IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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<th>Ovjeta Pročelnika</th>
<th>Ovjeta Rektora</th>
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<tr>
<td>Odjel za ekonomiju i poslovnu ekonomiju</td>
<td>Sveučilišta u Dubrovniku</td>
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Potpis: ___________________________ Potpis: ___________________________

UNIVERSITY OF DUBROVNIK
Department of Economics and Business

POSTGRADUATE UNIVERSITY STUDY
BUSINESS ECONOMICS IN THE DIGITAL ENVIRONMENT
## Study Programme Structure

<table>
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<th>Semester</th>
<th>Activity</th>
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### List of compulsory and elective courses with number of teaching hours and ECTS credits allocated UNDER(GRADUATE)/POSTGRADUATE STUDY

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<tr>
<td>Digital transformation in business</td>
<td>Mario Spremić, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.</td>
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<td>Nebojša Stojčić, PhD, Full Prof. Perica Vojinić, PhD, Associate Prof.</td>
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<td>Statistical research methods in economics</td>
<td>Mirjana Čižmešija, PhD, Full Prof. Nataša Erjavec, PhD, Full Prof.</td>
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<td>Strategic management in tourism and digital transformation</td>
<td>Nevenka Čavlek, PhD, Full Prof. Mislav Ante Omazić, PhD, Full Prof.</td>
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<td>Economics of tourism destination management</td>
<td>Ana Portolan, PhD, Associate Prof. Oliver Kesar, PhD, Full Prof.</td>
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<td>Vanja Krajinović, PhD, Associate Prof. Marija Benić Penava, PhD, Associate Prof.</td>
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## LIST OF COURSES – Module MARKETING

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**Semester:** 2

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<td>Modern marketing theories</td>
<td>Iris Mihajlović, PhD, Associate Prof.</td>
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<td></td>
<td>Jurica Pavičić, PhD, Full Prof.</td>
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<td>Marketing channels and modern technologies</td>
<td>Marija Dragičević, PhD, Associate Prof.</td>
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<td>Mirko Palić, PhD, Full Prof.</td>
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<td>Barbara Puh, PhD, Associate Prof.</td>
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<td>Lajoš Žager, PhD, Full Prof.</td>
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<td>Sanja Sever Mališ, PhD, Associate Prof.</td>
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<td>Sandra Horvat, PhD, Associate Prof.</td>
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* Students must choose three out of 5 elective courses
# LIST OF COURSES – Module MANAGEMENT

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<td>Organisation and management theories</td>
<td>Sanda Rašić Jelavić, PhD, Full Prof. Tomislav Hernaus, PhD, Associate Prof.</td>
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<td>Corporate governance</td>
<td>Ivona Vrdoljak Raguz, PhD, Full Prof. Darko Tipurić, PhD, Full Prof.</td>
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<td>Najla Podrug, PhD, Associate Prof. Ana Aleksić, PhD, Associate Prof.</td>
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* Students must choose three out of 5 elective courses.
## LIST OF COURSES – Module INTERNATIONAL BUSINESS

**Year of study:** 1

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<td>International business and digital transformation</td>
<td>Ivo Šperanda, PhD, Associate Prof. &lt;br&gt;Marija Bečić, PhD, Associate Prof.</td>
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<td>Industrial policy and globalisation</td>
<td>Lorena Škuflić, PhD, Full Prof. &lt;br&gt;Marija Bečić, PhD, Associate Prof.</td>
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<td>Tonči Svilokos, PhD, Associate Prof. &lt;br&gt;Marija ŠumanTolić, PhD</td>
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<td>Quality management</td>
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<td>Katija Vojvodić, PhD, Full Prof. &lt;br&gt;Marija Tomasević Lišanin, PhD, Full Prof.</td>
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<td>Tonči Lazibat, PhD, Full Prof. &lt;br&gt;Heni Bezić, PhD, Full Prof.</td>
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<td>Tonči Svilokos, PhD, Associate Prof. &lt;br&gt;Marija ŠumanTolić, PhD</td>
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* Students must choose three out of 5 elective courses
**LIST OF COURSES – Module DIGITAL ECONOMY**

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<td>Mario Spremić, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.</td>
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<td>Nebojša Stojčić, PhD, Full Prof. Tomislav Herceg, PhD, Associate Prof.</td>
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<td>Vesna Bosilj Vukšić, PhD, Full Prof. Ljubica Milanović Giavan, PhD, Associate Prof.</td>
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<td>Katarina Ćurko, PhD, Full Prof. Nikola Vlahović, PhD, Associate Prof.</td>
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<td>Collaborative technologies and networks</td>
<td>Ivan Strugar, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.</td>
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* Students must choose three out of 5 elective courses
# List of Elective Courses – All Modules

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**Semester:** 3

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| Creative industries and sustainable development in tourism            | Vanja Krajinović, PhD, Associate Prof.  
Marija Benić Penava, PhD, Associate Prof. | 10 | 10 | 0 | 3    | 1                                       |
| Management of tourism destination brand                               | Darko Prebežac, PhD, Full Prof.  
Barbara Puh, PhD, Associate Prof.                                   | 10 | 10 | 0 | 3    | 1                                       |
| Research methods in tourism                                           | Ivana Pavić, PhD, Full Prof.  
Nevenka Čavlek, PhD, Full Prof.                                     | 10 | 10 | 0 | 3    | 1                                       |
| Economic valorisation of cultural/historical heritage in the digital | Antonio Vlahov, PhD, Associate Prof.  
Marija Benić Penava, PhD, Associate Prof.                           | 10 | 10 | 0 | 3    | 1                                       |
| Sharing economy in tourism                                            | Iris Mihajlović, PhD, Associate Prof.  
Danijela Ferjanić Hodač, PhD, Associate Prof.                       | 10 | 10 | 0 | 3    | 1                                       |
| **ALL MODULES BUT MODULE MARKETING**                                  |                                                    |   |   |   |      |                                       |
| Neuromarketing                                                        | Ivana Pavić, PhD, Full Prof.  
Barbara Puh, PhD, Associate Prof.                                     | 10 | 10 | 0 | 3    | 1                                       |
| Customer relations management in the digital environment              | Tihomir Vranešević, PhD, Full Prof.                 | 10 | 10 | 0 | 3    | 1                                       |
| Social media and digital marketing                                    | Vatroslav Škare, PhD, Associate Prof.               | 10 | 10 | 0 | 3    | 1                                       |
| Accounting policies and sales management                              | Lajoš Žager, PhD, Full Prof.  
Sanja Sever Mališ, PhD, Associate Prof.                              | 10 | 10 | 0 | 3    | 1                                       |
| Strategy in the context of marketing interactivity                    | Jurica Pavičić, PhD, Full Prof.  
Goran Vlašić, PhD, Associate Prof.                                   | 10 | 10 | 0 | 3    | 1                                       |
| Research directions in brand management                               | Zoran Krupka, PhD, Associate Prof.  
Sandra Horvat, PhD, Associate Prof.                                   | 10 | 10 | 0 | 3    | 1                                       |
| **ALL MODULES BUT MODULE MANAGEMENT**                                 |                                                    |   |   |   |      |                                       |
| Intellectual property management                                      | Nebojša Stojić, PhD, Full Prof.  
Perica Vojinić, PhD, Associate Prof.  
Marija Bečić, PHD, Associate Prof.                                   | 10 | 10 | 0 | 3    | 1                                       |
| Human resources management                                            | Ivona Vrdoljak Raguz, PhD, Full Prof.  
Zorica Krželj Čolović, PhD, Associate Prof.                          | 10 | 10 | 0 | 3    | 1                                       |
| Financial report analysis                                             | Lajoš Žager, PhD, Full Prof.  
Iris Lončar, PhD, Associate Prof.                                    | 10 | 10 | 0 | 3    | 1                                       |
| Financial management                                                  | Anita Pavković, PhD, Associate Prof.  
Iris Lončar, PhD, Associate Prof.                                    | 10 | 10 | 0 | 3    | 1                                       |
<p>| Compensation Management                                               | Lovorka Galetić, PhD, Full Prof.                  | 10 | 10 | 0 | 3    | 1                                       |</p>
<table>
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<th>Instructor</th>
<th>Credits</th>
<th>ECTS</th>
<th>Semester</th>
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<tr>
<td>International organisational behaviour</td>
<td>Najla Podrug, PhD, Associate Prof.</td>
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<tr>
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<td>Regulation of financial market in the digital environment</td>
<td>Tonći Svilokos, PhD, Associate Prof.</td>
<td>10</td>
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<td>Quality management</td>
<td>Marija Dragičević, PhD, Associate Prof.</td>
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<td>Katija Vojvodić, PhD, Full Prof.</td>
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<td>National and international security</td>
<td>Tonći Lazibat, PhD, Full Prof.</td>
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<td>Knowledge discovery in data bases</td>
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* Students must choose three elective courses from other modules
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COURSE DESCRIPTION

Code | PED1101
---|---
Course | STATISTICAL RESEARCH METHODS IN ECONOMICS
Study programme | Postgraduate doctoral study "Business Economics in the Digital Environment"
Field of study | All fields of study
Programme level | Undergraduate | Graduate | Postgraduate specialist | Postgraduate university
Course co-ordinator | Mirjana Čižmešija, PhD, Full Prof. | Nataša Erjavec, PhD, Full Prof.
Year of study | 1 | Semester | 1
Course status | Compulsory for the study | Compulsory for the field | Elective for the study | Elective for the field
ECTS – Students’ load coefficient | 6
Teaching hours per semester | Lectures: 15 | Seminars: | Exercises: 15

Entry requirements and admission competencies required
No requirements.

Course content

Course topics:
- Specificity of economic phenomena analysis. Selected programme support.
- Regression model with qualitative variables. Model with independent qualitative variables (binary and categorical variable). Model with dependent qualitative variable (logit, probit and tobit model).
- Selected topics in structural modelling (SEM). Model elements, estimations and methods for increasing representativeness.

Learning outcomes

- Development of advanced professional competencies by generating quality (original) econometric research and analysis through compiling, designing, implementation and adaptation of the scientific research process in economics, i.e. in social sciences in general.
- To understand, implement, interpret and critically contemplate economic theories and advanced econometric models in research in the area of digital transformation in economy.
- To generate quality econometric research and set hypotheses for economic research work.
- To prepare and integrate data of adequate quality. To select an adequate model and appraise its representative qualities and fulfilment of assumptions.
- To synthesise knowledge from different economic areas.
● To research independently or in co-authorship real and actual issues in the area of business economics and digital transformation by creating and evaluating new facts and theoretical findings in the researched area.

● To assume social responsibility for successfulness of research and social usefulness of the research results.

● Critical evaluation of the existing scientific literature in the area of economics and statistics.

Reading list


Recommended reading


Course structure:

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Examination method

| Oral | Written | X | Partial exam | X |

Course quality and performance assessment

● Monitoring of students course attendance and fulfilment of other obligations.

● Course assessment through anonymous student survey at the end of each semester.

● Learning outcomes assessed by course co-ordinator.

Code PED1102

Course SELECTED TOPICS IN MICROECONOMICS
<table>
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<td>Course co-ordinator</td>
<td>Nebojša Stojčić, PhD, Full Prof. Perica Vojinić, PhD, Associate Prof.</td>
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<td>Entry requirements and admission competencies required</td>
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**Course content**

REDEFINING CONSUMER BEHAVIOUR MODEL: demand for features and choice in time dimension.
REDEFINING PRODUCER BEHAVIOUR MODEL: firm equilibrium producing more products – determining optimum production range.

ALTERNATIVE THEORIES OF ENTERPRISE: maximizing revenue model; utility maximization model; growth maximization model.

MODELS AND STRATEGIES OF PRICE DETERMINATION AND OUTPUT AT THE GOODS MARKET AND MEASUREMENT OF MARKET POWER.
Four main models of price determination on the market; monopolistic and monopsonistic exploitation and negotiations between monopolist and monopsonist.

RISK, UNCERTAINTY, MARKET IMPERFECTIONS AND FAILURES
INFORMATION ECONOMY
Unfavourable selection, asymmetric information, signalling and probing, principal agent problem and risk of misuse, effect of information availability onto market outcomes

ECONOMY OF WELLBEING,
Social choice and Arrow’s theorem, Pareto efficiency, static and dynamic general equilibrium.

**Learning outcomes**

Upon completion of this course students will be able to:

- Relate and critically assess theories and models from microeconomics
- Demonstrate ability to create theoretical or empirical framework of microeconomic analysis
- Independently research consumer and producer behaviour
- Apply acquired knowledge from the field of microeconomics for decision-making under risk, uncertainty, asymmetric information and in case of welfare economics in static and dynamic context.

**Reading list**

| Benić, D., Mikroekonomija: menadžerski pristup, II. izd nje, Školska knjiga, Zagreb, 2017 |

**Recommended reading**

| Per of , J., M., Microeconomics, 8th Edition, Pearson, 2017 |
| Pindyck, R.S., Rubinfeld, D.L., Microeconomics, 9th Edition, Pearson, 2018 |
Norton & Company, 2014

Course structure:

<table>
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Examination method

| Oral | Written | x | Partial exam | x |

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Code PED1103

Course SELECTED TOPICS IN MACROECONOMICS

Study programme Postgraduate doctoral study "Business Economics in the Digital Environment"

Field of study All fields of study

Programme level

<table>
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Course co-ordinator

Josip Tica, PhD, Full Professor
Marija Bečić, PhD, PhD, Associate Prof.

Year of study 1

| Semester | 1 |

Course status Compulsory for the study

<table>
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</table>

ECTS – Students’ load coefficient

| Lectures: | 15 | Seminars: | Exercises: | 15 |

Entry requirements and admission competencies required

- Liquidity trap, consumption puzzle, financial frictions, monetary accelerator and monetary yielding
- Aiming inflation, obligatory monetary policy, IS-MR-PC model, IS-MP-IA model
- Mundell-Fleming-Tobin model and foreign currency exposure of a country
- Internal and external equilibrium, stability and sustainability of debt
- Globalization, inequality and open Solow-Swan growth model
- Unemployment, work force fluctuations, Diamond-Mortensen-Pissarides model

Learning outcomes
Having attended and passed the course, the candidate will be able to:

- Link and provide critical analysis of theories and models in macroeconomics
- Demonstrate ability for creating theoretical and/or empirical framework for macroeconomic analysis
- Independently explore macroeconomic variables
- Implement the acquired knowledge in macroeconomics to make economic policies at national level in the digital environment

Reading list

- Benić, Đ., Mikroekonomija: menadžerski pristup, II. izdanje, Školska knjiga, Zagreb, 2017

Recommended reading

- Pindyck, R.S., Rubinfeld, D.L., Microeconomics, 9th Edition, Pearson, 2018

Course structure:

- Lectures: x
- Seminars and workshops: x
- Exercises: x
- Individual assignments: x
- Multimedia and Internet: x
- E-learning: x
- Consultations: x
- Laboratory: Field work: x
- Mentorship: x

Examination method

- Oral: x
- Written: x
- Partial exam: x

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
Code \( PED1104 \)

Course \( \text{DIGITAL TRANSFORMATION IN BUSINESS} \)

Study programme Postgraduate doctoral study "Business Economics in the Digital Environment"

Field of study

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Course co-ordinator Mario Spremić, PhD, Full Prof.
Božidar Jaković, PhD, Associate Prof.

