2	2	0
11.	Leading, leadership and motivation (basic features, theories and models). Identifying leadership styles - example. Access works.	2	2	0
12.	Interpersonal processes: groups, interpersonal and intergroup conflicts. Methods and techniques for resolving conflicts in an organization. Access works.	2	2	0

13.	Communicating in an organization. Access works.	2	2	0
14.	Control: Concept, Process, Systems, Levels, Methods and Techniques. Financial control - calculation of financial performance indicators. Access works.	2	2	0
15.	Partial exam	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				



<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>BUSINESS ECONOMICS IN THE INTERNATIONAL ENVIRONMENT</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Winter
<b>ECTS points</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Marija Dragičević, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business Economics
Phone	
e-mail	marija.dragicevic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>1. Business Theories- Theories of the International Trade- Absolute Advantage Theory, Theory of Competitive Advantage, Heckscher-Ohlin Theory, Theory of National Advantage (Porter Diamond Model) 2. Globalization and Competitiveness -Definition and The Role of Globalization-the Reasons and Factors That Influence the Internationalization of Business, Costs Rationalization, Virtual Business, Global Expansion, Competitive Advantage of International Business Practice, Key Advantage. 3. Management of Multinational Company- the Role, Strategies, Responsible Business Practice 4. The Strategies of International Business - the Factors and Types-Export, “Turn Key” Project Licensing, Franchising, Joint Venture and Direct Investment, Networking, Virtual Business Practice, Hoteling, Telework, Barter Business Model, Business Information and Communication</p> <p>5. The Definition and The Role of Quality on International Market- Role, Systems, Development, Strategies, Quality- Definition, Development, Importance, Quality and Employees’ Motivation, Quality and International Market Positioning, Employee Motivation 6. Quality and Responsible Business Practice- Environmental Protection, Recycling, Savings, Social Protection and Other Human Rights.</p>	
<b>Learning outcomes</b>	
Introducing students with the most important theoretical issues, on domestic and international market, paying attention to the practical concepts, referring to the specific kinds of business practice what will make students familiar with the problems in business practice and training them to be able to apply their knowledge in organizations.	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other: Projects
<b>READING</b>	
<b>Compulsory reading</b>	
1.	Harris, Business Economics-Theory and Application, Butter Worth Heineman, Oxford, 2001.

2.	Sloman, M. Sutcliffe, Economics for Business, Second Edition, Prentice Hall-Financial Times, Harlow, England, 2001.			
3.	Baron, S., & Harris, K., Services marketing: Texts and cases, Basingstoke UK, Palgrave, 2003.			
<b>Optional reading</b>				
1.	Shostack, L.G., (1977), “Breaking Free from ProductMarketing”, Journal of Marketing, Vol. 41, April, pp. 73-80.			
2.	Zeithaml, V.A., Parasuraman, A. and Berry, L., (1985), “Problems and Strategies in Services Marketing”, Journal of Marketing, Vol. 49, Spring, pp. 33-46.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Business Theories- Theories of the International Trade- Absolute Advantage Theory, Theory of Competitive Advantage, Hecksher-Ohlin Theory, Theory of National Advantage (Porter Diamond Model)	2	2	0
2.	Definition and The Role of Globalization-the Reasons and Factors That Have Influence on the Internationalization of Business, Costs Rationalization	2	2	0
3.	Virtual Business, Global Expansion, Competitive Advantage of International Business Practice, Key Advatage.	2	2	0
4.	Management of Multinational Company- the Role, Strategies, Responsible Business Practice	2	2	0
5.	The Strategies of International Business - the Factors	2	2	0
6.	Types of International Business Practice	2	2	0
7.	“Turn Key” Project Licensing, Franchising, Joint Venture and Direct Investment, Networking	2	2	0
8.	Virtual Business Practice, Hoteling, Telework, Barter Business Model, Business Information and Communication	2	2	0
9.	The Definiton and The Role of Quality on International Market- Role, Systems, Development	2	2	0
10.	The Definiton and The Role of Quality on International Market- Quality and International Market Positioning, Employee Motivation	2	2	0
11.	Quality and International Standards (Systems) for Improving Quality-ISO norms	2	2	0
12.	Quality and International Standards (Systems) for Improving Quality-ISO 9001	2	2	0

13.	Quality and Responsible Business Practice- Environmental Protection, Recycling	2	2	0
14.	Quality and Responsible Business Practice- Energy Savings	2	2	0
15.	Quality and Responsible Business Practice- Social Rights Protection	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
<p>Quality of the program and of the teaching and learning processes and students' acquisition of the program will be verified by means of a questionnaire and in other ways based on the procedures prescribed by the University of Dubrovnik.</p>				

COURSE INFORMATION				
<b>Course name</b>	<b>MICROECONOMICS</b>			
<b>Degree</b>	Undergraduate			
<b>Semester</b>	Winter			
<b>Recommended ECTS</b>	7			
<b>Course status</b>	Compulsory			
<b>Course leader</b>	Nebojša Stojčić, PhD, Assoc. Prof.			
	e-mail	nstojcic@unidu.hr		
COURSE DESCRIPTION				
<b>Course content</b>				
Introductory considerations. Principles of optimization. Supply, demand and equilibrium. Consumer behavior theories. Producer behavior theories. Short and long run cost analysis. Market structures. Market failures. Regulation.				
<b>Learning outcomes</b>				
Students will be able to address contemporary microeconomic issues with particular emphasis on consumer and producer behavior. They will understand how consumer maximizes utility and how producers maximize their profits in different market structures. The module will enable understanding of price determination on goods and input markets, decision making in presence of uncertainty, market failures and regulation.				
TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams		
EXAMINATION METHOD				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
<b>Compulsory reading</b>				
1.	Pindyck, R. S., Rubinfeld, D. L., Mikroekonomija, V. ed, MATE, Zagreb, 2005.			
<b>Optional reading</b>				
1.	Varian, H. R., Intermediate Microeconomics – A Modern Approach, Eighth Edition, W.W. Norton and Company, New York, 2010.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Concept of microeconomics	2	2	0
2.	Optimization	2	2	0
3.	Supply and demand	2	2	0

4.	Supply and demand elasticity	2	2	0
5.	Equilibrium	2	2	0
6.	Marginal utility theory	2	2	0
7.	Theory of indifferention	2	2	0
8.	Revealed preferences theory	2	2	0
9.	Concept and function of the firm	2	2	0
10.	Production theory in short and long run	2	2	0
11.	Short and lon run costs	2	2	0
12.	Alternative theories of firm	2	2	0
13.	Perfect competition	2	2	0
14.	Monopoly	2	2	0
15.	Oligopolistic and monopolistic competition	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
The quality of programme, teaching process, teaching skills and content adoption will be evaluated through written evaluation based on questionnaires and consistent with relevant regulations of the University of Dubrovnik. Peer evaluation. Self assessment, analysis and corrections.				

COURSE INFORMATION	
<b>Course name</b>	<b>RETAIL MANAGEMENT</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Winter
<b>ECTS points</b>	6 ECTS
<b>Course status</b>	Compulsory
<b>Course leader</b>	Katija Vojvodić, PhD, Assoc. Prof.
Department, room no.	Department of Economics and Business Economics, C-1
Phone	020-445-902
e-mail	katija.vojvodic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
1. Introduction – definitions and functions of trade. 2. Distributive trade within economy. Retailing in the distribution channel. Factors of trade development. The emergence and development of trade. 3. Trade institutions in the context of buying and selling goods. Retail and wholesale formats. Market facilitators. 4. Typical retail business processes. Procurement. Warehousing. Selling. 5. Contemporary developments in retailing. Retail internationalization and globalization. Retail concentration. Concepts of development of retail formats. 6. Retailing in the EU. 7. Retail planning process. Retail management development. 8. Marketing in retailing. Marketing research. Assortment of goods. Selling methods. 9. Retailer customer relationship. Customer relationship management. 10. Retail location. The concept of location. Theoretical approaches to location. Types of locations. Location research methodology. 11. Ethical norms and legal forms of trade. Ethics in contemporary retailing. 12. The impact of modern ICTs on retail trade development. Relationship between retailing and ICTs. 13. E-commerce. The concept and historical development of e-commerce. Basic models in e-commerce. Contemporary trends in e-commerce.	
<b>Learning outcomes</b>	
After completing the course and passing the exam students will be able to: specify and define basic functions of trade; classify and differentiate different retail and wholesale formats; explain the importance of distributive trade within economy and retailing in distribution channel; discuss the emergence and development of trade; discern theoretical approaches to trade and market; identify, discern and compare typical retail business processes; identify, discern and discuss contemporary developments in retailing; determine, explain and present the basic features of retailing in the EU; define, explain and apply retail planning process; explain the importance of marketing in retailing and its role in retail business; explain retailer customer relationships; determine and consider the main factors influencing retail location; discuss ethics in contemporary retailing and legal forms of trade; explain the impact of modern ICTs on retail trade development; explain the basic features of e-commerce and present contemporary trends in e-commerce.	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	