Year of study Semester 1

Course status

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ECTS – Students’ load coefficient 6 ECTS

Teaching hours per semester

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<th>Seminars</th>
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Entry requirements and admission competencies required

Requirements set in the study programme

Course content

Aim of the course is to introduce students to recent trends in development of information-communication, and in particular digital technologies as well as social, technological, organisational and business aspects of implementation in the dynamic business environment. Digital economy trends will be explained and frameworks and models analysed, through which the basic and advanced digital technologies enable organisations to increase productivity, efficiency and competitiveness as well as to have an impact onto changes in business operations. These topics will be processed in the context of scientific research in the field of business economics. Research framework for management of changes and information and digital technology will be presented. The course enables holistic understanding on the impact of the modern digital technology onto business and which methods are best used to carry out organisational changes, in particular in the area of digital transformation of business. Factors influencing the success of digital transformation of business will be carefully analysed, as consciously directed transformations of business by strategic implementation of digital technologies.

Learning outcomes

- To understand, interpret and critically appraise the impact of digital transformation of business factors onto successful business management and better business results
- To provide critical appraisal of implementation of theoretical frameworks of management of changes and adopting technologies within the context of research work
- To implement knowledge on models and methods required to make business changes through information and digital technologies
- To make critical review of various options of digital transformation strategies, critical thinking within the scope and means of implementation of digital transformation of business
- To evaluate the impact of actual trends in digital economy onto the need and opportunities for implementation of organisational changes in the context of scientific research in business economics
- To select digital transformation strategy which will enable successful and sustainable operation of a firm, give arguments for the selection, appraise effects of the selection and compare the results achieved and goals set
- To make, present and offer arguments for the strategic digital transformation plan

Reading list

IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.  

<table>
<thead>
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<th>Course number</th>
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<td>Options for formulating digital transformation strategy</td>
</tr>
<tr>
<td>F04-12</td>
<td>Board-level IT governance and organizational performance</td>
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<tr>
<td>F04-12</td>
<td>Strategic, Not Technology, Drives Digital Transformation</td>
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<tr>
<td>F04-12</td>
<td>IT governance adoption in banking and insurance sector: longitudinal case study of COBIT use</td>
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<tr>
<td>F04-12</td>
<td>Digital business strategy: toward a next generation of insights</td>
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<td>F04-12</td>
<td>Governing Digital Technology – how Mature IT Governance can help in Digital Transformation?</td>
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<tr>
<td>F04-12</td>
<td>CEO/CIO mutual understanding, strategic alignment, and the contribution of IS to the organization</td>
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<tr>
<td>F04-12</td>
<td>IT governance adoption in banking and insurance sector: longitudinal case study of COBIT use</td>
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<tr>
<td>F04-12</td>
<td>Strategic alignment: leveraging information technology for transforming organizations</td>
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**Recommended reading**

6. **Spremić, M (2017): Digitalna transformacija poslovanja, Ekonomski fakultet Zagreb.**

**Course structure:**

- Lectures: x
- Seminars and workshops: x
- Exercises: x
- Individual assignments: x
- Multimedia and Internet: E-learning: Consultations: x
- Laboratory: Field work: Mentorship: x
- Examination method: Oral: Written: x
- Partial exam: x

**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
Course: STRATEGIC MANAGEMENT IN TOURISM AND DIGITAL TRANSFORMATION

Study programme: Postgraduate doctoral study "Business Economics in the Digital Environment"

Programme level: Undergraduate, Graduate, Postgraduate specialist, Postgraduate university

Course co-ordinator: Prof. Nevenka Čavlek, PhD, Full Prof. Mislav Ante Omazić, PhD, Full Prof.

Year of study: Semester

ECTS – Students' load coefficient: 5 ECTS

Teaching hours per semester:
- Lectures: 15
- Seminars: 
- Exercises: 10

Entry requirements and admission competencies required

Course content:

In this course globalisation processes and modern trends in tourism causing structural changes in the global tourism market are studied. Critical analysis of integration and consolidation processes is made as well as of internationalisation of tourism companies operation (particularly in hotel industry and tour-operating), leading to formation of multinational corporations and creating unfavourable earning conditions for small and medium enterprises. Advantage and disadvantages of classical as opposed to modern distribution channels are analysed, also strategies for obtaining and maintaining competitive advantage of destinations and enterprises under SoLoMo technology in digital distribution of services are analysed. Methodological approach to development of strategic plans is elaborated on macro and micro level (tourism destinations and tourism companies) and examples of good practices in business innovations are given.

Learning outcomes:

- Ability to recognise and respond to critical elements within the dynamic changes process on the international tourism market
- Demonstration of ability to analyse structural relationships and changes on emissive and receptive tourism market, as well as planning, organisation and decision making on necessary activities for solving business challenges
- Ability to understand the process and activities of corporate strategic planning
- To define and evaluate relevant management strategies in tourism on macro and micro level in digital transformation context
- To demonstrate ability to recognise opportunities for gaining competitive advantage on tourism market
- To make, present and offer arguments on the strategic tourism destination or enterprise management plan in the digital environment

Reading list:

### IZVEDBENI PLAN NASTAVE ZA AKADEMSKO 2023./2024.

<table>
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<td>Entry requirements and admission competencies required</td>
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</table>
### Course content

- Introduction to the course and definition of key terms
- Conceptualisation of tourism destination as a system and implementation of destination management
- Determinants of tourism demand and supply in tourism destination
- Stages for planning development of tourism destination and relevant plans
- Goals and providers of tourism destination development
- Role of local community in organisation and management of tourism destination
- Life cycle of tourism destination and indicators for monitoring development of tourism destination
- Capacities of tourism resources and determinants of sustainable development of tourism destination
- Strategic development directions and development of specialised tourism products in tourism destination
- Market segmentation, strategic positioning, building image and branding tourism destination
- Implementation of modern technologies in tourism destination management
- Feasibility of development projects in tourism destination
- Management of competitiveness of tourism destination
- Evaluation and monitoring tourism destination management
- Crisis destination management

### Learning outcomes

Having attended the course and passed the exam the students will be able to:

- Understand the basics and special requirements of tourism destination management as a system
- Implement knowledge acquired to choose optimal tourism destination management model including competitiveness
- Define and give critical analysis of tourism destination development indicator trends
- Make, present and offer arguments on strategic determinants of tourism destination management
- Demonstrate critical thinking on the consequences and corrective actions due to inadequate tourism destination management
- Propose destination crisis management model

### Reading list


### Recommended reading

5. Čorak, S., Trezner, Ž. (ur.) (2014), Destinacijske menadžment kompanije DMK: Priručnik za uspješno poslovanje i marketing u turizmu posebnih interesa, Zagreb: Hrvatska turistička zajednica.

### Course structure:

| Lectures: | x |
| Seminars and workshops: | x |
| Exercises: | |
| Individual assignments: | x |
| Multimedia and Internet: | |
| E-learning: | |
| Consultations: | x |
### Code: PED1203

**Course**: CREATIVE INDUSTRIES AND SUSTAINABLE DEVELOPMENT IN TOURISM  
**Study programme**: Postgraduate doctoral study “Business Economics in the Digital Environment”  
**Field of study**: Module Tourism  
**Programme level**: Undergraduate and Graduate  
**Course co-ordinator**: Vanja Krajinović, PhD, Associate Prof.  
Marija Benić Penava, PhD, Associate Prof.  
**Year of study**: 1  
**Semester**: II. and III.  
**Course status**: Compulsory for the study, Elective for the field  
**ECTS – Students’ load coefficient**: 3  
**Teaching hours per semester**: Lectures: 10, Seminars: 30, Exercises: 10  
**Entry requirements and admission competencies required**: No requirements.

**Course content**  
- From cultural to creative sustainable tourism development  
- Distinction of correlation of creative industries and sustainable tourism in relation to geographical areas  
- Creative industries and tourist experience  
- Characteristics of creative tourists and creative experiences  
- Creative tourism supply – basis for sustainable development in tourism  
- Role of the local community in making creative experience  
- Digital technology in the function of creative industries and sustainable tourism

**Learning outcomes**  
Having attended the course and passed the exam the students will be able to:  
- Understand, interpret and offer critical thinking on theories and models in creative industries and sustainable development in tourism  
- Understand the material published in English in professional and scientific literature in the area of creative industries and sustainable development in tourism  
- Apply principles of ethics, social responsibility and sustainable development in tourism  
- Understand and implement analytical research methods in creative industries and sustainable development in tourism  
- Provide critical analysis, evaluation and synthesize new research ideas in creative industries and sustainable development in tourism
Implement the knowledge acquired in creative industries and sustainable development in tourism to make development policies on local, regional and national level.

**Reading list**


**Course structure:**

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**Examination method**

- Oral
- Written X
- Partial exam

**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
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<tr>
<td>Course</td>
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</tr>
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### Course content
- Different aspects of comprehending tourism destination
- Difference between tourism destination branding and tourism destination marketing
- Need and importance to brand tourism destination, the concept of tourism destination brand (identity, personality, positioning, reputation)
- Stages of development (building) of destination brand (process of branding tourism destination)
- Development (building) models of destination brand (The Brand Pyramid, Brand Assets Template, The Brand Wheel)
- Tourism destination brand management
- Measurement of impact of tourism destination brand
- Branding strategies of tourism destinations in practice
- Challenges in tourism destinations branding

### Learning outcomes
Having attended the course and passed the exam the students will be able to:
- Understand, interpret and offer critical thinking on theories and models in tourism destination brand management
- Test, evaluate and synthesize new research ideas in the area of destination branding and tourism destination brand management
- Implement acquired knowledge in destination branding and tourism destination brand management to make development policies on local regional and national level
- Understand material published in English in scientific and professional literature on brand management and tourism destination branding
- Evaluate impact of actual trends and expected global changes on tourism market onto tourism market brand management and the process of destination branding
- Make, present and offer arguments on branding strategy of specific tourism destination

### Reading list

Recommended reading


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</table>

Examination method

Oral | Written | x | Partial exam | x |

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Code: PED1205
Course: RESEARCH METHODS IN TOURISM
Study programme: Business Economics
Field of study: Module Tourism
Programme level: Undergraduate | Graduate
- Postgraduate specialist | Postgraduate university
Course co-ordinator: Ivana Pavlić, PhD, Full Prof.
- Nevenka Čavlek, PhD, Full Prof.
Year of study: I. and II. | II. and III.
Course status: Compulsory for the study | Elective for the study
- Elective for the field | Elective for the field
ECTS – Students' load coefficient: 3 ECTS
Teaching hours per semester: Lectures: 10 | Seminars: | Exercises: 10
Entry requirements and admission competencies required

Course content
### Process of scientific research in tourism
- Primary and secondary data in tourism
- Research methods and analysis of attitudes in tourism
- Selected quantitative data analysis methods in tourism
- Analysis, processing and interpretation of data collected by quantitative research methods
- Qualitative research in tourism
- Analysis of selected methods of qualitative research in tourism
- Carrying out qualitative research in tourism
- Analysis, processing and interpretation of data collected by qualitative research methods
- Presentation of results of qualitative research in tourism

## Learning outcomes
Having attended the course and passed the exam the students will be able to:
- Define, describe and explain scientific research methods in tourism
- Choose adequate quantitative/qualitative research method in tourism
- Organise and carry out an actual research on tourism market
- Process and analyse and interpret data collected by quantitative and qualitative research methods
- Compile report on research project

## Reading list

## Recommended reading

## Course structure:

| Lectures: | x |
| Seminar and workshops: | |
| Exercises: | x |
| Individual assignments: | x |
| Multimedia and Internet: | x |
| E-learning: | x |
| Consultations: | x |
| Laboratory: | |
| Field work: | x |
| Mentorship: | x |

## Examination method
- Oral: x
- Written: X
- Partial exam: X

## Course quality and performance assessment
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
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<td>Learning outcomes</td>
<td>Upon completion of the course the students will be able to:</td>
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</table>

- Importance of cultural-historical heritage in tourism development in the past
- Valourisation of heritage in the context of local community development
- UNESCO and world cultural-historical heritage
- Treasury of Croatian heritage
- Revitalisation and preservation of cultural-historical heritage
- Models of cultural-historical heritage management
- Valorisation of heritage by creating new tourism products
- Implementation of technology in interpretation of heritage and creating tourist experience

- Understand, interpret and critically assess theoretical insights about economic valorization of cultural-historical heritage
- Compare and critically assess case studies of tourism valorization of cultural heritage
- Apply knowledge about models of cultural and historical heritage management and their implementation through digital technologies
- Value the impact of well of Croatian heritage on needs and opportunities for creation of novel tourist products.
- Present and critically argument strategic management plan for cultural and historical heritage in tourism.


Course structure:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024. F04-12

Lectures: x Seminars and workshops: x Exercises: Individuals assignments: x
Multimedia and Internet: x E-learning: x Consultations: x
Laboratory: Field work: x Mentorship: x

Examination method
Oral: x Written: X Partial exam: X

Course quality and performance assessment
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Code PED1207
Course SHARING ECONOMY IN TOURISM
Study programme Postgraduate doctoral study "Business Economics in the Digital Environment"
Field of study Module Tourism
Programme level Undergraduate Graduate
Postgraduate specialist Postgraduate university x
Course co-ordinator Iris Mihajlović, PhD, Associate Prof.
Danijela Ferjanić Hodak, PhD, Associate Prof.
Year of study I. and II. Semester II. and III.
Course status Compulsory for the study Compulsory for the field Elective for the study Elective for the field
ECTS – Students’ load coefficient 3 ECTS
Teaching hours per semester Lectures: 10 Seminars: 10 Exercises:

Entry requirements and admission competencies required

Course content
- Theoretical framework of sharing economy, social-economic aspects as premises for defining the concept and the model
- Multi-sector approach to sharing economy
- Challenges in the business environment – drivers of implementation of business models
- Social peer-to-peer processes
- Interactivity and creating value for consumers, innovative tools
- Impact of sharing economy onto economic sector and environment
- Implementation of sharing economy in hospitality – challenges and trends, development, effects
- Implementation of sharing economy in tourist agency business – challenges and trends, development, effects
- Future of sharing economy in tourism

Learning outcomes
• To apply innovative tools in business as part of support network mechanisms
• To develop skills of consumer value creation
• To analyse and apply models for monitoring of efficiency valuation of sharing economy in the field of tourism intermediation, transport and hospitality
• To develop analytical approach and on its basis to apply innovative tools of sharing in the field of hospitality, intermediation and transport

Reading list


Belk, R. (2014) You are what you can access: Sharing and collaborative consumption online, Journal of Business Research, 67(8): 1595-1600


Recommended reading


Frenken, K., Schor, J. (2017). Putting the sharing economy into perspective, Environmental Innovation and Societal Transitions 23, 3–1

Course structure:

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Examination method

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Course quality and performance assessment
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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<td>Iris Mihajlović, PhD, Associate Prof. Jurica Pavičić, PhD, Full Prof.</td>
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Entry requirements and admission competencies required
- Fluency in English

Course content
- Marketing: Concept
- Marketing: Resources
- Marketing: Processes
- Marketing in organisation: Structure
- Marketing in organisation: Impact of marketing onto business results
- Marketing in organisation: Integration of marketing and sales
- Marketing area: Marketing strategy
- Marketing area: Marketing modelling
- Marketing area: Consumer behaviour
- Redefining marketing in digital economy

Learning outcomes
- Critical appraisal of theories and models in marketing
- Propose a research process and set hypotheses from the area of marketing
- Understand the concept of marketing and its role in organisation
- Critical evaluation and understanding of possibilities to improve knowledge in specific marketing areas
- Understand how to integrate traditional and digital marketing

Reading list

Recommended reading
Kotler, P., Kartajaya, H., Setiawan, I. (2017.), Marketing 4.0, Moving from Traditional to Digital, John Wiley & Sons

Course structure:
Lectures: x
Seminars and workshops: x
Exercises: x
Individual assignments: x
### Multimedia and Internet:
- E-learning:
- Consultations:

### Laboratory:
- Field work:
- Mentorship:

### Examination method
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### Course quality and performance assessment
- Monitoring of students’ course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

### Code
- PED1209

### Course
- MARKETING CHANNELS AND MODERN TECHNOLOGIES

### Study programme
- Postgraduate doctoral study “Business Economics in the Digital Environment”

### Field of study
- Module Marketing

### Programme level
- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university

### Course co-ordinator
- Mirko Palić PhD, Full Prof.
- Marija Dragičević, PhD, Associate Prof.

### Year of study
- I.
- II.

### Course status
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### ECTS – Students’ load coefficient
- 5 ECTS

### Teaching hours per semester
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</table>

### Entry requirements and admission competencies required

### Course content
1. Theoretical background and mathematical models of marketing channels
2. Impact of modern trends on distribution strategies
3. Evolution of the role of intermediary in the channel
4. Delivering value through the channel
5. Managing relations, dynamics and structure of distribution channel
6. Role of retail sale in distribution channel
7. Modern technologies in the function of boosting efficiency of distribution channel
8. Acquisition of competitive advantage through distribution channel

### Learning outcomes
- Understand, interpret and offer critical analysis of theories and models in digital transformation of marketing channels
- Understand and be able to implement advanced analytical methods when bringing decisions on shaping distribution strategies
- Critical analysis, evaluation and synthesis of new research ideas in the area of marketing channels
- Apply knowledge acquired in this course to create competitive advantage by creating and providing superior value through marketing channels
- Understand, interpret and offer critical analysis of the phenomenon of digital transformation from the aspect of marketing channels

**Reading list**


**Recommended reading**


**Course structure:**

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<th>Seminars and workshops:</th>
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**Examination method**

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**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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**Code** | **PED1210**
---|---
**Course name** | **NEUROMARKETING**
**Study programme** | **Business economy**
**Field of study** | **Module Marketing**
**Level of the study programme** | **Undergraduate** | **Graduate**
| **Postgraduate specialist** | **Postgraduate doctoral** | **X**
**Course co-ordinator**
Ivana Pavlić, PhD, Full Prof.
Barbara Puh, PhD, Associate Prof.

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**ECTS student workload coefficient**

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<th>Exercises</th>
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</table>

**Course prerequisites and competency requirements**

**Course content**
- Neuromarketing – new marketing paradigm (purpose and importance)
- Concept, human brain understanding
- Neuromarketing tools
- Neuromarketing research methods
- Determinants of Neuromarketing: senses and perception
- Determinants of Neuromarketing: attention and consciousness
- Determinants of Neuromarketing: motions and feelings
- Determinants of Neuromarketing: learning and memory
- The consumer decision making process
- Neuromarketing and marketing communication
- Ethical dilemmas

**Learning outcomes**

After attending the course and passing the exam students will be able to:
- Understand and critically interpret Neuromarketing concept application in consumer behaviour
- Critically analyse neurological processes in the field of consumer behaviour
- Perceive contemporary analytical tools and methods of consumer behaviour research
- Critically review the limitations and ethical dilemmas of Neuromarketing application in consumer behaviour

**Compulsory literature**
2. Šola, M. H., (2016), Marketinška oružarnica, Redak

**Optional literature**

**Structure of classes:**
- Lectures: x
- Seminars and workshops: x
- Exercises: x
- Independent assignments: x
- Multimedia and Internet: x
- Distance learning: x
- Tutorials: x
- Laboratory: Field work:
- Mentorship: x
**Examination method**

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</table>

**Monitoring and quality assurance**

- Questionnaire

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**Code** | PED1211
---

**Course** | ACCOUNTING POLICIES AND SALES MANAGEMENT
---

**Study programme** | Postgraduate doctoral study “Business Economics in the Digital Environment”
---

**Field of study** | Module Marketing
---

**Programme level**

<table>
<thead>
<tr>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
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<tbody>
<tr>
<td>Postgraduate specialist</td>
<td>Postgraduate university</td>
</tr>
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</table>

**Course co-ordinator**

- Sanja Sever-Mališ, PhD, Associate Prof.
- Lajoš Žager, PhD, Full Prof.

**Year of study**

- I. and II.
- II. and III.

**ECTS – Students’ load coefficient**

<table>
<thead>
<tr>
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<th>Seminars</th>
<th>Exercises</th>
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</table>

**Course status**

- Compulsory for the study
- Compulsory for the field
- Elective for the study
- Elective for the field

**Entry requirements and admission competencies required**

---

**Course content**

1. Accounting principles and policies as starting point for standards of financial reporting
2. The role of financial and non-financial information in sales management
3. Most relevant accounting policies in context of product valuation
4. Problem of intangible property valuation with emphasis on brand
5. Revenues from sales of goods and services; Revenues from contracts with customers
6. Classification of costs; Treatment of R&D and marketing costs
7. Break-even point and decision-making about the future of product
8. Profit and cash flow through product life cycle
9. Measurement of profitability and its importance. Different measures of profitability (EBIT, EBITDA, asset and capital rentability)
10. Sales cycle and overdue payments revision

**Learning outcomes**

Upon completion of course students will be able to:

- Comprehend importance of accounting information in sales management
- Understand relationships between accounting policies and firm objectives
- Critically assess advantages, weaknesses and opportunities of accounting valuation of intangible assets such as brand
- Learn about accounting treatment of sales-specific costs
- Apply analytical procedures in assessment of impact of accounting policies on firm profitability
- Analyse key questions for auditors during sales cycle audit

**Reading list**

IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.  

**Recommended reading**


**Course structure:**

<table>
<thead>
<tr>
<th>Lectures:</th>
<th>Seminars and workshops:</th>
<th>Exercises:</th>
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<th>Mentorship:</th>
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<tbody>
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</tbody>
</table>

**Examination method**

- Oral: X
- Written: X
- Partial exam: X

**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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**Code** PED1212  
**Course** CUSTOMER RELATIONS MANAGEMENT IN THE DIGITAL ENVIRONMENT  
**Study programme** Postgraduate doctoral study "Business Economics in the Digital Environment"  
**Field of study** Module Marketing  
**Programme level** Undergraduate | Graduate  
| Postgraduate specialist | Postgraduate university | x  
**Course co-ordinator** Tihomir Vranešević, PhD, Full Prof.  
**Year of study** I. and II. | II. and III.  
**Course status** Compulsory for the study | Compulsory for the field | Elective for the study | Elective for the field | x  
**ECTS – Students’ load coefficient** 3 ECTS  
**Teaching hours per semester** Lectures: 10 | Seminars: | Exercises: 10  
**Entry requirements and admission competencies required**

**Course content**
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.  
F04-12

1. Maximize value of relationships with existing and potential clients in digital environment
2. Social networks and customer relationships management
3. Measurement of customer value
4. Exploration of customer value
5. Satisfaction vs. Value from clients perspective
6. Model development for measurement of customer satisfaction
7. Systemic management of customer relationships
8. Client focus as corporate policy

### Learning outcomes

Having attended the course and passed the exam the student will be able to:

- Implement the knowledge acquired to create and keep a unique relationship with customers in the digital environment context
- Link and give critical analysis of techniques specific for the digital environment in order to promote relationships and interaction with customers
- Apply acquired knowledge in development of customer satisfaction model in digital environment
- Independently research total satisfaction and value for clients in digital environment
- Demonstrate ability of systemic management of customer relationships in digital environment

### Reading list

**Kotler, P., Kartajaya, H., Setiawan, I., Marketing 4.0, Moving from traditional to digital, John Wiley & Sons, Inc., Hoboken, New Jersey, 2017**

**Vranešević, T., Pandža Bajs, I., Mandić, M., Upravljanje zadovoljstvom klijenata, 2. izdanje, Accent, 2018.**


**Frick, T., Return on engagement Content, Strategy, and Design Techniques for Digital Marketing, Elsevier Inc., 2010.**

**Damian, R., Calvin, J., Understanding digital marketing : marketing strategies for engaging the digital generation, Kogan Page Limited, 2009.**

**Recommended reading**

**Damian, R., Calvin, J., The best digital marketing campaigns in the world : mastering the art of customer engagement, Kogan Page Limited, 2011.**

**Flores, L., How to Measure Digital Marketing, Palgrave Macmillan, 2014.**

### Course structure:

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### Examination method

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### Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>Course</td>
<td>DIGITAL MARKETING AND SOCIAL MEDIA THEORY</td>
</tr>
<tr>
<td>Study programme</td>
<td>Postgraduate doctoral study &quot;Business Economics in the Digital Environment&quot;</td>
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<td>Course co-ordinator</td>
<td>Vatroslav Škare, PhD, Associate Prof.</td>
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<tr>
<td>Teaching hours per semester</td>
<td>Lectures: 10</td>
</tr>
</tbody>
</table>

### Entry requirements and admission competencies required

### Course content

1. Digital transformation of marketing and development of digital marketing theory
2. Identification of relevant scientific discussions and topics in digital marketing (MSI Research Priorities Initiative)
3. Digital media structure
4. The Big Tech and consequences in digital marketing
5. Characteristics of social media and role of digital content
6. Impact of digital technologies on consumer behaviour theory (consumer decision making, user experience and user interface, consumer engagement, personalisation, co-reaction)
7. Role of digital technologies in organisation and implementation of marketing activities (Martech)
8. Consequences of integration of all marketing channels
9. Leading scientific publications and research centres in digital marketing and social media
10. Shaping of research proposal in digital marketing and social media

### Learning outcomes

- Understand, interpret and give critical analysis of the phenomenon of digital transformation from the marketing point of view
- Understand and interpret digital marketing and social media theory and models
- Demonstrate capability to plan, design, implement and adapt to the research process in digital marketing and social media
- Independent research of issues in digital marketing and social media and publishing of original research results
- Critical analysis, evaluation and synthesis of new research ideas in digital marketing and social media

### Reading list

### Course Structure

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<th>Lectures: x</th>
<th>Seminars and workshops:</th>
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### Examination Method

- Oral
- Written: X
- Partial exam: X

### Course Quality and Performance Assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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**Recommended Reading**


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**Course: STRATEGY IN THE CONTEXT OF MARKETING INTERACTIVITY**

**Study Programme:** Postgraduate doctoral study "Business Economics in the Digital Environment"

**Field of study:** Module Marketing

- **Programme level:**
  - Undergraduate
  - Graduate
  - Postgraduate specialist
  - Postgraduate university

- **Course co-ordinator:** Jurica Pavičić, PhD, Full Prof.
  Goran Vlašić, PhD, Associate Prof.

- **Year of study:** I. and II.
  - Semester: II. and III.

- **Course status:** Compulsory for the study
  - Elective for the study: x
  - Elective for the field: x

- **ECTS – Students’ load coefficient:** 3 ECTS

- **Teaching hours per semester:**
  - Lectures: 10
  - Seminars: 
  - Exercises: 10
**Fluency in English**

**Course content**
- Strategy and interactivity – principles and tools
- Strategy and personalisation – decision making process
- Strategy and platform economy
- Strategy and expert systems
- Strategy and data and information (big data)
- Strategy and artificial intelligence

**Learning outcomes**
- Critical evaluation of theories and models in strategic marketing and challenges and adaptations resulting from mass interactivity
- Propose a research process and set hypotheses in strategic marketing in the context of interactivity
- Reconsider the relationship between strategic marketing and interactivity/personalisation
- Critical appraisal of the role of platform economy in the context of marketing strategy
- Critical appraisal of the role of expert systems in the context of marketing strategy
- Critical appraisal of the role of data and information (big data) in the context of marketing strategy
- Critical appraisal of the role of artificial intelligence in the context of marketing strategy

**Reading list**

<table>
<thead>
<tr>
<th>Reference</th>
<th>Title</th>
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**Recommended reading**

IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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<tr>
<td>Course</td>
<td>RESEARCH DIRECTIONS IN BRAND MANAGEMENT</td>
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<tr>
<td>Study programme</td>
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<td>Course co-ordinator</td>
<td>Zoran Krupka, PhD, Associate Prof.</td>
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<td>Sandra Horvat, PhD, Associate Prof.</td>
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<tr>
<td>Teaching hours per semester</td>
<td>Lectures: 10</td>
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</table>

Entry requirements and admission competencies required
Fluency in English

Course content
- Brand management theory
- Brand management of product/company/employer/merchant
- Brand management from the social media perspective
- Luxury brand management
- Neuroscience of brand management

Learning outcomes
- Critical appraisal of theories and models in brand management
- Propose a research process and set hypotheses in brand management
- Reconsider the importance of social media onto brand management strategies
- Evaluate impact of environmental factors onto luxury brand design and management
- Critical appraisal of implementation of neuroscientific techniques in research and brand management

**Reading list**

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Journal/Publication Details</th>
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Course structure:

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<th>E-learning</th>
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Examination method

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Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Code PED1216

Course ORGANISATION AND MANAGEMENT THEORIES

Study programme Postgraduate doctoral study "Business Economics in the Digital Environment"

Field of study Module Management

Programme level Undergraduate Graduate

Postgraduate specialist Postgraduate university x

Course co-ordinator Sandra Rašić, PhD, Full Prof.

Tomislav Hernaus, PhD, Associate Prof.

Year of study I. Semester | II. Semester

Course status Compulsory for the study | Compulsory for the field | Elective for the study | Elective for the field

ECTS – Students’ load coefficient

<table>
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Entry requirements and admission competencies required

Course content
Specifying theory and science on organisation/management
Classification and review of theories on organisation and management
Structural theories on organisation and management: Scientific Management Theory, Administrative Theory, Bureaucracy Theory
Behaviouristic theories on organisation and management: Theory on Human Relations, Human Resources Theory (Participative Management Theory, Interpersonal Competency Theory, Motivation Theory, Leadership Theory)
Other theories on organisation and management

Learning outcomes
Having attended the course the students will be able to:
- Explain the role and importance of scientific research on organisation and management practices
- Describe the context of development and specificities of each organisation and management theory
- Critical appraisal of postulates of each organisation and management theory
- Recognise complementarity of organisation and management theories
- Discuss the perspective of development of organisational and managerial science as well as their applications in practice
- Utilize context of individual theories as a starting point to design and carry out scientific research

Reading list

Recommended reading

Course structure:
Lectures: x Seminars and workshops: x Exercises: x Individual assignments: x
Multimedia and Internet: E-learning: Consultations: x Laboratory: Field work: Mentorship: x

Examination method
Oral: x Written: x Partial exam: x

Course quality and performance assessment
Code: PED1217

Course: CORPORATE GOVERNANCE

Study programme: Postgraduate doctoral study "Business Economics in the Digital Environment"

Field of study: Module Management

Programme level:
- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university
  x

Course co-ordinator:
- Ivona Vrdoljak Raguž, PhD, Full Prof.
- Darko Tipurić, PhD, Full Prof.

Year of study: I.
Semester: II.

Course status:
- Compulsory for the study
- Elective for the field

ECTS – Students' load coefficient: 5

ECTS

Teaching hours per semester:
- Lectures: 15
- Seminars: 10
- Exercises:

Entry requirements and admission competencies required

No requirements.

Course content

- MODERN CORPORATION AND CORPORATE GOVERNANCE
  o Characteristics of modern corporations; evolution of corporations; goals and determinants for corporate governance success; legal framework; business transparency; evolution of the corporate governance as a discipline

- THEORETICAL APPROACHES TO CORPORATE GOVERNANCE
  o Research discourse and main research questions in corporate governance and similar disciplines: Agency Theory; Stewardship Theory; Resource Dependence Theory; Institutional Theory; Social Network Theory; Upper Echelon Theory; interdisciplinary and trans-disciplinary research.

- CONTEXT AND EXTERNAL MECHANISMS IN CORPORATE GOVERNANCE
  o Corporate governance systems; corporate governance in transition countries; market for corporate control; legislative and regulatory frameworks; competitive environment; role of capital market in corporate governance; privatisation and corporate governance.