Compulsory reading				
1.	Levy, M., Weitz, B. A., Grewal, D., Retailing Management, 9th ed., McGraw-Hill Education, 2014			
2.	Zentes, J., Morschett, D., Schramm-Klein, H., Strategic Retail Management – Text and International Cases, Gaber, 2007			
Optional reading				
1.	Bruce, M., Moore, C. M., Birtwistle, G. (Eds.), International Retail Marketing: A Case Study Approach, Elsevier: Butterworth Heinemann, 2004			
2.	Varley, R., Retail Product Management – Buying and Merchandising, Routledge, Taylor&Francis Group, 2006			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction – definitions and functions of trade.	2	2	0
2.	Distributive trade within economy and distribution channel.	2	2	0
3.	Trade institutions, retail and wholesale formats.	2	2	0
4.	Typical retail business processes.	2	2	0
5.	Contemporary developments in retailing.	2	2	0
6.	Retailing in the EU.	2	2	0
7.	Retail planning process.	2	2	0
8.	Marketing in retailing.	2	2	0
9.	Marketing research.	2	2	0
10.	Retailer customer relationship.	2	2	0
11.	Retail locations.	2	2	0
12.	Location research methodology.	2	2	0
13.	Ethics in retailing.	2	2	0

14.	ICT and retail development.	2	2	0
15.	E-commerce.	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				



COURSE INFORMATION				
Course name	<b>MICROECONOMICS II</b>			
Semester	Winter			
Recommended ECTS	6 ECTS			
Course status	Compulsory			
Course leader	Dr. Nebojša Stojčić, Assistant Professor			
e-mail	nstojcic@unidu.hr			
MODULE DESCRIPTION				
<b>Course content</b>				
Advanced consumer and producer behaviour models. Market determination on goods market. Inputs market. Risk and decision-making under uncertainty. Welfare economics. Pareto efficiency – static and dynamic analysis. General equilibrium. Market failures, weaknesses and state role in the economy.				
<b>Learning outcomes</b>				
Students will be able to address issues in microeconomic analysis pertinent to equilibrium, price and output determination in different market structures as well as problems within welfare economics, uncertainty, risk and decision making under uncertainty.				
TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams		
EXAMINATION METHOD				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Pindyck, R. S., Rubinfeld, D. L., Microeconomics, V. ed, MATE, Zagreb, 2005.			
Optional reading				
1.	D. Salvatore, Managerial Economics in a Global Economy, Oxford University Press, 2011.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introductory lecture	2	2	0

2.	Advanced consumer behavior models	2	2	0
3.	Advanced producer behavior models	2	2	0
4.	Price determination on goods market	2	2	0
5.	Capital goods pricing; Labour market and wage determination	2	2	0
6.	Financial market; Land and rent	2	2	0
7.	Risk	2	2	0
8.	Decision making under uncertainty	2	2	0
9.	Welfare economics and Pareto efficiency	2	2	0
10.	General static and dynamic equilibrium	2	2	0
11.	Asimetric informations and market selection	2	2	0
12.	Market failures	2	2	0
13.	Economic role of state	2	2	0
14.	Government failures	2	2	0
15.	Limitations in management of economic policy	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>

**OTHER RELEVANT INFORMATION**

The quality of programme, teaching process, teaching skills and content adoption will be evaluated through written evaluation based on questionnaires and consistent with relevant regulations of the University of Dubrovnik. Peer evaluation. Self assessment, analysis and corrections.

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>PUBLIC FINANCE</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Winter
<b>Recommended ECTS</b>	7
<b>Course status</b>	Compulsory
<b>Course leader</b>	Meri Šuman Tolić
e-mail	mstolic@unidu.hr
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>The course will typically cover the following topics: 1. Concept, object, genesis and development of public finances, 2. The role of government in the economy, 3. Public goods, 4. Externalities in theory and practice, 5. Public expenditures, 6. Public revenues, 7. Taxes, 8. Excise duties, 9. Customs, 10. Social security contributions, 11. User charges, 12. Public loans and public debt, 13. Budget, 14. Treasury 15. Public funds. 16. Public enterprises, 17. Public utility companies, 18. Public-private partnership 19. Intergovernmental Fiscal Relations and Local Government Finance, Fiscal decentralization, 20. Fiscal policy.</p>	
<b>Learning outcomes</b>	
<p>After completing the course and passing the exam students will be able to: define and explain the importance of public finance in contemporary states, define and explain the basic concepts in the field of public finances, explain, distinguish, interpret and compare various theoretical approaches and characteristics of public financing, analyze and explain the phenomena related to the distribution and financing of public services, define, analyze and explain the impact of fiscal policy in the economic policy of contemporary states, with special emphasis on the Republic of Croatia. Students are expected to develop general competencies: identifying the key elements needed to analyze public finance system and specific competencies: interpretation of the main determinants of the public finance system, evaluation of the impact of the public finance system of contemporary country in the relevant economic categories, using both theoretical and empirical tools. They will be able to understand and interpret recent research in the field of public finance, and the implications for the design of public policies.</p>	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures  <input checked="" type="checkbox"/> Seminars and workshops  <input checked="" type="checkbox"/> Exercises  <input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Consultations  <input type="checkbox"/> Field work  <input checked="" type="checkbox"/> Exams

<input checked="" type="checkbox"/> Multimedia and internet				
<input checked="" type="checkbox"/> Distance learning				
<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral		Other:		
<input checked="" type="checkbox"/> Written				
<input checked="" type="checkbox"/> Partial exam				
<b>READING</b>				
Compulsory reading				
1.	Rosen, H. and Gayer, T., (2013), Public Finance, The Mcgraw-Hill Series in Economics, 10th Edition, ISBN: 978-0078021688			
2.	Ulbrich, H., Public finance in theory and practice, Routledge, 2 nd ed., ISBN: 978-0-0415-58596-5			
Optional reading				
1.	Gruber, J. (2013), Public finance and public policy, Worth Publishers, 4 th ed, ISBN-139781429278454			
2.	Kaul, I. and Conceicao, P., (2006), The new public finance: responding to global challenges, United Nations Development Programme, Oxford University Press			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introductory lecture	2	2	0
2.	Concept, object, genesis and development of public finances	2	2	0
3.	The role of government in the economy	2	2	0
4.	Public expenditures	2	2	0
5.	Public revenues	2	2	0
6.	Taxes	2	2	0
7.	Excise duties	2	2	0

8.	Croatian tax system	2	2	0
9.	Social security contributions	2	2	0
10.	User charges, customs	2	2	0
11.	Public loans and public debts	2	2	0
12.	Budget	2	2	0
13.	Treasury	2	2	0
14.	Fiscal decenatralization	2	2	0
15.	Fiscal policy	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>MONETARY ECONOMICS</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Winter
<b>Recommended ECTS</b>	7
<b>Course status</b>	Compulsory
<b>Course leader</b>	Tonći Svilokos, PhD
e-mail	tonci.svilokos@unidu.hr
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>Why Study Money, Banking, and Financial Markets? – Why Study Financial Markets?; Why Study Financial Institutions and Banking?; Why Study Money and Monetary Policy? An Overview of the Financial System - Function of Financial Markets; Structure of Financial Markets; Internationalization of Financial Markets; An Economic Analysis of Financial Structure – Eight Basic Facts; Transaction Costs; Asymmetric Information; Adverse Selection: The Lemons Problem; Moral Hazard; Principal-Agent Problem; Conflicts of Interest; Financial Crises. Banking and the Management of Financial Institutions – Balance Sheet of the Bank; Basic Banking; Bank Management (Liquidity Management, Asset Management, Liability Management, Capital Adequacy Management, Credit Risk, Interest-rate Risk). Multiple Deposit Creation and the Money Supply Process – Players in the Money Supply Process; Balance Sheet of the Central Bank; Open Market Operations; Discount Loan from the Central Bank; Other Factors Affecting the Monetary Base; Multiple Deposit Creation. Determinants of the Money Supply – The Money Supply Model; Deriving the Money Multiplier; Factors that Determine the Money Multiplier. Tools of Monetary Policy – Demand in the Market for Reserves; Supply in the Market for Reserves; Open Market Operations; Discount Policy; Reserve Requirements; The Channel/Corridor System; Monetary Policy Tools of the European Central Bank; What Should Central Banks Do? – Monetary Policy Goals, Strategy, and Tactics – The Price Stability Goal; Other Goals of Monetary Policy; Monetary Targeting; Inflation Targeting; Implicit Nominal Anchor; Choosing the Policy Instrument; The Taylor Rule, NAIRU, and the Phillips Curve. The Foreign Exchange Market – Foreign Exchange; Exchange Rates in the Long Run; Exchange Rates in the Short Run; Interest Parity Condition; Demand and Supply for Domestic Assets; Exchange Rate Overshooting; Exchange Rates and Interest rates. The International Financial System – Unsterilized Foreign Exchange Intervention; Sterilized Foreign Exchange Intervention; Balance of Payments; Exchange Rate Regimes; Gold standard; Bretton Woods system; European Monetary System; Managed Float; Capital Controls; IMF; Direct Effects of the Foreign Exchange Market on the Money Supply; Advantages of Exchange-Rate Targeting; Currency Boards; Dollarization. The Demand for Money – Velocity of Money and Equation of Exchange; Quantity Theory; Keynes's Liquidity Preference Theory; Friedman's Modern Quantity Theory of Money; Differences between Keynes's and Friedman's Model. IS-LM Model – Determination of Aggregate Output; Consumption Expenditure and the Consumption Function; Investment Spending; Expenditure Multiplier; Changes in Autonomous Spending; Government's Role; Role of International Trade; IS-LM Model. Monetary and Fiscal Policy in the IS-LM Model – Factors that Shift the IS Curve; Factors that Shift the LM Curve; Response to a Change in Monetary Policy; Response to a Change in Fiscal Policy; Monetary versus Fiscal Policy; Targeting Money Supply vs. Interest Rates ISLM Model in the Long Run.</p>	
<b>Learning outcomes</b>	
<p>It is expected that students, after completing the course and passing the exam, will be able to recognize the importance of money, banking and financial markets; to interpret the basic facts about the financial structure throughout the World and to confirm it by the practical evidence; to identify the problems of asymmetric information, adverse selection, principal-agent problem, a conflict of interest in finance, and to propose the appropriate solutions for these problems; to be familiar with the basic principles of banking and bank management; to understand the process of multiple deposit creation and derive the formula for the money multiplier; to understand how the tools of monetary policy work in the context of monetary authority tasks and objectives, and in the context of the foreign exchange market and international financial system. It is expected that students, after completing the course and passing the exam, will be able to set and explain the IS-LM model that can be used for the analysis of various monetary and fiscal policies.</p>	

TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams		
EXAMINATION METHOD				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	Mishkin, S., F., Economics of Money, Banking, and Financial Markets, 11th edition, Pearson, 2015.			
Optional reading				
1.	Mishkin, S., F., Economics of Money, Banking, and Financial Markets, 9th edition, Pearson, 2010.			
2.	Handa, J., Monetary economics, 2nd Edition, Routledge, 2009			
3.	Hubbard, G., R., O'Brien, A., P., Money, Banking and the Financial System, International edition Prentice Hall, 2012			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Why Study Money, Banking, and Financial Markets?	2	2	0
2.	An Overview of the Financial System	2	2	0
3.	An Economic Analysis of Financial Structure	2	2	0
4.	Banking and the Management of Financial Institutions	2	2	0
5.	Preparation for the first half term exam, First half term exam	2	2	0
6.	Multiple Deposit Creation and the Money Supply Process	2	2	0
7.	Determinants of the Money Supply	2	2	0
8.	Tools of Monetary Policy	2	2	0
9.	What Should Central Banks Do?	2	2	0

10.	The Foreign Exchange Market	2	2	0
11.	The International Financial System	2	2	0
12.	The Demand for Money	2	2	0
13.	IS-LM Model	2	2	0
14.	Monetary and Fiscal Policy in the IS-LM Model	2	2	0
15.	Preparation for the second half term exam, Second half term exam	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				



<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>BUSINESS FINANCE</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	5 <sup>th</sup> / WINTER
<b>ECTS points</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Iris Lončar, PhD, Asst. Prof.
Department, room no.	Department of Economics and Business Economics, E-K5
Phone	020 445 924
e-mail	iris.loncar@unidu.hr
<b>Course assistant/associate</b>	---
Department, room no.	---
Phone	---
e-mail	---
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>Introduction to business finance; Tasks and objectives of financing; theoretical perspectives of business finance; Place, role and importance of business finance in business systems; Forms of business organization and relationship between the organisation of business entities and their capital structure; Financial environment; Croatian financial system; Financial institutions; Financial decision making: the conflicts of interest between shareholders and managers; Valuating concepts; Time value of money: discounting and compounding; The cost of money and the cost of debt; Different forms of business financing (the question of fees/costs, the question of choice, comparative analysis of decisions); Common stocks (concept, significance, types and characteristics of certain types of stocks); Stocks' valuation; Dividend policy; Preference shares (concept, significance, types and their characteristics); The valuation of preference shares and their cost of capital; Bonds (concept, significance, types and characteristics of certain types of bonds), Financial statement analysis; Analysis of business performance based on key financial ratios: ROI, RI, EPS, EVA and MVA; Financial planning and forecasting; Short-term, medium-term, and long-term funding; Selection of the most appropriate model of funding; The theory of capital structure; Working capital management; The basic of capital budgeting; Investment appraisal methods.</p>	
<b>Learning outcomes</b>	
After completing the course and passing the exam students should understand the basic concepts of financial	

management in firms and they should be able to take active role in financial decisions making. Their knowledge about quantitative models and core financial functions would enable them to participate in creation of corporate finances, as well as to take an active role in making sound decisions on how to adapt to all the challenges that occur in the given environment, i.e. on the capital market. The final goal is for students to be able to use all available financial instruments and to make high-quality financial decisions in creating the optimal financial structure in performing their future managerial positions for which they are educated.

#### TEACHING MODE

<input checked="" type="checkbox"/> Lectures  <input checked="" type="checkbox"/> Seminars and workshops  <input checked="" type="checkbox"/> Exercises  <input checked="" type="checkbox"/> Independent assignments  <input checked="" type="checkbox"/> Multimedia and internet  <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations  <input type="checkbox"/> Laboratory  <input type="checkbox"/> Field work  <input checked="" type="checkbox"/> Mentoring  <input checked="" type="checkbox"/> Exams
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#### EXAMINATION METHOD

<input checked="" type="checkbox"/> Oral  <input checked="" type="checkbox"/> Written  <input checked="" type="checkbox"/> Partial exam	Other:
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#### READING

Compulsory reading	
1.	Ehrhardt, M. C. & Brigham, E. F.: Corporate Finance – A Focused Approach, 5 <sup>th</sup> Edition, South Western Cengage Learning, 2014.
2.	McLaney, E.: Business Finance – Theory and Practice, 9 <sup>th</sup> Edition, Pearson Education Ltd, Essex – UK, 2011.
3.	Power Point and other materials (available electronically or by photocopy)
Optional reading	
1.	Arnold, G.: Essentials of Corporate Financial Management, 2 <sup>nd</sup> Edition, Pearson Education Ltd, Essex – UK, 2012.
2.	Marsh, C.: Business and Financial Models, Kogan Page Ltd., UK, 2013.

#### LIST OF TOPICS

No.	Hours
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		<b>L</b>	<b>E</b>	<b>S</b>
1.	Explanation of the curriculum, literature and examination methods; Introduction to business finance; Place, role and importance of business finance in business systems; Types of financing; Principles of finance	2	2	0
2.	Financial environment; Financial system of the Republic of Croatia; Financial institutions	2	2	0
3.	Forms of business organizations; The relationship between the forms of business (enterprise structure) and capital structure	2	2	0
4.	Financial ratios and rules	2	2	0
5.	Valuating concepts; Time value of money; Discounting and compounding	2	2	0
6.	Compounding as a method of selecting the optimal form of financing; Problems/tasks - the dilemma of fees/costs, risk and rate of return; CAPM model	2	2	0
7.	Bonds; Types of bonds; Ranking bonds; Market characteristics vs. nominal characteristics of bonds; Bonds' yield; Yield to maturity; Gabriel's formula	2	2	0
8.	Common stocks: concept, types and characteristics; Dividend policy	2	2	0
9.	Preference shares: concept, significance and characteristics; The valuation of preference shares and their cost of capital	2	2	0
10.	Financial statement analysis; Horizontal and vertical analysis; Computing financial ratios	2	2	0
11.	Analysis of business performance based on key financial ratios: ROI, RI, EPS, EVA and MVA	2	2	0
12.	Short-term, medium-term, and long-term funding; Selection of the most appropriate model of funding	2	2	0
13.	The theory of capital structure; Modigliani and Miller's theory; Financial agency model; Models based on asymmetric information	2	2	0
14.	Working capital management; Receivables management; Stock management; Cash management	2	2	0
15.	The methods of capital budgeting: NPV, IRR, PI, ARR and PBP	2	2	0

<b>TOTAL HOURS</b>	<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>			

COURSE INFORMATION				
<b>Course name</b>	<b>EQUITY MARKETS</b>			
<b>Degree</b>	Undergraduate			
<b>Semester</b>	Winter			
<b>Recommended ECTS</b>	5			
<b>Course status</b>	Elective			
<b>Course leader</b>	Ivo Šperanda, PhD, Asst. Prof.			
	e-mail	ivo.speranda@unidu.hr		
COURSE DESCRIPTION				
<b>Course content</b>				
Securities and Exchange Operations: Well known Stock Exchanges Survey. Basic Concepts of Securities. Shares. ROI and Valuation of Shares. Risk and Risk Assessment. Basic Methods of Risk Determining & Measuring. ROI and Valuation of Bonds . Derivatives and Basic Operations With Derivatives on the Stock Exchanges. Diversified Investments and Focused Investments. Psychology of Stock Exchange.The Fundamental and the Technical Analysis. Hedging – fundamentals. Bonds & Options				
<b>Learning outcomes</b>				
Through lectures, discussions, exercises, tutorials and exams are to be developed and encouraged basic categories of learning outcomes of the EQUITY MARKETS course: understanding and knowledge, application of knowledge and skills, intellectual skills, practical and communication skills, and learning skills, gaining knowledge and permanent training. The main aim of the course: to familiarize students with the stock exchanges of securities, risks in business on the stock exchanges, the basic methods of determining the value of securities and trading techniques and the benefits and risks of doing business in global stock markets.				
TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams		
EXAMINATION METHOD				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
<b>Compulsory reading</b>				
1.	Chapman,C.,How the Stock Markets Work, Century Business Books- Random House, London, UK, 1998.			
2.	Graham B., The Intelligent Investor (Revised Edition), HarperCollins Publishers, N.Y., 2003.			
<b>Optional reading</b>				
1.	Van Horne J.C., Financial Management and Policy, Prentice-Hall International Edit. 1992.			
2.	Brett M., How to Read theFinancial Pages,(4th Editition),Random House,London,1995.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Securities and Exchange Operations: Well known stock Exchanges Survey	2	2	0