- INTERNAL MECHANISMS OF CORPORATE GOVERNANCE
  o Ownership structure: small and large shareholders; shareholders’ rights; role and responsibility of the Committee; structure of the Committee: Audit Committee, Rewards Committee, Nominations Committee; management remuneration; concentration of ownership; power relations in managerial structures, interests and conflicts.

- CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY OF ENTERPRISE
  o Stakeholders against shareholders approach; social responsibility of enterprises; environmental responsibility of enterprises; ethical aspects of corporate governance.

Learning outcomes
- Point out main issues in scientific approach to corporate governance
- Critical appraisal of quality of published research in the area of corporate governance and similar disciplines
- Understand the impact of market conditions and regulations in various countries onto corporate governance
- Explain responsibilities of enterprises towards different types of stakeholders
- Appraise quality of corporate governance practices from the perspective of social and environmental responsibility

**Reading list**


**Recommended reading**


**Course structure:**

| Lectures: | x |
| Seminars and workshops: | x |
| Exercises: | x |
| Individual assignments: | x |
| Multimedia and Internet: | |
| E-learning: | |
| Consultations: | x |
| Laboratory: | |
| Field work: | |
| Mentorship: | x |

**Examination method**

| Oral | x |
| Written | X |
| Partial exam | X |

**Course quality and performance assessment**
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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<tr>
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<tr>
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<td>Course co-ordinator</td>
<td>Nebojša Stojić, PhD, Full Prof, Perica Vojinić, PhD, Associate Prof. Marija Bećić, PhD, Associate Prof</td>
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<td>Teaching hours per semester</td>
<td>Lectures:</td>
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**Entry requirements and admission competencies required**

**Course content**
- Basic concepts relating to use of intellectual property in companies and institutions: creativity and learning, intellectual capital, various forms of intellectual property, innovation models
- Intellectual property and product development
- Intellectual capital and innovative company management: innovative management impact, innovative organisation and purchase of technology
- Intellectual property in the global environment: innovative company strategies and participation in global value chains
- Possibility of financing intellectual capital within innovative project: global and macro features of financing innovations, financing innovation project and instruments of financing various forms of intellectual property
- Determinants of development of innovation policy as a prerequisite for increased use of intellectual property
- Analysis, planning, evaluation and purchase of technologies: analysis of demands for technology, most important forms of technology – global level, technology purchase process, technology evaluation, and protection of intellectual property
- Future of intellectual property in the context of digital transformation of global, national and local communities

**Learning outcomes**
- Understand and give critical analysis of concepts relating to implementation of knowledge and technology in company business
- Critical appraisal of implementation of theoretical framework on product development in the research context
- Critical analysis of various forms of innovation business strategies, critical thinking on the scope and means of including companies into global value chains.
- Understand, interpret and give critical analysis of the impact of factors influencing financing of intellectual property
- Evaluate impact of actual trends pertaining to analysis, planning, purchase and evaluation of technology in research work
- Design, present and explain the strategic plan for protection of intellectual property within a company
Critical appraisal of various factors in digital transformation that may influence future of intellectual property within a company or institution

Reading list


Recommended reading


Course structure:

| Lectures: | x | Seminars and workshops: | x | Exercises: | | Individual assignments: | x |
|-----------|---|-------------------------|---|------------|--------------------------|---|
| Multimedia and Internet: | | E-learning: | | Consultations: | x |
| Laboratory: | | Field work: | | Mentorship: | x |

Examination method

| Oral: | x | Written: | x | Partial exam: | | Partial exam: | x |

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Code: PED1219
Course: HUMAN RESOURCES MANAGEMENT

Study programme: Postgraduate doctoral study "Business Economics in the Digital Environment"

Field of study: Management

Programme level

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<td>university</td>
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Course co-ordinator

Ivona Vrdoljak Raguž, PhD, Full Prof
Zorica Krželj Čolović, PhD, Associate Prof

Year of study: I. and II.

Semester: II. and III.

Course status: Compulsory for the study

ECTS – Students’ load coefficient: 3

Teaching hours per semester

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<td>Seminars:</td>
<td></td>
</tr>
<tr>
<td>Exercises:</td>
<td>10</td>
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</tbody>
</table>

Entry requirements and admission competencies required

Course content

- Concept, significance, goals, activities, roles and position of human resources management in contemporary management
- Concepts and models of strategic human resources management
- Efficiency of application of human resources management strategies in the changing environment
- Strategic development of human resources and contribution of organisations
- Global dimension of human resources management in the context of industry 4.0
- Labour market and measures for active employment policy
- Projecting requirements for human resources and strategic human resources planning
- Job analysis, recruiting, selection and orientation in human resources (mentoring and coaching)
- Appraisal of work performance for strategic control
- Motivation as managerial process and material and non-material rewards to employees and managers
- Expertise, education and development of human resources as factors of the employee’s position in modern management
- Career management and career development of employees and managers
- Managing direct and indirect compensations to employees and managers
- Work relations and future of jobs in the context of 4.0 industry (digital environment, new technologies and innovations)
- Managing employees' time in the context of efficient company business
- Stress management – effects and consequences for employees and company (burnout syndrome and mobbing at work)

Learning outcomes

Having attended the course and passed the exam the students will be able to:

- Understand the role of human resources in strategic context
- Implement strategies of human resources management that will best represent the corporate, business and functional company strategy
- Respond to numerous global challenges, trends and changes in the digital environment in the context of industry 4.0 reflecting onto their jobs and their future
- Understand and implement analytics of work places in relation to planning, recruiting and selection of human resources
- Evaluate work success of employees and managers within strategic control process in the company
- Implement motivational techniques for rewarding employees and managers in daily business practice
• Understand and implement numerous educational approaches as well as work experience to develop human resources in the company
• Govern compensations for employees and managers in the company
• Understand the impact of new technologies and innovations onto work relations and future employments.

Reading list
Rahimić, Z., Podrug, N., Međunarodni menadžment ljudskih potencijala, Ekonomski fakultet Sarajevo, Sarajevo, 2013.

Recommended reading

Course structure:

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<td>Mentorship: x</td>
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</tr>
</tbody>
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Examination method

| Oral: x | Written: X | Partial exam |

Course quality and performance assessment

• Monitoring of students course attendance and fulfilment of other obligations.
• Course assessment through anonymous student survey at the end of each semester.
• Learning outcomes assessed by course co-ordinator.

Code PED1220
Course FINANCIAL REPORT ANALYSIS
Study programme Postgraduate doctoral study “Business Economics in the Digital Environment”
Field of study Module: Management
Programme level Undergraduate Graduate
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024. F04-12

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Course co-ordinator
Lajoš Žager, PhD, Full Prof.
Iris Lončar, PhD, Associate Prof.

Year of study: I. and II.
Semester: II. and III.

Course status
Compulsory for the study
Compulsory for the field
Elective for the study
Elective for the field

ECTS – Students' load coefficient
3

Teaching hours per semester
Lectures: 10
Seminars: 0
Exercises: 10

Entry requirements and admission competencies required
Requirements have been defined in the Regulations on Study Programmes and Studying at the Faculty of Economics and Business in Zagreb and the Regulations of Study Programmes and Studying at the University of Dubrovnik.

Course content
- Institutional and conceptual framework of financial reports
- Endogenous and exogenous factors influencing financial report system
- Systematisation of main instruments and procedures in financial report analysis
- Vertical and horizontal financial report analysis
- Analysis of security of company business on the basis of financial indicators of liquidity, indebtedness and activity
- Analysis of successfulness of company business on the basis of financial indicators of activity, cost-effectiveness and profitability
- Impact of accounting policies and evaluations onto security and successfulness of company business
- Locating problem areas and anticipation of future trends on the basis of financial report analysis results
- Issue of standardisation of financial reporting and comparability of reporting framework during analysis
- System of non-financial indicators as a supplement to financial report analysis
- Role of financial report analysis in fraud detection and prevention

Learning outcomes
Having successfully passed the course the students will be able to:
- Explain and implement basic concepts and principles of financial report analysis
- Give critical analysis and interpret correlation of financial reports with resulting financial indicators
- Design and carry out analysis on the basis of available financial reports and bring conclusions on quality of business operations on the basis of the results obtained
- Identify issues in business operations and anticipate future trends
- On the basis of overall knowledge acquired bring rational decisions regarding business operations, i.e. economic trends as a whole, carry out scientific research in the relevant field of business economics

Reading list
Žager, K. et al. (2017): Analiza financijskih izvještaja: načela, postupci, slučajevi. HZRiFD, Zagreb

Recommended reading
Gulin, D. et al. (2012): Poslovno planiranje, kontrola i analiza, Drugo, izmijenjeno i dopunjeno izdanje, HZRiF, Zagreb
**IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.**

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<td>Course co-ordinator</td>
<td>Anita Pavković, PhD, Full Prof. Iris Lončar, PhD, Associate Prof.</td>
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**Entry requirements and admission competencies required**

**Course content**

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**Examination method**

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**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
Financial system and its participants are exposed to numerous changes in the financial-service industry and worldwide. Aim of the course is to introduce students to an array of techniques, models and mechanisms used in finances, especially from the aspect of introducing new technologies and financial innovations.

Topics within the syllabus are:
- Bankocentric and market-oriented financial systems, characteristic financial flows in economy
- Modern phenomena and trends in finances, interdisciplinarity and intradisciplinarity of financial management
- Analysis of value and financial and real investment management
- Managing debts and owner portfolio, traditional and derived securities as modern financial instruments
- Modern forms of financing (venture capital, crowdfunding,...)
- Theoretical and practical review of targeted capital structure
- Measuring success of financial institutions and markets
- Reform of regulatory and supervising infrastructure in EU and Croatia
- Securitisation and structural financing
- Financial institutions, techniques and services in digital economy

### Learning outcomes

Learning outcomes of the course are:
- Comprehension, interpretation and critical observation of theory and models in the area of financial service industry
- Preparation for research processes (independently or in research groups) in the finances area
- Comprehension and practical application of advanced analytical research methods in social sciences
- Independent research of issues in business economics and digital transformation and publishing of original research results
- Critical analysis, evaluation and synthesis of new research ideas in finances and digital economy

### Reading list


### Recommended reading

- Vassallo, W. (2017): Crowdfunding for Sustainable Entrepreneurship and Innovation. IGI Global, USA

### Course structure:

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**Examination method**

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**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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**Course**

**Code**: PED1222  
**Course**: COMPENSATION MANAGEMENT  
**Study programme**: Postgraduate doctoral study "Business Economics in the Digital Environment"  
**Field of study**: Module Management  
**Programme level**: Undergraduate, Graduate, Postgraduate specialist, Postgraduate university  
**Course co-ordinator**: Lovorka Galetić, PhD, Full Prof., Marija Martinović, PhD, Associate Prof.  
**Year of study**: I. and II., II. and III.  
**Course status**: Compulsory for the study, Elective for the field  
**ECTS – Students’ load coefficient**: 3  
**Teaching hours per semester**: Lectures: 10, Seminars: 0, Exercises: 10

**Entry requirements and admission competencies required**

**Course content**

The course will contain following topics:
- Goals, policy and strategy of compensation management
- Compensation and motivational character of salary
- Analysis and job description; evaluation of job as the starting point in reward system; salary structure
- Payment systems on the basis of time, result and evaluation
- Group reward as stimulation: gain-sharing, profit-sharing, employees shareholding, ESOP
- Benefits
- Rewards for managers

**Learning outcomes**

Having attended the course Compensation Management the students will be able to:
- Comprehend, interpret and give critical analysis of goals and compensation policies
- Demonstrate skills to analyse and evaluate jobs
- Comprehend and be able to implement individual and group reward models
- Independently carry out research on the issues of managerial compensations

**Reading list**

Galeć Lovorka (2015.) Kompenzacijski menadžment: upravljanje nagrađivanjem u poduzeću, Sinergija, Zagreb
Sveučilište u Dubrovniku
Odjel za ekonomiju i poslovnu ekonomiju
Lapadska obala 7, 20000 Dubrovnik
tel: 00 385 20 445 901, e-mail: ekonomija@unidu.hr

IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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<td>Entry requirements and admission competencies required</td>
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</table>
Course content

- Introduction to international organisational behaviour
- Cultural variability and organisational behaviour
- International specificities of management functions
- Basics of individual behaviour and diversity management
- Basics of group behaviour and team management in international context
- Basics of organisation design in international context
- Modern challenges of organisational behaviour in international context

Learning outcomes

- Comprehension of theories and models of organisational behaviour in international organisations
- Comprehension of specificities of management and organisational behaviour in international context
- Determining basic forms and causes for differences in behaviour of individuals and groups in international context
- Comprehension, interpretation and critical evaluation of the importance of some organisational elements in shaping individual and group behaviour in international organisations
- Introduction to required managerial knowledge and skills for successful management and leadership in organisations in international business
- Recognition of global trends in designing organisation and managing diversities and individuals on all organisational levels

Reading list

Rahimić, Z., Podrug, N. (2013) Međunarodni menadžment, Sveučilište u Sarajevu, Sarajevo

Recommended reading


Course structure:

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Examination method

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Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
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<td>Ivo Šperanda, PhD, Associate Prof. Marija Bečić, PhD, Associate Prof.</td>
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**Entry requirements and admission competencies required**

**Course content**

- Economy of scale – neoliberal foreign trade policy – globalisation process and digital transformation
- Internationalisation of enterprises
- Internationalisation theories; new trends in research – internationalisation in the digital environment; internationalisation through digitalisation
- Advanced analysis of strategies to enter foreign market
- Export as strategy to enter foreign market; The role of innovations in strategy to enter foreign market; New trends in the digital environment
- Trade policy
- Customs and non-customs barriers to enter foreign market; Customs dues as instrument of trade policy and economic effects of customs dues onto economy; New protectionism? Strategic trade policy and actual foreign trade policy of the USA. New trends in global economy – impact of digitalisation
- Foreign direct investments
- Impact of location onto foreign direct investments; foreign direct investments and technological progress
- Analysis of trade strategy on futures markets
- Correlation between monetary policy and international exchange and joint currency policies

**Learning outcomes**

Upon completion of the course and having successfully met all the obligations prescribed within the course the student will be able to:

- Comprehend, interpret and give critical analysis on advanced models and theories in international business and internationalisation of companies in the digital environment
- Give critical assessment, evaluate and synthesise new research ideas in international business in the digital environment
- Comprehend and implement advanced analytical methods in scientific research in international business
- Independently research processes in international business and publish original research results

**Reading list**

- Krugman, P. R., Obstfeld, M.,(2009). Međunrodna ekonomija (7.izdanje) Mate d.o.o. Zagreb
- Krugman P. Doba smanjenih očekvanja, Masmedia, Zagreb
### Recommended reading

- Krugman P, (et.al) *Strategic Trade Policy and the New International Economics*

### Course structure:

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### Examination method

- Oral: x
- Written: x
- Partial exam: x

### Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

### Code

| PED1225 |

### Course

**INDUSTRIAL POLICY AND GLOBALISATION**

### Study programme

Postgraduate doctoral study "Business Economics in the Digital Environment"

### Field of study

Module International Business

### Programme level

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### Course co-ordinator

- Lorena Škuflić, PhD, Full Prof.
- Marija Bečić, PhD, Associate Prof.