2.	Basic Concepts of Securities	2	2	0
3.	Shares	2	2	0
4.	Risk and Risk Assessment	2	2	0
5.	Basic Methods of Risk Determining and Measuring	2	2	0
6.	ROI and Valuation of Shares	2	2	0
7.	Derivatives and Basic Operations with Derivatives on SE	2	2	0
8.	Difersified Investment vs Focused Investment	2	2	0
9.	Psychology of Stock Exchange	2	2	0
10.	Fundamental Price Anlysis on the Markets	2	2	0
11.	Technocal Analysis	2	2	0
12.	Hedging - basics	2	2	0
13.	Bonds - general information	2	2	0
14.	Valuations of Bonds	2	2	0
15.	Options	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
37T				

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>MANAGEMENT OF TOURIST AGENCIES</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Winter
<b>ECTS points</b>	6
<b>Course status</b>	Compulsory
<b>Course leader</b>	Iris Mihajlović Ph.D., Asst. Prof.
Department, room no.	Department of Economics and Business Economics; EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<ol style="list-style-type: none"> <li>1. The history of development of travel agencies</li> <li>2. New travel trends considering geographical distribution; demographical features of travelers; European travel marketplac; Main travel associations</li> <li>3. The main functions-and tasks of travel intermediaries. Differences between tour operators and travel intemediaries.</li> <li>4. Classification of travel agencies</li> <li>5. Modalities of integrations, strategic alliances. The relationship with the other stakeholders and service providers . Types of contracts; the realization of the business cooperation between travel agencies and the business partners, hotels; partnerships</li> <li>6. Marketing reserach for the purpose of creating the travel packages</li> <li>7. Travel agency products – creating packages, types, classification of package-tours, receptive business.</li> <li>8. Transfers and excursions, new products and perception of added values</li> <li>6. Pricing- types, costs, calculations</li> <li>7. Placement of products, booking, distribution, promotion, online booking.Innovative tools and perception of added values</li> <li>8. Managing human resources in the travel agency- specific features of employees in travel agencies</li> <li>9. Promotion- types, brochures, catalogues. Promotional policy, contents of promotional activities and</li> </ol>	

measuring of efficiency of its activities.		
10. Organizational structure of travel agencies in terms of contemporary business practices		11.
Business results and efficiency of business of travel intermediaries		
12. Economic indicators for measuring the efficiency of business activities		
<b>Learning outcomes</b>		
Students will acquire adequate theoretical knowledge about travel agency business, and will develop practical skills necessary for the management of travel agencies. Students will be able to apply the knowledge and special skills on the concrete problems. Students will be acquainted with the importance and the role of travel agencies on the tourist market and with the importance of continuous education regarding the trends in the surroundings.		
<b>TEACHING MODE</b>		
<input checked="" type="checkbox"/> Lectures  <input type="checkbox"/> Seminars and workshops  <input checked="" type="checkbox"/> Exercises  <input checked="" type="checkbox"/> Independent assignments  <input checked="" type="checkbox"/> Multimedia and internet  <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations  <input type="checkbox"/> Laboratory  <input type="checkbox"/> Field work  <input type="checkbox"/> Mentoring  <input checked="" type="checkbox"/> Exams	
<b>EXAMINATION METHOD</b>		
<input type="checkbox"/> Oral  <input checked="" type="checkbox"/> Written  <input checked="" type="checkbox"/> Partial exam	Other:	
<b>READING</b>		
Compulsory reading		
1.	Singh, L. K. (2008), Management of Travel Agency, Gyan Publishing House	
2.	Buhalis, D. (2003). eTourism: Information technology for strategic tourism management. Pearson, London.	
3.	Čavlek, N. Travel and tourism intermediaries: Their changing role, In book. Tisdell, C.A. (eds) Handbook of Tourism Economics: Analysis, New Applications and Case Studies, New York, World Scientific,.	
4.	Egger, R., Buhalis, D. (2008). eTourism, Case Studies. Butterworth Heinemann, Oxford.	
5.	Mihajlovic, I. (2014). ICT and New Trends in Consumer Behavior – New Experiential Knowledge Opportunities or Challenges for Intermediaries, Journal of Marketing Management, Vol. 2., No.1., pp. 43 – 64.	
Optional reading		
1.	Buhalis, D., Costa, C. (2005). Tourism Business Frontiers. Butterworth Heinemann, New York.	



2.	Buhalis, D., Laws, E. (2001). Tourism Distribution Channels, Practice, Issues and Transformations. Continuum, London.			
3.	Buhalis, D., Zoge, M. (2007). The strategic impact of the Internet on the tourism industry. In book: Sigala, M., Mich, L., Murphy J. (eds) Information and communication technologies in tourism. Springer, Wien.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Market conditions as a prerequisite for the emergence of travel intermediaries. Development of intermediaries.	2	2	0
2.	Trends in the market of organized travel. Characteristics and market trends of demand with regard to the organized trips. European travel marketplace. Main travel associations	2	2	0
3.	The functions, tasks and features of intermediaries.	2	2	0
4.	Types and delimitation criteria of travel agencies.	2	2	0
5.	Criteria and forms of integration and concentration of travel agencies, forms of business cooperation, partnerships. Contract levels between travel agencies and stakeholders. Contracts of service providers and travel agencies.	2	2	0
6.	Tourism market research for the purpose of creating packages.	2	2	0
7.	Travel packages as basic agency products. Diversification of the product program. Types and Classifications of package-tours.	2	2	0
8.	Transfers as vital services and activities of travel agencies. Excursions.	2	2	0
9.	Costs - demarcation. Calculating and forming of prices of package tours.	2	2	0
10.	Product placement, booking, distribution and promotion. The role of new technologies in product placement of travel agencies. Innovative tools and perceived value added.	2	2	0

11.	Promotional policy, content of promotional activities, brochures, catalogs. Measuring the effectiveness of promotional activities.	2	2	0
12.	Human Resources Management in the travel agency. Professional and specialized staff.	2	2	0
13.	Organizational structure of the travel agencies in terms of contemporary business practices.	2	2	0
14.	Business results and efficiency of business of travel intermediaries.	2	2	0
15.	Economic indicators for measuring the performance of the business of travel agencies.	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
<p>Monitoring the quality and efficiency of the course.</p> <p>The quality of the program, teaching process, teaching skills and the level of acquired curriculum will be verified by means of verbal and written evaluation based on questionnaires and other standardized methods and in accordance with the regulations of the University of Dubrovnik.</p>				

COURSE INFORMATION	
<b>Course name</b>	<b>BASICS OF MARKETING</b>
<b>Semester</b>	Winter
<b>ECTS points</b>	6
<b>Course status</b>	Compulsory
<b>Course leader</b>	Iris Mihajlović Ph.D., Assistant Professor
Department, room no.	Department of Economics and Business Economics; EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
COURSE DESCRIPTION	
<b>Course content</b>	
Introduction to Marketing. Marketing environment. Marketing in today's business environment. Marketing in the age of Internet. Analysis of the business markets and the business buying behavior. Analysis of the consumer markets and the buying behavior. Competition analysis. Competitive strategies - market leaders, challengers, followers, nichers. Market segmentation, selection of target markets, positioning and the assessment. Market research and Marketing Information Systems (MIS). Marketing mix and its components. The product decision process - product development and product life cycle strategies. Decision on distribution related to marketing channels, the decision on the structure of the channel, marketing logistics and physical distribution. Promotion decisions: promotion, advertising, public relations, personal sales, sales promotion and direct marketing. Price decisions: basic terms, pricing. Ethics in Marketing and Social Responsibility.	
<b>Learning outcomes</b>	
After completing the course and fulfilling obligations, students will be able to: understand the philosophy of marketing management, analyze the microenvironment and macroenvironment of companies; formulate the marketing strategy in the new digital age; understanding the consumer behavior and also buying on the business markets. They will also be able to obtain data and use it in the form of information, to identify competing companies, in building the competitive edge, choosing the marketing strategy. On that way they will be able to shape an optimal marketing mix that will produce the desired reaction on the target market; to establish a stable position in target markets; to develop socially responsible marketing	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
<b>Compulsory reading</b>	
1.	Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2005) . Principles of Marketing, Fourth European Edition. Prentice Hall
2.	Kotler, P.T., Keller, K. L.(2016). Marketing Management, 15th Pearson.USA
3.	Strauss, J., Frost, D.R. (2016). E-marketing, Routledge. USA.

Optional reading				
1.	Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B., Mitchell. V.W.(2009). Marketing, Real People, Real Decisions, Prentice Hall. England.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Introduction lecture. The market orientation of companies, marketing nowadays	2	2	0
2.	Marketing in the age of Internet	2	2	0
3.	Marketing environment (the microenvironment and the macroenvironment)	2	2	0
4.	Business buying behavior in the business markets	2	2	0
5.	Analysing consumers markets and buying behavior	2	2	0
6.	Competitive strategies - market leaders, challengers, followers	2	2	0
7.	The process of segmentation on the business consumption market and the personal consumption market	2	2	0
8.	Evaluation and selection of target markets, positioning	2	2	0
9.	Information systems for marketing purposes	2	2	0
10.	Marketing mix and its components	2	2	0
11.	Development of new products and strategies for the product life -cycle	2	2	0
12.	Marketing channels, decisions on the structure of the channel	2	2	0
13.	Advertising, public relations	2	2	0
14.	Personal Sales, Sales Promotion, Direct Marketing	2	2	0
15.	An organization of marketing	2	2	0

<b>TOTAL HOURS</b>	<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>			

COURSE INFORMATION		
<b>Course name</b>	<b>PHYSICAL AND HEALTH EDUCATION</b>	
<b>Degree</b>	Undergraduate	
<b>Semester</b>	Winter	
<b>ECTS points</b>	1	
<b>Course status</b>	Compulsory	
<b>Course leader</b>	Aleksandar Selmanović, PhD, Asst. Prof.	
Department, room no.	B29, Čira Carića 4	
Phone	020445737	
e-mail	<a href="mailto:sasa.selmanovic@unidu.hr">sasa.selmanovic@unidu.hr</a>	
<b>Course assistant/associate</b>	Dean Kontić, PhD, Đivo Ban, prof.	
Department, room no.	B29, Čira Carića 4	
Phone	020445737	
e-mail	<a href="mailto:dkontic11@hotmail.com">dkontic11@hotmail.com</a> , <a href="mailto:djivo.ban@du.t-com.hr">djivo.ban@du.t-com.hr</a>	
COURSE DESCRIPTION		
<b>Course content</b>		
<p>Maintaining and upgrading the health status of students by regular application of kinesiological activities. The course comprises curriculums of 11 physical activities which students electively select. The activities are: football, basketball, volleyball, table tennis, badminton, swimming, rowing, sailing, hiking, aerobics and fitness. Additionally, students meet the course obligations by regular attendance in supplementary forms of teaching (theoretical lectures, seminars).</p>		
<b>Learning outcomes</b>		
<p>Positive influence on students' anthropological characteristics (motor and functional abilities, anthropometric attributes). Application of acquired knowledge and developed skills in everyday life and urgent situations. In the long term - creating fitness awareness, persistent habits and necessities of involvement in regular kinesiological activities in order to enhance ability to overcome future sedentary professional workload, retain fit body and prevent it from physical traumas. Short-term – aid and support in overcoming the student's intellectual struggles.</p>		
TEACHING MODE		
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input type="checkbox"/> Exams	
EXAMINATION METHOD		
<input type="checkbox"/> Oral <input type="checkbox"/> Written <input type="checkbox"/> Partial exam	Other: Examination of participation	
READING		
<b>Compulsory reading</b>		
1.		
<b>Optional reading</b>		
1.	Hoffman, S. (2013) Introduction to Kinesiology With Web Study Guide-4th Edition. Studying Physical Activity. Book with online resource ISBN-13: 9781450434324	
2.	Nutrition and Diet Therapy (2000), Mahan LK, Escott-Stump S., ured., 10 izd. Saunders Company, Philadelphia	
LIST OF TOPICS		
No.		<b>Hours</b>

		<b>L</b>	<b>E</b>	<b>S</b>
1.	Basketball - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
2.	Football - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
3.	Aerobics - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
4.	Fitness - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
5.	Volleyball - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
6.	Swimming - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
7.	Rowing - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
8.	Badminton - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
9.	Table tennis - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
10.	Hiking - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
11.	Sailing - elective kinesiological activity	<b>0</b>	<b>2</b>	<b>0</b>
12.	Proper nutrition - theoretical lecture	<b>0</b>	<b>2</b>	<b>0</b>
13.	Prevention of obesity - theoretical lecture	<b>0</b>	<b>2</b>	<b>0</b>
14.	Prevention of various forms of addiction - theoretical lecture	<b>0</b>	<b>2</b>	<b>0</b>
15.	Mental health and stress prevention - theoretical lecture	<b>0</b>	<b>2</b>	<b>0</b>
<b>TOTAL HOURS</b>		<b>0</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

## **SUMMER SEMESTER**



<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>ACCOUNTING</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	4 <sup>th</sup> / SUMMER
<b>ECTS points</b>	7
<b>Course status</b>	Compulsory
<b>Course leader</b>	Iris Lončar, PhD, Asst. Prof.
Department, room no.	Department of Economics and Business Economics, E-K5
Phone	020 445 924
e-mail	iris.loncar@unidu.hr
<b>Course assistant/associate</b>	---
Department, room no.	---
Phone	---
e-mail	---
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>Accounting information system; History of accounting; Accounting principles and standards; Accounting tools (documents, general ledger, financial statements) in theory and practice; Accounts in the general ledger as a location for recording and storing the effects of business transaction; Types of accounts; Identifying number assigned to each account based on a chart of accounts; Recording business transactions on the accounts; Opening and closing accounts in the general ledger; Preparing the statements (reports) from the accounts at the end of an accounting period; Balance sheet as a basic financial statement (types, the rules of presenting information in balance sheet, forms); Storing information in asset accounts, liability accounts and owner's equity accounts (centripetal, centrifugal, concentric, peripheral); Recording transactions in revenue and expense accounts; Cost and outputs (a schedule of cost of goods manufactured, general cost classifications, different approaches in pricing products); Expenses and revenues (concept and types, differences between costs, expenses and cash outflows, differences between revenues, performances and cash inflows); Accounting for revenues from sales; Preparing the income statement (concept and content, accrual basis, forms and methods of revenues, expenses and result recognitions); Interrelations between internally and externally reported business results; The statement of cash flows (cash inflows and cash outflows, differences between cash inflows and revenues, differences between cash outflows and expenses, cash basis recognition, forms and methods of cash flow statement presentation); The statement in changes in equity; Interrelationships between basic financial statements; Accounting Act; Accounting principles and standards; International Financial Reporting Standards.</p>	
<b>Learning outcomes</b>	

After completing the course and passing the exam, students should be able to understand the content of the accounting categories encompassed in the ledgers, as well as the nature of accounting information presented in financial statements. They should also be able to: \* Understand the place and role of accounting systems in theory and practice, as well as a starting point that should be respected in its defining in business entities (Accounting Act, International Financial Reporting Standards); \* Use specific accounting terminology in interpretation of accounting data and information in companies; \* Apply the principles of the balance equation (double-entry accounting) in the recording transactions in the general ledger, as well as in the process of preparing financial statements; \* Understanding the cause-effect relationships of specific categories and conditions of the companies and explain them from the accounting point of view; \* Explain the accounting aspect of information and adjust it with the informational requirements of internal and external users; \* Understand, read and interpret specific items of the presented financial statements.

#### TEACHING MODE

<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory
<input checked="" type="checkbox"/> Exercises	<input type="checkbox"/> Field work
<input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Mentoring
<input checked="" type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Exams
<input checked="" type="checkbox"/> Distance learning	

#### EXAMINATION METHOD

<input checked="" type="checkbox"/> Oral	Other:
<input checked="" type="checkbox"/> Written	
<input checked="" type="checkbox"/> Partial exam	

#### READING

##### Compulsory reading

4.	Wild, J.J.; Shaw, K.W. & Chiappetta, B. (2012): Fundamental Accounting Principles, 21th Edition, McGraw Hill IRWIN Inc., Boston
5.	Saguinsin, A.T. (2013): Basic Concept of Accounting/Fundamentals of Accounting, Booktango, Bloomington
6.	Guilding, C. (2009): Accounting Essentials for Hospitality Managers, 2nd Edition, Elsevier Ltd., Oxford

##### Optional reading

2.	Horngre, Ch.T., Sundem, G.I., Elliott, J.A. (1999) Introduction to Financijsal Accounting, VII ed., Prentice Hall, Upper Saddle River, New Jersey
3.	Thomas, A., Ward, A.M. (2009) Introduction to Financial Accounting, VI ed., The McGraw Hill Companies, London, Boston, New York, Toronto...
4.	Weygandt, J.J., Kimmel, P.D., Kieso, D.E. 8 (2008) VI ed. Financial Accounting A Focus on Fundamental, WILEY, John Wiley & Sons, Inc. Europe, Asia, Africa, Middle East