### Year of study

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### Course status

- Compulsory for the study
- Compulsory for the field
- Elective for the study
- Elective for the field

### ECTS – Students' load coefficient

| 5 ECTS |

### Teaching hours per semester

| Lectures: 15 | Seminars: | Exercises: 10 |

### Entry requirements and admission competencies required

### Course content
**Main Characteristics of Modern Industrial Policy**
- Theoretical foundations of modern industrial policy; constraints in industrial growth and development; product-space approach; new structural economy, Neo-Schumpeterian approach, evolutionary approach to industrial policy; policies of smart specialisation

**Economic Policy Management**
- Design, management and evaluation of economic policy; inter-dependence of economic policies and economic policy matrix approach; co-ordination as a prerequisite for efficiency of economic policies

**Changes of Business Models and Industrial Policy**
- Network effects and double-sided platforms; concept of network and platforms; positive and negative effects of network; economic wellbeing and platforms; market power, price discrimination and platforms; competition among platforms

**Local Dimension of Industrial Development**
- Systemic approach to industrial development; agglomeration externalities and social capital; regional innovation systems; industrial clusters; industrial districts; industrial policy in local and regional context

**Foreign Direct Investment as a Drive to Industrial Development**
- Forms of foreign direct investments; motives for investment by foreign investors; OIL paradigm; transfer of knowledge, technologies and skills through foreign investment; absorption capacity, policies of attracting foreign investors

**Global Value Chains and Global Production Networks**
- The concept of global value chain and global production network; segmentation of production in globalisation context; global value chains as tools for technological catch-up; strategies for entering international production flows; life span of industries and possibilities of entering; industrial policies to maximise benefits from global value chain

**Industrial Policy of EU**
- Modern industrial policy of EU; strategies for reindustrialisation; industrial policy and industry 4.0; possibilities for traditional industrial policy measures in the context of the fourth industrial revolution; efficiency of foreign direct investments and global value chains in boosting industrial growth and development

### Learning Outcomes

Having completed the course the students will be able to:
- Comprehend the basics of modern industrial policy
- Analyse and give critical evaluation of interdependence in the global production system
- Analyse and interpret key drivers of technological changes, innovation and growth in globalised economy
- Implement knowledge on methods and frameworks to design and evaluate industrial policy
- Embrace critical thinking on the scope, reach and means of implementing industrial policy in the context of globalisation and fourth industrial revolution
- Comprehend significance of co-ordination of economic policies for efficiency of industrial policy

### Reading List

<table>
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<th>Reference</th>
<th>Title</th>
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**Recommended reading**


G. Becattini, M. Bellandi, L. De Propris (eds.). A Handbook of Industrial Districts, Cheltenham: Edward Elgar

P. Bianchi, S. Labory (eds.). International Handbook of Industrial Policy, Cheltenham: Edward Elgar,


**Course structure:**

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**Examination method**

- Oral
- Written **X**
- Partial exam **X**

**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

**Course**

**Course code** PED1226

**Course name** REGULATION OF FINANCIAL MARKET IN THE DIGITAL ENVIRONMENT

**Study programme** Postgraduate doctoral study – Business Economics in the Digital Environment

**Field of study** Module International Business

**Programme level**

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**Course co-ordinator**

Tonči Svilokos, PhD, Associate Prof.

Meri Šuman Tolić, PhD

**Year of study**

| I. and II. | II. and III. |
| Field compulsory | Study elective | Field elective |
| Study compulsory | X | X |

ECTS students’ load coefficient: **3** ECTS

**Teaching hours per semester**

| Lectures: | 10 | Seminars: | 10 | Exercises: |

**Entry requirements and admission competences**

**Course content**
Financial technologies (FinTech), i.e. financial services based on technology innovations, have been considerably developed in the field of the past years, influencing the structuring mode as well as financial services provision. Innovation-related risks in the financial sector affect clients’ confidence and threaten the financial system stability. The regulatory frame is therefore of crucial importance for efficient and free provision of financial services.

The following themes will be thought within this field:
1. Financial stability regulation, consumer and investor protection
2. Crypto currencies and their regulations challenges
3. Cybersecurity regulation
4. Regulation of preventing financial system’s usage with the purpose of money laundering and terrorism financing
5. Regulation of crossborder payment
6. Consumer and General Data Protection Regulation (GDPR)
7. Minimal Capital Investments Regulation (BASEL I, II and III)

Learning outcomes

Upon course completion students will be able to:
1. Understand, interpret and critically evaluate importance of financial market regulation in digital environment
2. Identify motives, reasons, causes and consequences, compare advantages and weaknesses, similarities and differences and critically assess regulations on different financial markets
3. Critically evaluate ability of European regulatory framework to ensure adequate level of protection of financial investors and consumers as well as the integrity and stability of modern financial system

Reading list:


Reading list:

1. Selected EU directives

Course structure:

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<th>Examination methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td>Oral (X) Written (X) Partial exam (X)</td>
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</table>

Examination methods

- Oral (X)
- Written (X)
- Partial exam (X)

Course quality and performance assessment

- Monitoring of students’ Field attendance and fulfillment of other obligations
- Field assessment through students’ survey
- Learning outcomes assessed by Field co-ordinator
<table>
<thead>
<tr>
<th>Study programme</th>
<th>Postgraduate doctoral study – Business Economics in the Digital Environment</th>
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<tbody>
<tr>
<td>Field of study</td>
<td>Module International Business</td>
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<tr>
<td>Programme level</td>
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<td>Course co-ordinator</td>
<td>Marija Dragičević, PhD, Associate Prof. Tomislav Baković, PhD, Associate Prof.</td>
</tr>
<tr>
<td>Year of study</td>
<td>I. and II.</td>
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<tr>
<td>Course status</td>
<td>Study compulsory</td>
</tr>
<tr>
<td>ECTS students’ load coefficient</td>
<td>3 ECTS</td>
</tr>
<tr>
<td>Teaching hours per semester:</td>
<td>Lectures: 10</td>
</tr>
<tr>
<td>Entry requirements and admission competences</td>
<td></td>
</tr>
<tr>
<td>Course content:</td>
<td></td>
</tr>
<tr>
<td>● The concept and role of the quality culture in the development of quality management system. The most successful quality managemnt systems are those created on the development of the quality culture based on the following values: customer satisfaction, continuous improvement, factual decision making, management, etc.</td>
<td></td>
</tr>
<tr>
<td>● Firm’s innovation and quality management systems The role of innovations as a source of competitiveness is a topic which, due to its reality, requires special attention. It should be noted that the positive impact of the quality system, along with the current customer satisfaction, is often reconsidered in the innovation-related literature.</td>
<td></td>
</tr>
<tr>
<td>● Quality management system in higher education Higher education is the key sector in the economic development of the world’s best developed regions and states. A keen domestic and international competition has established high education as the application area of numerous quality management systems.</td>
<td></td>
</tr>
<tr>
<td>● Kaizen business philosophy- the basics of the Kaizen Japanese business philosophy and „5S“ Kaizen principles</td>
<td></td>
</tr>
<tr>
<td>● Muda, Mura, Muri as the causes of inefficiency</td>
<td></td>
</tr>
<tr>
<td>● Gemba Kaizen</td>
<td></td>
</tr>
<tr>
<td>● Examples of the application of Kaizen in business practice</td>
<td></td>
</tr>
<tr>
<td>Learning outcomes</td>
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</tr>
<tr>
<td>● To synthetise knowledge and concepts needed to create quality management systems</td>
<td></td>
</tr>
<tr>
<td>● To explain the impact of the organisation culture on quality management systems</td>
<td></td>
</tr>
<tr>
<td>● To explain the impact of the quality management system on the organisation</td>
<td></td>
</tr>
<tr>
<td>● To develop a quality system development strategy in ones own organisation Izraditi strategiju razvoja sustava kvalitete u vlastitoj organizaciji.</td>
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</tr>
<tr>
<td>● To think critically about quality role within higher education systems</td>
<td></td>
</tr>
<tr>
<td>● To understand the basics, principles and activities of the Kaizen business philosophy</td>
<td></td>
</tr>
<tr>
<td>● To analyse the situation and to apply the 5s Kaizen principles in practice</td>
<td></td>
</tr>
<tr>
<td>● To recognise Muda, Mura i Muri situations as the causes of inefficiency and to apply the Gemba Kaizen in practice</td>
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</table>
### Recommended reading:


### Course structure:

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<th>Lectures</th>
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<th>x</th>
<th>Laboratory</th>
<th>Field study</th>
<th>Mentorship</th>
<th>x</th>
</tr>
</thead>
</table>

### Examination methods

- Oral: x
- Written: x
- Partial exam: x

### Course quality and performance assessment

- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

### Code

| PED1228 |

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<th>INTERNATIONAL BUSINESS NEGOTIATION</th>
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<td>Field of study</td>
<td>Module International Business</td>
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<td>Programme level</td>
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<td>Katija Vojvodić, PhD, Full Prof.</td>
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<td>Teaching hours per semester</td>
<td>Lectures: 10</td>
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</table>

### Entry requirements and admission competences

No special requirements.

### Course content:
### The nature and characteristics of negotiating in a classical and digital business context

- The principles of the distributive and integrative negotiating approach. Dual Interest Model as the guidelines for the negotiating strategy.
- The importance of information and information dilemma treatment in international and domestic negotiation.
- Determination of negotiating power and successful usage of negotiating bar.
- Understanding and application of BATNA and ZOPA concepts in domestic and international market context.
- Negotiator’s communication personality and emotional intelligence.
- Cross-cultural intelligence as an important element of international negotiation.
- International negotiating process efficient management.
- The structure and functioning of negotiating team in making international deals.
- International negotiation ethic challenges – legal aspects and mediation in resolving conflict situations.

### Learning outcomes

- To plan and prepare a negotiating process and to choose adequate negotiating strategies.
- To predict an impact of culture dimensions and information-communication technologies on the negotiating process.
- To analyse negotiations in various types of international affairs.
- To integrate theoretical and practical knowledge of business negotiations in different parts of the world.
- To optimize negotiation outcomes in the classical and digital business context.

### Reading list


### Recommended reading


### Course structure

<table>
<thead>
<tr>
<th>Lectures</th>
<th>Seminars and workshops</th>
<th>Exercises</th>
<th>Individual assignments</th>
<th>Multimedija and Internet</th>
<th>E-learning</th>
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Course quality and performance assessment
- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

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<td>Course</td>
<td>NATIONAL AND INTERNATIONAL SECURITY</td>
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<td>Programme level</td>
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<td>Course co-ordinator</td>
<td>Tonči Lazibat, PhD, Full Prof.</td>
</tr>
<tr>
<td></td>
<td>Heri Bezić, PhD, Full Prof.</td>
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<tr>
<td>Teaching hours per semester</td>
<td>Lectures: 10</td>
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</table>

Entry requirements and admission competences

Course content
National and International Security Course of study researches complex interconnection between security policies and economy, with a special accent on international business. The Course explores the influence of national security policy on international business and explains the paradigm change within the concept of national and international security, arising from the changes caused by globalisation. One of the important Course themes is the influence of national culture, and the differences within it, on security challenges, changes within the international business environment as well as state influence on economy, trade and international business conditions, which is indissolubly connected with security at the national and global level. The Course also includes the following themes: the strategies of company entering international markets on the conditions of increased security risks, the role of the quality system in company entering international markets, the role of futures markets in the commodity and financial risk protection, as well as the role of futures markets in commodity and financial risks.

- The impact of globalisation on commercial conditions
- The importance of culture in international business
- The influence of state on trade and international business conditions
- Defining the strategy of entering international markets
- The methods of company’s entering international markets
- The role of the quality system in company’s entering international markets
- The role of futures markets in the commodity and financial risk protection
- The influence of national security policy on international business.

Learning outcomes:
Learning aims:
- Adoption of new, progressive and innovative knowledge on national and global security and its influence on economy and international business
- Development of skills and competences required for analysis of national and global security challenges with the aim of recognising risk and business opportunities on national and international markets
- Development of critical thinking skills on the interconnection of national and global security and international economic flows with the aim of making strategic decisions
- Development of written and verbal competences required for theoretical and empirical analysis of national and global security influence on various phenomena in company operation and economic business

Learning outcomes:
- To classify, evaluate and critically judge the influence of national and global security on international economic trends
- To analyse and critically evaluate risks in the international environment of a company as well as risk protection methods in international business
- To understand the influence of current trends and anticipated changes within national and international security policy upon company strategies in the international environment, and their business result
- To create and argue a strategic company risk protection plan on the domestic and international markets, including a risk estimate and adequate company reactions on risky developments

Reading list:
3. Lazibat T., Upravljanje kvalitetom, Znanstvena knjiga, Zagreb, 2009

Recommended reading:

Course structure:
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<thead>
<tr>
<th>Lectures:</th>
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Examination methods:
| Oral | 1 | Written | 1 | Partial exam | 1 |

Course quality and performance assessment:
- Monitoring of students’ course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

Code: PED1230

Course: LOGISTICS CHAINS MANAGEMENT IN THE DIGITAL ENVIRONMENT

Study programme: Postgraduate doctoral study – Business Economics in the Digital Environment

Field of study: Module International Business

Programme level: Undergraduate, Graduate
### IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

<table>
<thead>
<tr>
<th>Postgraduate specialist</th>
<th>Postgraduate university</th>
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<tbody>
<tr>
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</table>

**Course co-ordinator**
- Sanda Renko, PhD, Full Prof.
- Katija Vojvodić, PhD, Full Prof.

**Year of study**
- I. and II.

**Course status**
- Study compulsory
- Field compulsory
- Study elective
- Field elective

**ECTS students’ load coefficient**
- 3 ECTS

**Teaching hours per semester**
- Lectures: 10
- Seminars: 10
- Exercises: 10

**Entry requirements and admission competences**
- No special requirements

**Course content**
- Introduction to logistics, principles, systems
- Logistics management, indicators of logistics performance success
- New business models and solutions
- The importance of integration of logistics chains elements
- Traditional and digital logistics systems
- Digitalization of logistics key operations
- Internal digital environment agents
- External digital environment agents
- Integrations and co-operation
- Future strategic leaders in logistics chains, and operations sustainability

**Learning outcomes**
- To reproduce theoretical and practical knowledge in the area of logistics, logistics principles and systems
- To valorise the influence of digitalisation on business processes
- To combine theoretical knowledge towards the creation of a strong internal digital environment
- To critically re-examine and adapt to the external digital environment
- To synthesise theoretical knowledge and to critically consider decision-making about integrated logistics organisation

**Reading list**
1. Bloomberg, D.J., LeMay, S., Hanna, J.B. (2006), Logistika, Mate i Zagrebačka škola ekonomije i managementa, Zagreb

**Recommended reading**

**Course structure**
- Lectures: X
- Seminars and workshops: X
- Exercises: X
- Individual assignments: X
- Multimedia and Internet: X
- E-learning: X
- Office hours: X
<table>
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<th>Mentorship:</th>
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</table>

**Examination methods:**

- Oral: X
- Written: X
- Partial exam: X

**Course quality and performance assessment:**

- Monitoring of students’ course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer obligations

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<table>
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**Course**

**DIGITAL TRANSFORMATION OF FINANCIAL SECTOR**

**Study programme**

Postgraduate doctoral study – Business Economics in the Digital Environment

**Field of study**

Module International Business

**Programme level**

<table>
<thead>
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<th>Graduate</th>
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<td>Postgraduate university</td>
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**Course co-ordinator**

Tonči Svilokos, PhD, Associate Prof. Meri Šuman Tolić, PhD

**Year of study**

- I. and II.
- II. and III.