<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction: Explanation of the curriculum, literature and examination methods; Development, definition and structure of accounting; Accounting principles and standards	2	2	0
2.	Main characteristics and fundamental steps of accounting process; Accounting documents, general ledger and chart of accounts	2	2	0
3.	“Statically” and “dynamically” defined accounting categories	2	2	0
4.	Accounts; Double-entry accounting; The rules of recording transactions on accounts	2	2	0
5.	Accounting for fixed assets: purchase, depreciation, sale	2	2	0
6.	Accounting for current assets: purchase, consumption, methods of assigning costs of inventory items, sale	2	2	0
7.	Recording specificities connected with other forms of current assets (except inventories); Accounting for liabilities and owner’s equity	2	2	0
8.	Integral exercises - preparation for the first colloquium	2	2	0
9.	Concept and types of costs; Basic costs in the chart of accounts and their recording in the accounts	2	2	0
10.	Cost allocation depending on the business activity; Methods of calculation and costing	2	2	0
11.	Accounting recognition of expenses and their records; Accounting recognition of revenues and their records; Reporting income at the end of the accounting period	2	2	0
12.	The balance sheet and changes	2	2	0
13.	The income statement; Content and methods of preparing this report	2	2	0
14.	The cash flow statement; Methods of cash flow statement preparation; The statement in changes in equity	2	2	0
15.	Integral exercises - preparation for the second colloquium	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>

<b>OTHER RELEVANT INFORMATION</b>

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>FINANCIAL INSTITUTIONS AND MARKETS</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Meri Šuman Tolić
e-mail	mstolic@unidu.hr
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>The course covers the following topics: 1. Financial system, 2. Financial markets, 3. Money Market , 4. The central bank, 5. Depository financial institutions (commercial banks, savings banks, leasing companies, products, risk management, control and stability systems), 6. Foreign exchange market and forex, 7 Capital market (primary and secondary, institutions and participants, instruments, securities, operations, trading, benchmark indicators), 8. Institutional investors (insurance companies, investment and pension funds), 9. Securities (stocks, bonds, financial derivatives), 10. International financial institutions (World Bank, International Monetary Fund, European Central Bank, European Bank for Reconstruction and Development), 11. Rating agencies, 12. International capital markets (New York Stock Exchange, London Stock Exchange, the Paris Stock Exchange, Frankfurt Stock Exchange and the Tokyo Stock Exchange)</p>	
<b>Learning outcomes</b>	
<p>After completing the course and passing the exam students will be able to understand the structure and functioning of contemporary financial system, functions and organization of financial markets and institutions, their way of operating and financial instruments specific for particular financial markets and institutions, as well as to clearly perceive and react to changes in the environment that directly affect the operations of financial institutions and markets. Students will be acquainted with the theory, the fundamental knowledge and techniques applied in the financial sector. This allows them to acquire the specific knowledge and skills necessary for participation in the financial markets, which are applied in the practical part of the course by means of trade at virtual stock market and Forex.</p>	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures  <input checked="" type="checkbox"/> Seminars and workshops  <input checked="" type="checkbox"/> Exercises  <input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Consultations  <input checked="" type="checkbox"/> Field work  <input checked="" type="checkbox"/> Exams

<input checked="" type="checkbox"/> Multimedia and internet				
<input checked="" type="checkbox"/> Distance learning				
<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral		Other:		
<input checked="" type="checkbox"/> Written				
<input checked="" type="checkbox"/> Partial exam				
<b>READING</b>				
Compulsory reading				
1.	Fabozzi, F. J., Modigliani, F., Jones, F. J., Ferri, M. G., Foundations of Financial Markets and Institutions, Third Edition, Pearson Education International, 2002.			
2.	Kidwell, D.S. et al., Financial Institutions, Markets and Money, Wiley, N.Y., 2003.			
3.	Mishkin, Frederic S., The economics of money, banking and financial markets, Global ed., business school ed.(2nd ed.), Global ed., business school ed.(2nd ed.), Boston [etc.] : Pearson, cop. 2010.			
Optional reading				
1.				
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introductory lecture	2	2	0
2.	Financial system	2	2	0
3.	Financial markets	2	2	0
4.	Money market	2	2	0
5.	Central bank	2	2	0
6.	Depository financial institutions	2	2	0
7.	Foreign exchange market	2	2	0

8.	Forex	2	2	0
9.	Capital market	2	2	0
10.	Institutional investors	2	2	0
11.	Insurance companies	2	2	0
12.	Investment funds	2	2	0
13.	Securities- shares and bonds	2	2	0
14.	Financial derivatives	2	2	0
15.	International financial institutions	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>MANAGERIAL ECONOMICS</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Spring
<b>ECTS points</b>	6
<b>Course status</b>	Compulsory
<b>Course leader</b>	Perica Vojinić, Asst. Prof.
Department, room no.	Department of Economics and Business Economics, C-6
Phone	020/445-933
e-mail	perica.vojinic@unidu.hr
<b>Course assistant/associate</b>	-
Department, room no.	-
Phone	-
e-mail	-
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
Scope of managerial economics; Optimization Techniques; Demand theory, demand estimation, and demand forecasting; Production theory and estimation; Cost theory and estimation; Market Structure: Perfect Competition and Monopoly; Market Structure: Monopolistic Competition and Oligopoly; Pricing strategies; Risk Analysis; Long-Run Investment Decisions	
<b>Learning outcomes</b>	
After completing this course students should be able to: apply demand theory in order to determine elasticity and to estimate and forecast trends and changes in demand; apply production theory in production management of the firm; utilise cost theory in order to identify short-term and long-term decisions of the firm; describe market structures in order to assess market equilibrium; apply theoretical knowledge in decision making under risk.	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
<b>Compulsory reading</b>	
1.	Salvatore, D., Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New York, 2015.
2.	Wilkinson, N., Managerial Economics: A Problem Solving Approach, Cambridge University Press, 2005.
<b>Optional reading</b>	
1.	Samuleson, W. F., Marks, S. G., Managerial Economics, 7th edition, John, Wiley & Sons, 2012.
2.	Perloff, J. M., Microeconomics, University of California, 6th edition, Berkeley, 2011.
<b>LIST OF TOPICS</b>	
No.	Hours



		<b>L</b>	<b>E</b>	<b>S</b>
1.	Nature, scope and methods of managerial economics	2	2	0
2.	The theory of the firm	2	2	0
3.	Optimization Techniques	2	2	0
4.	Demand Theory	2	2	0
5.	Demand Estimation	2	2	0
6.	Demand Forecasting	2	2	0
7.	Production Theory and Estimation	2	2	0
8.	Cost Theory and Estimation	2	2	0
9.	Market Structures: Perfect Competition, Monopoly, and Monopolistic Competition	2	2	0
10.	Oligopoly and Game Theory	2	2	0
11.	Pricing Strategies	2	2	0
12.	Pricing in Practice	2	2	0
13.	The Role of Government in the Economy	2	2	0
14.	Risk Analysis	2	2	0
15.	Long-Run Investment Decisions	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
-				

<b>Course name</b>	<b>CROATIAN TAX SYSTEM</b>	
<b>Degree</b>	Undergraduate	
<b>Semester</b>	Spring	
<b>Recommended ECTS</b>	5	
<b>Course status</b>	Elective	
<b>Course leader</b>	Meri Šuman Tolić	
e-mail	mstolic@unidu.hr	
<b>COURSE DESCRIPTION</b>		
<b>Course content</b>		
<p>1.Theoretical framework of modern states' tax systems, 2. Tax terminology and elements of taxation, 3. Types of taxes, 4. Normative regulation of taxes in the Republic of Croatia, 5. The Croatian tax system, 6. National taxes: value added tax, corporate income tax (profit tax), special taxes and excise duties, 7. Joint tax: income tax, 8. County taxes: inheritance and gift tax, the tax on road motor vehicles, vessels and tax on coin operated entertainment machines, 9 . City or municipal taxes: surtax on income tax, consumption tax, tax on holiday houses, tax on the use of public areas and real estate transfer tax, 10. Tax winnings from games of chance and fees for organizing games of chance ( lottery games, casino games, betting games, fees for organising slot machine games and occasional one-time games of chance and fees for organizing award games, 11. Croatian customs system and regulations, 12. Social contributions in Croatia, 13 Responsibilities of state agencies in the implementation of tax policy, 14. Tax aspects of international business, 15. Avoidance of double taxation 16. European union tax system: harmonization of taxation systems and policies of EU member states, 17. Prevention of tax competition among EU member states.</p>		
<b>Learning outcomes</b>		
<p>After completing the course and passing the exam students will be able to: define and explain the importance of the tax system in modern states, distinguish, define and explain the basic concepts in the field of taxation, explain, distinguish, interpret and compare various theoretical approaches and characteristics of the Croatian tax system and tax systems of EU member states, to analyze and explain phenomena related to the collection of public revenues, define, analyze and explain the impact of the tax system on business and enterprise competitiveness, the tax burden on citizens, the fiscal capacity of local and regional governments and the role of tax policy in the Croatian economic policy. Students are expected to develop: general competencies (identifying the key elements required for a systematic analysis of the tax systems of modern states which extend the knowledge acquired in the course of the Public Finance) and specific competencies (interpretation of the basic characteristics of the tax system, the evaluation of the impact of tax systems of modern states on the relevant economic categories ).</p>		
<b>TEACHING MODE</b>		
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Exams	
<b>EXAMINATION METHOD</b>		
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:	
<b>READING</b>		
<b>Compulsory reading</b>		
1.	Kesner-Škreb, M., Kuliš, D., A citizens' guide to taxation, Institut za javne financije, Zagreb, 2010.	
2.	Detailed information on EU tax and customs policies (available at:	

	<a href="http://ec.europa.eu/taxation_customs/index_en.htm">http://ec.europa.eu/taxation_customs/index_en.htm</a> );			
3.	Promoting the internal market and economic growth. Towards simple, fair and efficient taxation in the European Union. (available at: <a href="http://europa.eu/pol/index_en.htm">http://europa.eu/pol/index_en.htm</a> <a href="http://europa.eu/!bY34KD">http://europa.eu/!bY34KD</a> )			
Optional reading				
1.				
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Theoretical framework of modern states' tax systems	2	2	0
2.	Tax terminology and elements of taxation	2	2	0
3.	Types of taxes	2	2	0
4.	Normative regulation of taxes in the Republic of Croatia	2	2	0
5.	National taxes: value added tax, corporate income tax (profit tax), special taxes and excise duties	2	2	0
6.	Joint tax: income tax	2	2	0
7.	County taxes: inheritance and gift tax, the tax on road motor vehicles, vessels and tax on the coin operated entertainment machines	2	2	0
8.	City or municipal taxes: surtax on income tax, consumption tax, tax on holiday houses, tax on use of public areas and real estate transfer tax	2	2	0
9.	Croatian customs system and regulations	2	2	0
10.	Social contributions in Croatia	2	2	0
11.	Responsibilities of state agencies in the implementation of tax policy	2	2	0
12.	Tax aspects of international business	2	2	0
13.	Avoidance of double taxation	2	2	0
14.	European union tax system: harmonization of taxation systems and policies of the EU member states,	2	2	0

15.	Prevention of tax competition among the EU member states.	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				
37T				

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>MANAGEMENT OF SMALL ENTERPRISES</b>
<b>Degree</b>	Undergraduate
<b>Semester</b>	Spring
<b>ECTS points</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Zorica Krželj-Čolović, PhD
Department, room no.	Department of Economics and Business Economics, EK-6
Phone	445-925
e-mail	zkrzelj@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
Conceptual definition of management of small enterprise; the role of small enterprise in the economy; the specificity of management functions in a small enterprise; supply management and sales management in small enterprises; indicators of organisational culture in small enterprises; opportunities, obstacles, growth limitation and development of small enterprises; the importance of networking and internationalization; possibilities of advancement and competitiveness of small enterprises.	
<b>Learning outcomes</b>	
Students will be able to analyse current issues and trends in the management of small enterprises; apply management skills necessary to manage a small enterprise; understand the role of management in a small enterprise; recognize and explore different types of management strategies for small enterprises	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory
<input checked="" type="checkbox"/> Exercises	<input type="checkbox"/> Field work

<input checked="" type="checkbox"/> Independent assignments		<input checked="" type="checkbox"/> Mentoring		
<input checked="" type="checkbox"/> Multimedia and internet		<input checked="" type="checkbox"/> Exams		
<input checked="" type="checkbox"/> Distance learning				
<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral		Other:		
<input checked="" type="checkbox"/> Written				
<input checked="" type="checkbox"/> Partial exam				
<b>READING</b>				
Compulsory reading				
1.	Scarborough, N.M., Effective Small Business Management: An Entrepreneurial Approach, 10th ed., Pearson Prentice Hall: Upper Saddle River, NJ, 2012.			
2.	Longenecker, J.G., Moore, C.W., Petty, J.W., Palich, L.E., Small Business Management: Launching and growing Entrepreneurial Ventures, 14th ed., Thomson/South-Western: Mason, OH, 2008.			
Optional reading				
1.	Carter, S., Jones-Evans, D., Enterprise and Small Business: Principles, Practice and Policy, 2nd ed., FT Prentice Hall: Harlow, England; New York, NY, 2006.			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Introduction to the management of small enterprises	2	2	0
2.	Features of small enterprises	2	2	0
3.	Management functions in small enterprises	2	2	0
4.	Planning in small enterprises	2	2	0
5.	Organising of small enterprises	2	2	0
6.	Leading of small enterprises	2	2	0

7.	Human resource management of small enterprises	2	2	0
8.	Controlling in small enterprises	2	2	0
9.	The business processes in small enterprises	2	2	0
10.	Application of managerial skills on leading in small enterprises	2	2	0
11.	Organisational culture of small enterprises	2	2	0
12.	Management based on values in small enterprises	2	2	0
13.	The growth and development of small enterprises	2	2	0
14.	The networking and internationalisation of small enterprises	2	2	0
15.	The future of small enterprises	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>INTERGOVERNMENTAL FISCAL RELATIONS</b>
<b>Degree</b>	undegraduate
<b>Semester</b>	Spring
<b>Recommended ECTS</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Meri Šuman Tolić
e-mail	mstolic@unidu.hr
<b>MODULE DESCRIPTION</b>	
<b>Course content</b>	
1. Fiscal Federalism, 2. Decentralization: theoretical framework 3. Types of decentralization, 4. Fiscal decentralization, 5. The structure of the Croatian public sector, 6. The assignment of expenditure responsibilities among different government levels, 7. The assignment of revenue sources among different government levels, 8. Fiscal capacity of subnational units, 9. Fiscal autonomy of local units, 10. Subnational budgets and capital revenues, 11. Public private partnership, 12. Fiscal equalization, 13. Subnational borrowing, 14. EU Regional Policy, 15. Fiscal decentralization in Croatia	
<b>Learning outcomes</b>	
After completing the course and passing the exam students will be able to:- perceive the importance and complexity of intergovernmental fiscal relations in contemporary states and assess and evaluate the institutions and policies of local public financing;- distinguish, define and explain the basic concepts in the field of fiscal decentralization;- explain, differentiate, critically interpret and compare the characteristics of the Croatian fiscal system and the system of EU member states;- analyze the assignment of expenditure responsibilities among levels of government;- analyze the subnational revenue sources and critically assess the significance of fiscal autonomy and fiscal capacity of local units on the success of the implementation of the decentralization process;- analyze and critically assess the impact of decentralization on the development determinants. Students are expected to develop: general competencies (identifying the key elements necessary for a systematic analysis of intergovernmental fiscal system of contemporary states which extend the knowledge acquired in the course Public Finance) and specific competencies (interpretation of the main characteristics of the financing of lower levels of government, the distribution of powers between the state levels, evaluation of the impact of decentralization of modern states in relevant economic categories).	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Field work
<input checked="" type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Exams



<input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning				
<b>EXAMINATION METHOD</b>				
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
<b>READING</b>				
Compulsory reading				
1.	Veiga, L., Kurian, M. and Ardakanian, R., Intergovernmental Fiscal Relations, Springer, 2015., ISBN 978-3-319-06295-2			
2.	Swianiewicz, P., Local Government Borrowing: Risks and Rewards, A Report on Central, OSI/LGI, 2004, ISBN: 963 9419 51 6			
Optional reading				
1.	Websites: Council of Europe ( <a href="http://www.coe.int">http://www.coe.int</a> ), European Commission ( <a href="http://europa.eu.int">http://europa.eu.int</a> ), Eurostat ( <a href="http://epp.eurostat.ec.eu.int">http://epp.eurostat.ec.eu.int</a> ), International monetary fund ( <a href="http://www.imf.org">http://www.imf.org</a> ), The Organisation for Economic Co-operation and Development - OECD ( <a href="http://www.oecd.org/tax/federalism/">http://www.oecd.org/tax/federalism/</a> ); OECD Fiscal decentralization database ( <a href="http://www.oecd.org/tax/federalism/oecdiscaldecentralisationdatabase.htm">http://www.oecd.org/tax/federalism/oecdiscaldecentralisationdatabase.htm</a> ), World Bank Group ( <a href="http://www1.worldbank.org/publicsector/decentralization/fiscal.htm">http://www1.worldbank.org/publicsector/decentralization/fiscal.htm</a> )			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	Fiscal Federalism	2	2	0
2.	Decentralization: theoretical framework	2	2	0
3.	Types of decentralization	2	2	0
4.	Fiscal decentralization	2	2	0

5.	The structure of the Croatian public sector	2	2	0
6.	The assignment of expenditure responsibilities among different government levels	2	2	0
7.	The assignment of revenue sources among different government levels	2	2	0
8.	Fiscal capacity of subnational units	2	2	0
9.	Fiscal autonomy of local units	2	2	0
10.	Subnational budgets and capital revenues	2	2	0
11.	Public private partnership	2	2	0
12.	Fiscal equalization	2	2	0
13.	Subnational borrowing	2	2	0
14.	EU regional policy	2	2	0
15.	Fiscal decentralization in Croatia	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION				
<b>Course name</b>	<b>INTERNATIONAL MARKETING</b>			
<b>Semester</b>	Spring			
<b>ECTS points</b>	6			
<b>Course status</b>	Compulsory			
<b>Course leader</b>	Marija Martinović PhD			
Department, room no.	Department of Economy and Business Economy			
Phone	020445938			
e-mail	marija.martinovic@unidu.hr			
<b>Course assistant/associate</b>	-			
Department, room no.	-			
Phone	-			
e-mail	-			
COURSE DESCRIPTION				
<b>Course content</b>				
The course covers international competitiveness issues, competitiveness strategies, barriers and restrictions in international marketing, and institutions that seek to reduce these barriers and constraints. Furthermore, different aspects of the international environment, foreign market research and ways of entering the foreign markets are analysed.				
<b>Learning outcomes</b>				
After attending the course, students will be familiar with the functioning of international marketing. They will be able to form a marketing partnership policy in an international company and will acquire sufficient competencies for the necessary international market research and the creation of a specific strategy for entry into the same.				
TEACHING MODE				
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning		<input type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input type="checkbox"/> Exams		
EXAMINATION METHOD				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
<b>Compulsory reading</b>				
1.	Cateora, Gilly, Graham (2010), International marketing, McGraw Hill, International edition			
<b>Optional reading</b>				
1.	Johansson, J.K. (2009), Global Marketing, McGraw Hill, international edition			
2.	Hill; W. L. C. (2014), International Business: Competing in the Global Marketplace, McGraw Hill			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	International Marketing: definition and challenges	2	2	0