**Course status**

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**ECTS students’ load coefficient**

4 ECTS

**Teaching hours per semester**

<table>
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<tr>
<th>Lectures: 10</th>
<th>Seminars: 10</th>
<th>Exercises:</th>
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</table>

**Entry requirements and admission competences**

**Course content:**

Financial system digital transformation (FinTech) exists in all domains of financial operations. Therefore, this course elaborates on the following themes:

- Digital transformation in the payment system
- Digital transformation in the insurance sector (InsurTech)
- Contemporary technological alternatives/borrowing
- Digital transformation in personal finance management
- Digital transformation of the financial system regulatory framework (RegTech)
- Capital market digital transformation
- Blockchain technology and cryptocurrencies
- Investment management digital transformation

**Learning outcomes**
Upon completion of the course students will be able to:
- Critically assess latest technological changes in modern financial system
- Value technological innovations in financial sector
- Apply recent fintech solutions in business and management of personal and corporate finance
- Critically value the impact of modern trends of digital transformation in financial system on Croatian

Reading list:
1. Scardovi, Claudio, Digital Transformation in Financial Services, Springer 2017

Recommended reading:
2. CBinsights Gloval fintech Report (https://app.cbinsights.com)

Course structure:
Lectures | X | Seminars and workshops | X | Classes | Individual assignments: | X
Multimedia and Internet: | E-learning: | Office hours: | X
Laboratory: | Field study: | Mentorship: | X

Examination methods:
Oral | X | Written | X | Partial exam | X

Course quality and performance assessment:
- Monitoring of students’ course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

Code PED1232
Course DIGITAL BUSINESS MODELS
Study programme Postgraduate doctoral study – Business Economics in the Digital Environment
Field of study Module Digital Economy
Programme level Undergraduate | Graduate
Postgraduate specialist | Postgraduate university | X

Course co-ordinator Mario Spremić, PhD, Full Prof.
Božidar Jaković, PhD, Associate Prof.

Year of study I | Semester | II.

Course status Study compulsory | Field compulsory: | X | Study elective | Field elective

ECTS students’ load coefficient 5 ECTS
Teaching hours per semester Lectures: 15 | Seminars: | Exercises: 10
Entry requirement and admission competences

Course aims:

- To acquaint students with the latest trends in business models functioning in a dynamic (digital) business environment
- Intensive application of basic and progressive digital technologies allows for changes in business methods and models, creating at the same time preconditions for changes in the existing and creation of new business models. Innovative business models rely almost entirely on the information and digital infrastructure. Therefore, the Course uses the holistic approach, which will be applied in explanations and analysis of technological, social and organisational aspects of business models changes. The above will be elaborated through scientific researches in business economics, presenting research frameworks relevant in the Course of digital business models
- The concept of an innovative and digital business model, implying integration of the „forefront“ digital technology and the „background“, adequately formed and logically imagined will be elaborated.

Learning outcomes:

- To understand, interpret and critically judge business model components, and to critically analyse the influence of factors of modification and business model innovation on successful business management and better business results
- To critically evaluate the application of theoretical frames of digital business models in the research context
- To apply the knowledge of frames and methods by which, using digital technologies, business model changes are carried out
- To critically think about the scope, range and methods of business model innovation with the aid of digital technologies
- To evaluate the influence of the current digital economic trends on the needs and conditions for carrying out business model changes within the context of business economics scientific researches
- To analyse the existing business model, to estimate effects and to perceive improvement and innovation options using digital technologies, to select and argue change strategy
- To create, present and critically argue the business model innovation plan.

Reading list


Recommended reading:

IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.


Course structure:

Lectures: X  Seminars and workshops: X  Exercises:  Individual assignments: X

Multimedia and Internet:  E-learning:  Office hours: X

Laboratory:  Field study  Mentorship: X

Examination methods:

Oral X  Written X  Partial exam X

Course quality and performance assessment

- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer

Code PED1233

Course INNOVATIONS, TECHNOLOGY AND INDUSTRIAL POLICY

Study programme Postgraduate doctoral study – Business Economics in the Digital Environment

Field of study Module Digital Economy

Programme level Undergraduate  Graduate

Postgraduate specialist Postgraduate university X

Course co-ordinator Nebojša Stojić, PhD, Full Prof. Tomislav Herceg, PhD, Associate Prof.

Year of study I. Semester II.

Course status Study compulsory Field compulsory X  Study compulsory Field elective

ECTS students’ load coefficient 5 ECTS

Teaching hours per semester Lectures: 15  Seminars:  Exercises: 10

Entry requirements and admission competences

No special requirements

Course content:

- TECHNOLOGY AND TECHNOLOGICAL CHANGES
  - Evolutionaristic introduction to economy; Neo-Schumpeterian introduction to technology; New structural economy; Technological paradigms; Technological cycles; Industrial revolution waves;

- INNOVATION CONCEPT
  - Industrial innovation forms and the level of economic development; Supply-pull and demand-push as
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

F04-12

- **a source of innovations; Open innovations concept; Innovations diffusion**
  - **DISRUPTIVE INNOVATIONS**
    - Technological competences; Technological inertia; Schumpeterian company concept; Start-ups, Spin-off companies and innovations; Co-operation between science and economy in innovations development;
  - **TECHNOLOGICAL CHANGES MANAGEMENT**
    - Dynamic nature of technological competences; Dynamic competences measuring; Resources and absorption capacities complementarity;
  - **PUBLIC TECHNOLOGICAL AND INNOVATION POLICIES**
    - Innovation systems and institutions; Market weaknesses and technology; Public support to technological development and innovations.
  - **ECONOMIC CATCH-UP AND TECHNOLOGICAL CONDITIONS**
    - Technological catch-up concept; Technological catch-up forms; Gradual catch-up form; Disruptive technologies and technological catch-up; Technological opportunity windows
    - Industrial life cycles and catch-up uopportunities
    - TECHNOLOGICAL AND INNOVATION POLICY IN THE EU
    - Industrial policy on the member states level; smart specialisation; Industry 4.0

**Learning outcomes**

- To understand, interpret and critically judge the technological change concept, and to critically analyse technology change impact on a company operation, industrial development as well as overall economic development
- To critically evaluate the application of technology change theoretical frameworks and innovations in the context of a research paper
- To apply the knowledge about the methods and frameworks creating, through innovation and technological policies, preconditions for the process of economic catch-up
- To critically consider the scope, range and operations methods under conditions of disruptive technological change
- To evaluate the influence of public economic policies on companies’ operation, as well as the industrial, regional and national development under technological change conditions
- To analyse industrial cycles and other characteristics, to estimate the technological overreach possibility, and to perceive the possibilities of the companies’ operation improvement through innovations development
- To create, present and critically argue public policies in the Course of technology and

**Reading list:**

5. Hall B. Rosenberg N. Handbook of the Economics of Innovation Elsevier 2010
6. Helfat C. Campo R dondo M. 2017 Integrative capabilities, vertical integration and innovation over successive technology lifecycles Organization Science, 27, 249,264
<table>
<thead>
<tr>
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<td>Field study</td>
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<td>Mentorship:</td>
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</table>

**Recommended reading:**


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17. Landini F. Lee K., Malerba F. A history-friendly model of the successive changes in industrial leadership and the catch-up by latecomers Research Policy, 2017 41, 2, pp.431-446
18. Lee K. Schumpeterian analyses of economic catch up Cambridge University Press 2013 Ch. 3 and Ch.5
### Examination methods:

<table>
<thead>
<tr>
<th>Oral</th>
<th>Written</th>
<th>Partial exam</th>
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### Course quality and performance assessment

- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer

### Code

PED1234

### Course

**BUSINESS PROCESS MANAGEMENT IN THE DIGITAL ENVIRONMENT**

### Study programme

Postgraduate doctoral study – Business Economics in the Digital Environment

### Field of study

Module Digital Economy

### Programme level

<table>
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### Course co-ordinator

Vesna Bosilj Vukšić, PhD, Full Prof.
Ljubica Milanović Glavan, PhD, Assistant Prof.

### Year of study

I. and II.
II. and III.

### Course status

<table>
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### ECTS students’ load coefficient

3 ECTS

### Teaching hours per semester

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<th>Exercises:</th>
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### Entry requirements and admission competences

Set by the Study programme

### Course content

- The Course aim is to develop students’ knowledge about the concept of Business Process Management (BPM) and information technology in a digital environment, as well as the concept application skills
- The Course focuses on the application of conceptual methods of analysis, transformation and business process digitalisation, as well as on the process and organisation performance improvement
- Maturity models and frameworks of the BPMs and Digital Transformation (DT) are considered
- The BPMs dimension, being a platform for performance management and organisation’s digital transformation, are explored
- The effects (benefits and challenges) of alignment between the BPM and digital transformation through the BPMs life cycle phases are explored

### Learning outcomes

- To understand the BPMs role as an important factor in the company’s successful operations skills; to interpret and evaluate the BPMs implementation effects within the company
- To critically evaluate the BPMs key success factors, such as interaction with strategy, management, employees, culture, and to base the BPMs project methodology upon evaluation results;
- To apply the BPMs maturity frameworks and models in business practice and during scientific Course research;
- To acquire the knowledge required for the development of the BPM strategy and digital strategy, as well as for connecting these strategies with the company’s strategy
- To investigate the BPMs and digital transformation evolution; to recognise the current situation and trends influencing further BPMs and digital transformations investigations from the business and economy perspective.

### Reading list
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.  

<table>
<thead>
<tr>
<th><strong>Recommended reading:</strong></th>
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<tr>
<th><strong>Course structure:</strong></th>
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<td>● Course assessment through students’ survey</td>
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<td>● Learning outcomes assessed by lecturer</td>
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<tr>
<td>Course</td>
<td>INTELLIGENT DATA ANALYTICS</td>
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## Study programme
- Postgraduate doctoral study – Business Economics in the Digital Environment

## Field of study
- Module Digital Economy

## Programme level

<table>
<thead>
<tr>
<th>Course co-ordinator</th>
<th>Katarina Ćurko, PhD, Full Prof.</th>
<th>Nikola Vlahović, PhD, Associate Prof.</th>
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## Entry requirements and admission competences

**Doctoral student**

## Course content

- Introduction to data management and intelligent data processing;
- Digital data in a transaction and analytical environment: From data to knowledge and wisdom;
- Data relational model: structure, development and usage. Transaction processing characteristics. Statical reporting on business performance;
- Data dimensional model: data warehousing system. Structure development and operations;
- Big Data concept and technologies.
- Data storage and Big Data integration. Characteristics and peculiarities.
- Data collection and extraction. Big Data ontologies. Tools and languages for designing ontologies.
- Text data analysis through artificial intelligence. Multimedia data analysis through artificial intelligence.
- Software agents, and multiagent data processing and analysis systems. Applications in web environment: feedback processing and recommendations systems.
- Methods and introduction to work with incomplete, unreliable and imprecise data and knowledge.
- Information resources management in business decision-making and management.

## Learning outcomes

- To understand and interpret transaction and analytical environment
- To critically consider, analyse and to be able to apply various data models to a certain business situation.
- To recognize, interpret, analyse, estimate and synthesize problems of a company information resources management.
- To understand and recognize artificial intelligence method opportunities in data processing.
- To consider critically ethical challenges and to estimate suitability of the intelligent data processing application.
- To understand and to be able to apply various intelligent data processing methods and to correctly interpret the results obtained in different business problem situations.

## Reading list

1. Morabito V. (2015.), Big Data and Analytics, Strategic and Organizational Impacts, Cham, Switzerland: Springer International Publishing AG Switzerland
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.


Recommended reading:
1. Bill Inmon (2017), Turning Spreadsheets into Corporate Data, Technics Publications

Course structure:

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Examination methods:

| Oral | Written | X | Partial exam | X |

Course quality and performance assessment:
- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer

Code | PED1236
Course | COLLABORATIVE TECHNOLOGIES AND NETWORKS
Study programme | Postgraduate doctoral study – Business Economics in the Digital Environment
Field of study | Module Digital Economy
Programme level | Undergraduate Graduate
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.  

Postgraduate specialist | Postgraduate university
--- | ---
Ivan Strugar, PhD, Full Prof. | X
Božidar Jaković, PhD, Associate Prof.

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<tr>
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<td>Seminars:</td>
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Entry requirements and admission competences

Set by the Study programme

Course content:

- The Course aims to acquaint students with the development and application of computer networks and collaborative technologies in business systems.
- The way the development of network, mobile and information-communication technologies has influenced the man to machine communication will be explained, as well as the influence on development, and the changes in individual and group communication within society and business systems.
- Collaborative technologies and networks offer great opportunities for the development of new communication and collaborative models, both in business and social systems.
- They represent entirely new opportunities for the creation of new values, providing a basis for company digital transformation and the development of new organisational and Industry 4.0 business models.

Learning outcomes:

- To understand, interpret and critically evaluate the development influence of information-communication and mobile technologies on business models and business practice, and to recognise the most important Course trends.
- To critically evaluate the possibilities of collaborative technologies and models application in research paper, to evaluate a possible influence of development and application of different models on individual and social communication, social and business organisations and processes.
- To critically consider application options of collaborative technologies and business practice models, to critically consider the range, consequences and application methods.
- To evaluate the influence of current collaborative technologies development trends and models in the context of scientific research in the Course of business economics.
- To select the strategy of collaborative technologies and models management, which will allow for successful and sustainable company operation, to argue the selection, to evaluate the selection effects, and to compare the achieved results to the set goals.

Reading list:

4. Stawski Scott: Inflection Point: How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business, 2018
Recommended reading:


Course structure:

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Examination methods:

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Course quality and performance assessment:

- Monitoring of students’ course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

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**Code**: PED1237

**Course**: KNOWLEDGE DISCOVERY IN DATA BASES

**Study programme**: Postgraduate doctoral study – Business Economics in the Digital Environment

**Field of study**: Module Digital Economy

**Razina programa**: Undergraduate | Graduate
- Postgraduate specialist | Postgraduate university

**Course co-ordinator**: Mirjana Pejic Bach, PhD, Full Prof.
- Jovana Zoroja, PhD, Assistant Prof.

**Year of study**: I. and II. | II. and III.

**Course status**: Study compulsory | Field compulsory | Study elective | Field elective

**ECTS students’ load coefficient**: 3 ECTS

**Teaching hours per semester**: Lectures: 10 | Seminars: | Exercises: 10

**Entry requirements and admission competences**
Doctoral student

Course content

- The Course objective is to acquaint students with potential methods of knowledge discovery from data bases in researches, aiming at qualifying students for the application of the mentioned method in writing academic papers as well as for doctoral dissertation research.
- The Course explains typical research problems, using research methods of knowledge discovery from data bases: classification, prediction and grouping.
- By using a software package, students will take part in three workshops where they will create case studies of knowledge discovery methods from data bases in research.
- Students will also design their own research project.
- Introduction to knowledge discovery from data in scientific researches.
- Basic concepts of knowledge discovery from data.
- Usage peculiarities in researches
- The process of knowledge discovery from data.
- Typical applications. Classification methods, predictions and groupings.

Learning outcomes

- To ask a research question with respect to knowledge discovery from data, to identify the adequate way of data compiling, to identify dependent and independent variables, to choose knowledge discovery methods with respect to variables characteristics.
- To understand, interpret and critically judge the process of knowledge discovery from data bases in researches.
- To carry out research using grouping, classification and prediction (decision trees, analysis cluster, associative rules, regression analysis, neural networks) methods.
- To evaluate parametres of knowledge discovery models from data bases in researches.
- To critically evaluate application of knowledge discovery models from data bases in researches within the context of contemporary researches in the Course of digital operations and digital economics.

Reading list:

Recommended reading:

Course structure:

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Examination methods:

| Oral | Written | X | Partial exam | X |

Course quality and performance assessment

- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer
Code: PED1238
Course: CYBERSECURITY

Study programme: Postgraduate doctoral study – Business Economics in the Digital Environment
Field of study: Module Digital Economy

Programme level: Undergraduate Graduate
Postgraduate specialistPostgraduate university X

Course co-ordinator: Mario Spremić, PhD, Full Prof.

Year of study: I. and II. Semester II. and III.

Course status: Study compulsory Field compulsory x Study elective Field elective X

ECTS students’ load coefficient: 3 ECTS

Teaching hours per semester: Lectures: 10 Seminars: Exercises: 10

Entry requirements and admission competences: Set by the Study programme

Course content:
- The course objective is to acquaint students with potential forms of information and other technologies abuse aimed at information systems endangering, to draw attention to potential security risks, the possibilities of their realisation as well as to action methods in such situations.
- The terminological difference between information and cybersecurity will be explained.
- Since people and their behaviour are, in the use of information and digital technology, the most vulnerable in the area of cybersecurity (related to the technology in the information security era) holistic approaches to cybersecurity management will be explained and analysed. These approaches involve not only technological, but also organisational and social factors.