2.	International market competitiveness	2	2	0
3.	Marketing Strategies for Raising Competitiveness.	2	2	0
4.	International Economic Organizations and Integrations.	2	2	0
5.	Economic environment	2	2	0
6.	Political environment	2	2	0
7.	Legislative environment	2	2	0
8.	Cultural environment	2	2	0
9.	Foreign Market Research	2	2	0
10.	Foreign Market Entry Strategies	2	2	0
11.	Products and services in international markets	2	2	0
12.	International pricing strategies	2	2	0
13.	International distribution strategies	2	2	0
14.	International promotion	2	2	0
15.	Public relations	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

COURSE INFORMATION				
<b>Course name</b>	<b>MACROECONOMICS II</b>			
<b>Semester</b>	Spring			
<b>ECTS points</b>	6			
<b>Course status</b>	Compulsory			
<b>Course leader</b>	Marija Bečić, Assistant Professor			
Department, room no.	Department of Economics and Business Economics			
Phone	+385020445932			
e-mail	marija.becic@unidu.hr			
<b>Course assistant/associate</b>				
Department, room no.				
Phone				
e-mail				
COURSE DESCRIPTION				
<b>Course content</b>	The Role of expectations in the macroeconomic analysis; Expectations: basic tools; Expectations, Consumption and Investment; Financial markets Expectations; Expectations, Output, and Policy; The Time Consistency of Economic Policy and Expectations. Openness in Goods and Financial Markets; IS-LM model of an open economy; Exchange rate and exchange rate regimes. Growth and Growth models; Long-term growth determinants according to growth theories. Business cycles; Business cycles characteristics; Cyclical movement of Macroeconomic variables; Business cycle theories; Depressions and crisis; Inflation.			
<b>Learning outcomes</b>	After completing the course and passing the exam, students will acquire a theoretical knowledge of advanced macroeconomics. Students will be capable of using IS-LM model, as well as of conducting a qualitative analysis of foreign exchange markets, exchange rates, business cycles and economic growth. Furthermore, students will be able of critical thinking and defining the basic principles of advanced macroeconomics.			
TEACHING MODE				
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations			
<input type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory			
<input checked="" type="checkbox"/> Exercises	<input type="checkbox"/> Field work			
<input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Mentoring			
<input checked="" type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Exams			
<input checked="" type="checkbox"/> Distance learning				
EXAMINATION METHOD				
<input type="checkbox"/> Oral	Other:			
<input checked="" type="checkbox"/> Written				
<input checked="" type="checkbox"/> Partial exam				
READING				
<b>Compulsory reading</b>				
1.	Blanchard, O. and Johnson, D.R. (2013), Macroeconomics, Sixth Edition, Prentice Hall, Pearson Education			
2.	Mankiw, N., G. (2003) Macroeconomics, Fifth Edition, Worth Publishers, New York			
<b>Optional reading</b>				
1.	Romer, D., Advanced Macroeconomics, McGraw-Hill, New York, 1996			
LIST OF TOPICS				
No.		Hours		
		L	E	S

1.	Expectations: The Basic Tools; Expectations, Consumption, and Investment	2	2	0
2.	Financial Markets and Expectations; Expectations, Output, and Policy	2	2	0
3.	Openness in Goods and Financial Markets	2	2	0
4.	Output, the Interest Rate, and the Exchange Rate	2	2	0
5.	The IS-LM model in the open economy	2	2	0
6.	International Trade Theories I	2	2	0
7.	International Trade Theories II	2	2	0
8.	Economic Growth and Growth Models	2	2	0
9.	Long-Term Growth Determinants – comparison of different theories	2	2	0
10.	Growth theories assessment	2	2	0
11.	Business cycles	2	2	0
12.	Business cycles theories	2	2	0
13.	Business cycles forecasting	2	2	0
14.	Depression and crisis	2	2	0
15.	High Inflation	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				

<b>COURSE INFORMATION</b>	
<b>Course name</b>	<b>TOURISM MARKETING</b>
<b>Semester</b>	Winter
<b>ECTS points</b>	5
<b>Course status</b>	Elective
<b>Course leader</b>	Iris Mihajlović Ph.D., Assistant Professor
Department, room no.	Department of Economics and Business Economics; EK - 11
Phone	020 445 930
e-mail	iris.mihajlovic@unidu.hr
<b>Course assistant/associate</b>	
Department, room no.	
Phone	
e-mail	
<b>COURSE DESCRIPTION</b>	
<b>Course content</b>	
<p>Special features of the tourist market, specifics of tourist services, tourism supply holders, service providers and tourism demand. Needs, preferences, tourist requests. Marketing activities at the micro and macro level. Understanding the marketing process in hospitality, hotel industry and tourism. Management strategies for service providers. The role of marketing in strategic planning. The development of marketing opportunities and strategies in tourism. Marketing Information System and tourism research. Behavior of tourists when buying. Segmentation of the tourist market, selection of target markets and positioning on the tourist market. Development of marketing sphere in hospitality, hotel industry and tourism. Product management, brand decisions, building quality-based tourists loyalty. Internal marketing. Determining product prices in hospitality, hotel industry and tourism. Distribution channels on the tourist market, travel agents, tour operators, specialists, hotel representatives, consortium, internet. Target market communication. Advertising, public relations, sales promotion, personal sales. E-marketing in hospitality, hotel industry and tourism. Destination Marketing. Marketing plan. Application and control of marketing efforts - organization, implementation, evaluation and control of marketing activities. Models of marketing organization in companies doing business in tourism.</p>	
<b>Learning outcomes</b>	
<p>After completing the course and fulfilling obligations, students will be able to: understand the crucial role of marketing management in tourism ; - define the needs and preferences of tourists, the values they expect by creating quality satisfaction;- manage with differentiation, manage quality of service, manage employees who create services;manage demand, customer relationships; - collect marketing information and use them when making business decisions; - identify segments in the tourist market and choose the target market; - create a tourist product building the recognizable brand, successful positioning in the market;- manage tourist product costs; - manage distribution channels; promote tourism products;- develop destination marketing; create marketing plan in the enterprise in tourism as well as at tourist destination level</p>	
<b>TEACHING MODE</b>	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
<b>EXAMINATION METHOD</b>	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
<b>READING</b>	
<b>Compulsory reading</b>	
1.	Kotler, P.T., Bowen, J.T. Makens J., Baloglu , S. (2017).Marketing for Hospitality and

	Tourism, 7th Edition, Pearson. USA.			
2.	Middleton, V. T. C., Clarke, J. (2002). Marketing in Travel and Tourism, Butterworth Heinemann. Oxford			
<b>Optional reading</b>				
1.	Sindell, K.(2000). Loyalty Marketing for the Internet Age — How to Identify, Attract, Serve and Retain Customers in an Ecommerce Environment, Chicago, Dearborn Trade,			
2.	Cohen, S. A., Prayag, G. Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities, Current Issues in Tourism, Vol. 17, No.10 pp. 872-909			
3.	Ritchie, B.W., Burns, P., Palmer, C. (2005.). Tourism Research Methods: Integrating Theory With Practice, CABI Pub. Cambridge			
<b>LIST OF TOPICS</b>				
No.		Hours		
		L	E	S
1.	An introductory lecture. Special features of the tourist market. Features of services	2	2	0
2.	Tourism supply holders, service providers and tourism demand. Needs, preferences, tourist requests	2	2	0
3.	Globalization of tourism industry, delivering value to consumers	2	2	0
4.	Marketing in hospitality, hotel industry and tourism, marketing activities at the macro and micro level	2	2	0
5.	Marketing Information System and Tourism Research	2	2	0
6.	Segmentation of the tourist market, selection of target markets	2	2	0
7.	The strategy of differentiation, development and communication of positioning strategy	2	2	0
8.	Management by differentiation, quality management of services, physical environments and employees	2	2	0
9.	Customer Relationship Management. Internal marketing	2	2	0
10.	Product management in the tourist market	2	2	0
11.	Product Price Management, Pricing Strategy	2	2	0
12.	Distribution Channel Management	2	2	0
13.	Communicating with the target market, e-marketing	2	2	0



14.	Destination Marketing	2	2	0
15.	Marketing plan	2	2	0
<b>TOTAL HOURS</b>		<b>30</b>	<b>30</b>	<b>0</b>
<b>OTHER RELEVANT INFORMATION</b>				