Learning outcomes:
- To understand, interpret and critically judge the influence of cybersecurity factors, and to demonstrate the most important research frameworks in this area.
- To critically evaluate the application of theoretical frameworks of cybersecurity management in research papers, and to apply the knowledge about models and methods in this area.
- To critically reexamine various options of the implementation of cybersecurity management plan, to critically consider the scope, range and methods of its implementation.
- To evaluate the influence of current cybersecurity trends in the context of scientific research in the course of business economics.
- To choose cybersecurity management strategy to ensure company’s successful and sustainable operation, to argue the choice, to estimate choice effects, and to compare the achieved results to the set aims.

Reading list:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKO 2023./2024.  F04-12


Recommended reading:

Course structure:

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Examination methods:
- Oral:
- Written: X
- Partial exam: X

Course quality and performance assessment
- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer

FACILITIES AND TEACHING STAFF

1. SPACE AND EQUIPMENT

1. 1 Higher education institution buildings
   (indicate existing buildings, buildings under construction, and planned construction)

Building of the Department of Economics and Business Economics of the University of Dubrovnik, Lapadska obala 7, 20000 Dubrovnik
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.  

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<tr>
<td><strong>1. 2 Lecture rooms</strong></td>
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</table>
Existing lecture rooms (E01, E02, E03, E06, B2, B3, B4, C5) at the Department of Economics and Business Economics of the University of Dubrovnik will be used. |
| **1. 3. Laboratories / practical training rooms used in teaching** | IT lab, seats 30, and is situated in the building of the Department of Economics and Business Economics |
| **1. 4. Practical training rooms** | 
| **1. 5. IT Course rooms equipment (indicate data on computers in IT labs/practical training rooms used in teaching)** | All lecture rooms and cabinets are equipped with advanced information technology (interactive boards and computers, and have Internet access). |
| **1. 6. Teacher offices** | Teacher offices are fully equipped and have Internet access |
| **1. 7. Professional service premises (Secretariat, Student Registrar’s Office)** | Offices and services of the Department of Economics and Business Economics will be used |
| **1. 8. Library and library facilities (total surface area, seating capacity, number of book titles, number of Course books, number of international journal titles, number of domestic journal titles)** | The Library and reading rooms, measuring 105 m² in total, at the Department of Economics and Business Economics, will be used. The Library holds 15000 volumes, around 60 titles of domestic and international journals, graduate and postgraduate thesis, reference literature, as well as doctoral dissertations. There are also computer areas with Internet access. Tourist Documentation Centre measures 78m² and holds 21000 titles in a monographic collection as well as a unique collection of periodicals in the Course of tourism. |
| **1. 9. The adequacy of teaching rooms capacity is defined by relating the predicted number of enrolled students and the size of the usable area in a way that 1.25 m² accounts for each student.** | 
Department of Economics and Business Economics has 11 teaching rooms, with a total seating capacity of 700. Teaching room B2 measures 60 m² (56 seats), B3 measures 45 m² (40 seats), B4 measures 42 m² (40 seats), C5 measures 45 m² (40 seats), where the area of 1.33-1.86 m² accounts for each student. Other teaching rooms at the Department of Economics and Business Economics are more spacious. Teaching room E1 measures 270 m² (300 seats), E6 measures 113 m² (140 seats), E2 measures 67 m² (60 seats), E3 measures 85 m² (84 seats). |
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2021./2022. F04-12
### COURSE DESCRIPTION

**Code** | PED1101
---|---
**Course** | STATISTICAL RESEARCH METHODS IN ECONOMICS
**Study programme** | Postgraduate doctoral study "Business Economics in the Digital Environment"
**Field of study** | All fields of study
| Undergraduate | Graduate | Postgraduate specialist | Postgraduate university | x
| Compulsory for the study | Compulsory for the field | Elective for the study | Elective for the field | 6 ECTS
**ECTS – Students’ load coefficient** | 6 ECTS
| Lectures: | 15 | Seminars: | | Exercises: | 15
| Teaching hours per semester |

#### Entry requirements and admission competencies required

No requirements.

#### Course content

Course topics:

- Specificity of economic phenomena analysis. Selected programme support.
- Regression model with qualitative variables. Model with independent qualitative variables (binary and categorical variable). Model with dependent qualitative variable (logit, probit and tobit model).
- Selected topics in structural modelling (SEM). Model elements, estimations and methods for increasing representativeness.

#### Learning outcomes

- Development of advanced professional competencies by generating quality (original) econometric research and analysis through compiling, designing, implementation and adaptation of the scientific research process in economics, i.e. in social sciences in general.
- To understand, implement, interpret and critically contemplate economic theories and advanced econometric models in research in the area of digital transformation in economy.
- To generate quality econometric research and set hypotheses for economic research work.
- To prepare and integrate data of adequate quality. To select an adequate model and appraise its representative qualities and fulfilment of assumptions.
- To synthesise knowledge from different economic areas.
● To research independently or in co-authorship real and actual issues in the area of business economics and digital transformation by creating and evaluating new facts and theoretical findings in the researched area.
● To assume social responsibility for successfulness of research and social usefulness of the research results.
● Critical evaluation of the existing scientific literature in the area of economics and statistics.

Reading list:


Recommended reading:


Course structure:

- Lectures: X
- Seminars and workshops: X
- Exercises: X
- Individual assignments: X
- Multimedia and Internet: X
- E-learning: X
- Consultations: X
- Laboratory: X
- Field work: X
- Mentorship: X
- Examination method:
  - Oral: X
  - Written: X
  - Partial exam: X
  - Course quality and performance assessment:
    - Monitoring of students course attendance and fulfilment of other obligations.
    - Course assessment through anonymous student survey at the end of each semester.
    - Learning outcomes assessed by course co-ordinator.
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**Entry requirements and admission competencies required**
No requirements.

**Course content**

**REDEFINING CONSUMER BEHAVIOUR MODEL:** demand for features and choice in time dimension.

**REDEFINING PRODUCER BEHAVIOUR MODEL:** firm equilibrium in producing more products – determining optimum production range.

**ALTERNATIVE THEORIES OF ENTERPRISE:** maximizing revenue model; utility maximization model; growth maximization model.

**MODELS AND STRATEGIES OF PRICE DETERMINATION AND OUTPUT AT THE GOODS MARKET AND MEASUREMENT OF MARKET POWER.**

Four main models of price determination on the market; monopolistic and monopsonistic exploitation and negotiations between monopolist and monopsonist.

**RISK, UNCERTAINTY, MARKET IMPERFECTIONS AND FAILURES**

**INFORMATION ECONOMY**

Unfavourable selection, asymmetric information, signalling and probing, principal agent problem and risk of misuse, effect of information availability onto market outcomes.

**ECONOMY OF WELLBEING,**

Social choice and Arrow’s theorem, Pareto efficiency, static and dynamic general equilibrium.

**Learning outcomes**

Upon completion of this course students will be able to:

- Relate and critically assess theories and models from microeconomics
- Demonstrate ability to create theoretical or empirical framework of microeconomic analysis
- Independently research consumer and producer behaviour
- Apply acquired knowledge from the field of microeconomics for decision-making under risk, uncertainty, asymmetric information and in case of welfare economics in static and dynamic context.

**Reading list**

- Benić, Đ., Mikroekonomija: menadžerski pristup, II. izdanje, Školska knjiga, Zagreb, 2017
- Per of, J., M., Microeconomics, 8th Edition, Pearson, 2017
- Pindyck, R.S., Rubinfeld, D.L., Microeconomics, 9th Edition, Pearson, 2018

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Code PED1103

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<td>Josip Tica, PhD, Full Professor Marija Bečić, PhD, PhD, Associate Prof.</td>
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<td>Liquidity trap, consumption puzzle, financial frictions, monetary accelerator and monetary yielding</td>
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<td>Aiming inflation, obligatory monetary policy, IS-MR-PC model, IS-MP-IA model</td>
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<td>Mundell-Fleming-Tobin model and foreign currency exposure of a country</td>
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<td>Internal and external equilibrium, stability and sustainability of debt</td>
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<tr>
<td>Globalization, inequality and open Solow-Swan growth model</td>
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</tr>
<tr>
<td>Unemployment, work force fluctuations, Diamond-Mortensen-Pissarides model</td>
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</tbody>
</table>

| Learning outcomes |  |
Having attended and passed the course, the candidate will be able to:

- Link and provide critical analysis of theories and models in macroeconomics
- Demonstrate ability for creating theoretical and/or empirical framework for macroeconomic analysis
- Independently explore macroeconomic variables
- Implement the acquired knowledge in macroeconomics to make economic policies at national level in the digital environment

Reading list

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher, Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benić, Đ.</td>
<td>Mikroekonomija: menadžerski pristup, II. izdanje, Školska knjiga, Zagreb, 2017</td>
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Recommended reading

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<thead>
<tr>
<th>Author</th>
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<tr>
<td>Pindyck, R.S., Rubinfeld, D.L.</td>
<td>Microeconomics, 9th Edition, Pearson, 2018</td>
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Course structure:

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Examination method

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Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
### Code
PED1104

### Course
DIGITAL TRANSFORMATION IN BUSINESS

### Study programme
Postgraduate doctoral study “Business Economics in the Digital Environment”

### Field of study

<table>
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<th>Postgraduate specialist</th>
<th>Postgraduate university</th>
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### Course co-ordinator
Mario Spremić, PhD, Full Prof.
Božidar Jaković, PhD, Associate Prof.

### Year of study
Semester 1

### Course status

- Compulsory for the study
- Elective for the study
- Elective for the field

### ECTS – Students’ load coefficient
6 ECTS

### Teaching hours per semester

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<td>Exercises:</td>
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### Entry requirements and admission competencies required
Requirements set in the study programme

### Course content

Aim of the course is to introduce students to recent trends in development of information-communication, and in particular digital technologies as well as social, technological, organisational and business aspects of implementation in the dynamic business environment. Digital economy trends will be explained and frameworks and models analysed, through which the basic and advanced digital technologies enable organisations to increase productivity, efficiency and competitiveness as well as to have an impact onto changes in business operations. These topics will be processed in the context of scientific research in the field of business economics. Research framework for management of changes and information and digital technology will be presented. The course enables holistic understanding on the impact of the modern digital technology onto business and which methods are best used to carry out organisational changes, in particular in the area of digital transformation of business. Factors influencing the success of digital transformation of business will be carefully analysed, as consciously directed transformations of business by strategic implementation of digital technologies.

### Learning outcomes

- To understand, interpret and critically appraise the impact of digital transformation of business factors onto successful business management and better business results
- To provide critical appraisal of implementation of theoretical frameworks of management of changes and adopting technologies within the context of research work
- To implement knowledge on models and methods required to make business changes through information and digital technologies
- To make critical review of various options of digital transformation strategies, critical thinking within the scope and means of implementation of digital transformation of business
- To evaluate the impact of actual trends in digital economy onto the need and opportunities for implementation of organisational changes in the context of scientific research in business economics
- To select digital transformation strategy which will enable successful and sustainable operation of a firm, give arguments for the selection, appraise effects of the selection and compare the results achieved and goals set
- To make, present and offer arguments for the strategic digital transformation plan

### Reading list

Quarterly Executive, June 2016 (15:2)


Recommended reading


Course structure:

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Examination method

| Oral | Written | X | Partial exam | X |

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
Code | PED1201
---|---
Course | STRATEGIC MANAGEMENT IN TOURISM AND DIGITAL TRANSFORMATION
Study programme | Postgraduate doctoral study "Business Economics in the Digital Environment"
Field of study | Tourism
Programme level | Undergraduate | Graduate | Postgraduate specialist | Postgraduate university
Course co-ordinator | Prof. Nevenka Čavlek, PhD, Full Prof. Mislav Ante Omazić, PhD, Full Prof.
Year of study | Semester
Course status | Compulsory for the study | Compulsory for the field | Elective for the study | Elective for the field
ECTS – Students’ load coefficient | 5 | ECTS
Teaching hours per semester | Lectures: 15 | Seminars: | Exercises: 10
Entry requirements and admission competencies required
Course content
In this course globalisation processes and modern trends in tourism causing structural changes in the global tourism market are studied. Critical analysis of integration and consolidation processes is made as well as of internationalisation of tourism companies operation (particularly in hotel industry and tour-operating), leading to formation of multinational corporations and creating unfavourable earning conditions for small and medium enterprises. Advantage and disadvantages of classical as opposed to modern distribution channels are analysed, also strategies for obtaining and maintaining competitive advantage of destinations and enterprises under SoLoMo technology in digital distribution of services are analysed. Methodological approach to development of strategic plans is elaborated on macro and micro level (tourism destinations and tourism companies) and examples of good practices in business innovations are given.

Learning outcomes
- Ability to recognise and respond to critical elements within the dynamic changes process on the international tourism market
- Demonstration of ability to analyse structural relationships and changes on emissive and receptive tourism market, as well as planning, organisation and decision making on necessary activities for solving business challenges
- Ability to understand the process and activities of corporate strategic planning
- To define and evaluate relevant management strategies in tourism on macro and micro level in digital transformation context
- To demonstrate ability to recognise opportunities for gaining competitive advantage on tourism market
- To make, present and offer arguments on the strategic tourism destination or enterprise management plan in the digital environment

Reading list

Recommended reading


I drugi relevantni članci iz znanstvenih časopisov indeksiranih u CC-u, WoS-u i Scopus-u.

Course structure:
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Examination method
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</table>

Course quality and performance assessment
- Monitoring of students course attendance and fulfillment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Code PED1202
Course ECONOMICS OF TOURISM DESTINATION MANAGEMENT
Study programme Postgraduate doctoral study "Business Economics in the Digital Environment"
Field of study Module Tourism
 Programme level Undergraduate | Graduate
 Postgraduate specialist | Postgraduate university | x
 Course co-ordinator Oliver Kesar, PhD, Full Prof.
 Ana Portolan, PhD, Associate Prof.
 Year of study 1 | Semester I | II.
| Compulsory for the study | Compulsory for the study | Elective for the study | Elective for the field |
| Lectures: | 15 | Seminars: | Exercises: 10 |

ECTS – Students’ load coefficient 5 | ECTS
Entry requirements and admission competencies required

Course content
## IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

### Learning outcomes

Having attended the course and passed the exam the students will be able to:

- Understand the basics and special requirements of tourism destination management as a system
- Implement knowledge acquired to choose optimal tourism destination management model including competitiveness
- Define and give critical analysis of tourism destination development indicator trends
- Make, present and offer arguments on strategic determinants of tourism destination management
- Demonstrate critical thinking on the consequences and corrective actions due to inadequate tourism destination management
- Propose destination crisis management model

### Reading list


### Recommended reading


### Course structure:

- Lectures: x
- Seminars and workshops: x
- Exercises: x
- Individual assignments: x
- Multimedia and Internet: E-learning:
- Consultations: x
- Laboratory: Field work:
- Mentorship: x

### Examination method
# IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

<table>
<thead>
<tr>
<th>Oral</th>
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## Course quality and performance assessment
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

## Code
**PED1203**

## Course
**CREATIVE INDUSTRIES AND SUSTAINABLE DEVELOPMENT IN TOURISM**

## Study programme
Postgraduate doctoral study "Business Economics in the Digital Environment"

## Field of study
Module Tourism

## Programme level
- **Undergraduate**
- **Graduate**
  - Postgraduate specialist
  - Postgraduate university

## Course co-ordinator
Vanja Krajinović, PhD, Associate Prof.
Marija Benić Penava, PhD, Associate Prof.

## Year of study
1

## Semester
II. and III.

## Course status
- Compulsory for the study
- Elective for the study
- Elective for the field

## ECTS – Students' load coefficient
3

## Teaching hours per semester
- Lectures: 10
- Seminars: 10
- Exercises: 10

## Entry requirements and admission competencies required
No requirements.

## Course content
- From cultural to creative sustainable tourism development
- Distinction of correlation of creative industries and sustainable tourism in relation to geographical areas
- Creative industries and tourist experience
- Characteristics of creative tourists and creative experiences
- Creative tourism supply – basis for sustainable development in tourism
- Role of the local community in making creative experience
- Digital technology in the function of creative industries and sustainable tourism

## Learning outcomes
Having attended the course and passed the exam the students will be able to:
- Understand, interpret and offer critical thinking on theories and models in creative industries and sustainable development in tourism
- Understand the material published in English in professional and scientific literature in the area of creative industries and sustainable development in tourism
- Apply principles of ethics, social responsibility and sustainable development in tourism
- Understand and implement analytical research methods in creative industries and sustainable development in tourism
- Provide critical analysis, evaluation and synthesize new research ideas in creative industries and sustainable development in tourism
- Implement the knowledge acquired in creative industries and sustainable development in tourism to make development policies on local, regional and national level.

## Reading list
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

<table>
<thead>
<tr>
<th>Code</th>
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<tr>
<td>Course</td>
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<tr>
<td>Study programme</td>
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<tr>
<td>Course co-ordinator</td>
<td>Darko Prebežac, PhD, Full Prof.</td>
</tr>
</tbody>
</table>

**Recommended reading**


**Course structure:**

| Lectures: | x |
| Seminars and workshops: | x |
| Exercises: | |
| Individual assignments: | x |
| Multimedia and Internet: | E-learning: |
| Consultations: | x |
| Laboratory: | Field work: |
| Mentorship: | x |

**Examination method**

- Oral
- Written: X
- Partial exam

**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023/2024.

<table>
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<th>Year of study</th>
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<td>Seminars:</td>
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<tr>
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<td>Exercises:</td>
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</table>

Entry requirements and admission competencies required
No requirements.

Course content
- Different aspects of comprehending tourism destination
- Difference between tourism destination branding and tourism destination marketing
- Need and importance to brand tourism destination, the concept of tourism destination brand (identity, personality, positioning, reputation)
- Stages of development (building) of destination brand (process of branding tourism destination)
- Development (building) models of destination brand (The Brand Pyramid, Brand Assets Template, The Brand Wheel
- Tourism destination brand management
- Measurement of impact of tourism destination brand
- Branding strategies of tourism destinations in practice
- Challenges in tourism destinations branding

Learning outcomes
Having attended the course and passed the exam the students will be able to:
- Understand, interpret and offer critical thinking on theories and models in tourism destination brand management
- Test, evaluate and synthesize new research ideas in the area of destination branding and tourism destination brand management
- Implement acquired knowledge in destination branding and tourism destination brand management to make development policies on local regional and national level
- Understand material published in English in scientific and professional literature on brand management and tourism destination branding
- Evaluate impact of actual trends and expected global changes on tourism market onto tourism market brand management and the process of destination branding
- Make, present and offer arguments on branding strategy of specific tourism destination

Reading list

Course structure:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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<th>Lectures:</th>
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**Examination method**
- Oral
- Written **X**
- Partial exam **X**

**Course quality and performance assessment**
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

**Code** PED1205
**Course** RESEARCH METHODS IN TOURISM
**Study programme** Business Economics
**Field of study** Module Tourism
**Programme level**
- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university **x**
**Course co-ordinator**
- Ivana Pavlić, PhD, Full Prof.
- Nevenka Čavlek, PhD, Full Prof.
**Year of study**
- I. and II.
- II. and III.
**Course status**
- Compulsory for the study
- Elective for the field **x**
- Elective for the study **x**
**ECTS – Students’ load coefficient** 3 **ECTS**
**Teaching hours per semester**
- Lectures: 10
- Seminars: 
- Exercises: 10

**Entry requirements and admission competencies required**

**Course content**
- Process of scientific research in tourism
- Primary and secondary data in tourism
- Research methods and analysis of attitudes in tourism
- Selected quantitative data analysis methods in tourism
- Analysis, processing and interpretation of data collected by quantitative research methods
- Qualitative research in tourism
- Analysis of selected methods of qualitative research in tourism
- Carrying out qualitative research in tourism
- Analysis, processing and interpretation of data collected by qualitative research methods
- Presentation of results of qualitative research in tourism

**Learning outcomes**
Having attended the course and passed the exam the students will be able to:

- Define, describe and explain scientific research methods in tourism
- Choose adequate quantitative/qualitative research method in tourism
- Organise and carry out an actual research on tourism market
- Process and analyse and interpret data collected by quantitative and qualitative research methods
- Compile report on research project

Reading list


Recommended reading


Course structure:

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<tr>
<th>Lectures:</th>
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<th>Seminars and workshops:</th>
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Examination method

| Oral | x | Written | X | Partial exam | X |

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
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IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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Entry requirements and admission competencies required

Course content

- Importance of cultural-historical heritage in tourism development in the past
- Valorisation of heritage in the context of local community development
- UNESCO and world cultural-historical heritage
- Treasury of Croatian heritage
- Revitalisation and preservation of cultural-historical heritage
- Models of cultural-historical heritage management
- Valorisation of heritage by creating new tourism products
- Implementation of technology in interpretation of heritage and creating tourist experience

Learning outcomes

Upon completion of the course the students will be able to:

- Understand, interpret and critically assess theoretical insights about economic valorization of cultural-historical heritage
- Compare and critically assess case studies of tourism valorization of cultural heritage
- Apply knowledge about models of cultural and historical heritage management and their implementation through digital technologies
- Value the impact of well of Croatian heritage on needs and opportunities for creation of novel tourist products.
- Present and critically argument strategic management plan for cultural and historical heritage in tourism.

Reading list


Recommended reading


Course structure:

<table>
<thead>
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Examination method

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Course quality and performance assessment
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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<tr>
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<td>Iris Mihajlović, PhD, Associate Prof.  Danijela Ferjanić Hodak, PhD, Associate Prof.</td>
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</table>

Entry requirements and admission competencies required

**Course content**
- Theoretical framework of sharing economy, social-economic aspects as premises for defining the concept and the model
- Multi-sector approach to sharing economy
- Challenges in the business environment – drivers of implementation of business models
- Social peer-to-peer processes
- Interactivity and creating value for consumers, innovative tools
- Impact of sharing economy onto economic sector and environment
- Implementation of sharing economy in hospitality – challenges and trends, development, effects
- Implementation of sharing economy in tourist agency business – challenges and trends, development, effects
- Future of sharing economy in tourism

**Learning outcomes**
- To apply innovative tools in business as part of support network mechanisms
- To develop skills of consumer value creation
- To analyse and apply models for monitoring of efficiency valuation of sharing economy in the field of tourism intermediation, transport and hospitality
- To develop analytical approach and on its basis to apply innovative tools of sharing in the field of hospitality, intermediation and transport

**Reading list**
- Belk, R. (2014) You are what you can access: Sharing and collaborative consumption online, Journal of Business Research, 67(8): 1595-1600


Recommended reading


Frenken, K., Schor, J. (2017). Putting the sharing economy into perspective, Environmental Innovation and Societal Transitions 23, 3–1

Course structure:

| Lectures: | x | Seminars and workshops: | x | Exercises: | x | Individual assignments: | x |
| Multimedia and Internet: | | E-learning: | | Consultations: | x | |
| Laboratory: | Field work: | Mentorship: | x |

Examination method

| Oral | x | Written | X | Partial exam | x |

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Code PED1208

Course MODERN MARKETING THEORIES

Study programme Postgraduate doctoral study “Business Economics in the Digital Environment”

Field of study Module Marketing

Programme level Undergraduate Graduate

Postgraduate specialist Postgraduate university x
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

Course co-ordinator: Iris Mihajlović, PhD, Associate Prof.
Jurica Pavičić, PhD, Full Prof.

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<th>Year of study</th>
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<td>Seminars:</td>
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Entry requirements and admission competencies required
Fluency in English

Course content
- Marketing: Concept
- Marketing: Resources
- Marketing: Processes
- Marketing in organisation: Structure
- Marketing in organisation: Impact of marketing onto business results
- Marketing in organisation: Integration of marketing and sales
- Marketing area: Marketing strategy
- Marketing area: Marketing modelling
- Marketing area: Consumer behaviour
- Redefining marketing in digital economy

Learning outcomes
- Critical appraisal of theories and models in marketing
- Propose a research process and set hypotheses from the area of marketing
- Understand the concept of marketing and its role in organisation
- Critical evaluation and understanding of possibilities to improve knowledge in specific marketing areas
- Understand how to integrate traditional and digital marketing

Reading list
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.


Recommended reading
Kotler, P., Kartajaya, H., Setiawan, I. (2017.), Marketing 4.0, Moving from Traditional to Digital, John Wiley & Sons

Course structure:

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Multimedia and Internet: E-learning: Consultations:
Laboratory: Field work: Mentorship:

Examination method

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Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

Code: PED1209
Course: MARKETING CHANNELS AND MODERN TECHNOLOGIES
### Study programme

Postgraduate doctoral study "Business Economics in the Digital Environment"

### Field of study

Module Marketing

### Programme level

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### Course co-ordinator

Mirko Palić PhD, Full Prof.  
Marija Dragičević, PhD, Associate Prof.

### Year of study

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### ECTS – Students’ load coefficient

5 ECTS

### Teaching hours per semester

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<th>Exercises:</th>
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</table>

### Entry requirements and admission competencies required

### Course content

1. Theoretical background and mathematical models of marketing channels  
2. Impact of modern trends onto distribution strategies  
3. Evolution of the role of intermediary in the channel  
4. Delivering value through channel  
5. Managing relations, dynamics and structure of distribution channel  
6. Role of retail sale in distribution channel  
7. Modern technologies in the function of boosting efficiency of distribution channel  
8. Acquisition of competitive advantage through distribution channel

### Learning outcomes

- Understand, interpret and offer critical analysis of theories and models in digital transformation of marketing channels  
- Understand and be able to implement advanced analytical methods when bringing decisions on shaping distribution strategies  
- Critical analysis, evaluation and synthesis of new research ideas in the area of marketing channels  
- Apply knowledge acquired in this course to create competitive advantage by creating and providing superior value through marketing channels  
- Understand, interpret and offer critical analysis of the phenomenon of digital transformation from the aspect of marketing channels

### Reading list


### Course structure:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

| Lectures: | X | Seminars and workshops: | x | Exercises: | | Individual assignments: | x |
|-----------|---|------------------------|---|------------|------------------|---|
| Multimedia and Internet: | x | E-learning: | x | Consultations: | x |
| Laboratory: | | Field work: | | Mentorship: | |

*Examination method*

- Oral: x
- Written: X
- Partial exam: x

*Course quality and performance assessment*

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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<td>Course name</td>
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<td>Study programme</td>
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<td>Number of semester hours</td>
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*Course prerequisites and competency requirements*

- Neuromarketing – new marketing paradigm (purpose and importance)
- Concept, human brain understanding
- Neuromarketing tools
- Neuromarketing research methods
- Determinants of Neuromarketing: senses and perception
- Determinants of Neuromarketing: attention and consciousness
- Determinants of Neuromarketing: motions and feelings
- Determinants of Neuromarketing: learning and memory
- The consumer decision making process
- Neuromarketing and marketing communication
- Ethical dilemmas
Learning outcomes

After attending the course and passing the exam students will be able to:

- Understand and critically interpret Neuromarketing concept application in consumer behaviour
- Critically analyse neurological processes in the field of consumer behaviour
- Perceive contemporary analytical tools and methods of consumer behaviour research
- Critically review the limitations and ethical dilemmas of Neuromarketing application in consumer behaviour

Compulsory literature

2. Šolja, M. H. (2016), Marketinška oružarnica, Redak

Optional literature


Structure of classes:

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<th>Lectures:</th>
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Examination method

- Oral: x
- Written: x
- Preliminary exam

Monitoring and quality assurance

Questionnaire

Code PED1211

Course ACCOUNTING POLICIES AND SALES MANAGEMENT

Study programme Postgraduate doctoral study "Business Economics in the Digital Environment"

Field of study Module Marketing

Programme level Undergraduate | Graduate | Postgraduate specialist | Postgraduate university | x

Course co-ordinator Sanja Sever-Mališ, PhD, Associate Prof. | Lajoš Žager, PhD, Full Prof.

Year of study I. and II. | Semester | II. and III.

Course status Compulsory for the study | Compulsory for the field | Elective for the study | Elective for the field | x | x

ECTS – Students' load coefficient 3

Teaching hours per semester Lectures: 10 | Seminars: 10 | Exercises:

Entry requirements and admission competencies required
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

Course content

1. Accounting principles and policies as starting point for standards of financial reporting
2. The role of financial and non-financial information in sales management
3. Most relevant accounting policies in context of product valuation
4. Problem of intangible property valuation with emphasis on brand
5. Revenues from sales of goods and services; Revenues from contracts with customers
6. Classification of costs; Treatment of R&D and marketing costs
7. Break-even point and decision-making about the future of product
8. Profit and cash flow through product life cycle
9. Measurement of profitability and its importance. Different measures of profitability (EBIT, EBITDA, asset and capital rentability)
10. Sales cycle and overdue payments revision

Learning outcomes

Upon completion of course students will be able to:

➢ Comprehend importance of accounting information in sales management
➢ Understand relationships between accounting policies and firm objectives
➢ Critically assess advantages, weaknesses and opportunities of accounting valuation of intangible assets such as brand
➢ Learn about accounting treatment of sales-specific costs
➢ Apply analytical procedures in assessment of impact of accounting policies on firm profitability
➢ Analyse key questions for auditors during sales cycle audit

Reading list

Žager, K. et al. (2017): Analiza financijskih izvještaja: načela, postupci, slučajevi. HZRiFD, Zagreb
Recommended reading


Course structure:

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Examination method

| Oral x | Written X | Partial exam x |

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
Code: PED1212

Course: CUSTOMER RELATIONS MANAGEMENT IN THE DIGITAL ENVIRONMENT

Study programme: Postgraduate doctoral study "Business Economics in the Digital Environment"

Field of study: Module Marketing

Programme level

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Course co-ordinator: Tihomir Vranešević, PhD, Full Prof.

Year of study: I. and II.

Semester: II. and III.

Course status

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</table>

ECTS – Students’ load coefficient: 3 ECTS

Teaching hours per semester

| Lectures: 10 | Seminars: | Exercises: 10 |

Entry requirements and admission competencies required

Course content

1. Maximize value of relationships with existing and potential clients in digital environment
2. Social networks and customer relationships management
3. Measurement of customer value
4. Exploration of customer value
5. Satisfaction vs. Value from clients perspective
6. Model development for measurement of customer satisfaction
7. Systemic management of customer relationships
8. Client focus as corporate policy

Learning outcomes

Having attended the course and passed the exam the student will be able to:

- Implement the knowledge acquired to create and keep a unique relationship with customers in the digital environment context
- Link and give critical analysis of techniques specific for the digital environment in order to promote relationships and interaction with customers
- Apply acquired knowledge in development of customer satisfaction model in digital environment
- Independently research total satisfaction and value for clients in digital environment
- Demonstrate ability of systemic management of customer relationships in digital environment

Reading list


Course structure:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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**Examination method**

- Oral: x
- Written: x
- Partial exam: x

**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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**Code**: PED1213

**Course**: DIGITAL MARKETING AND SOCIAL MEDIA THEORY

**Study programme**: Postgraduate doctoral study "Business Economics in the Digital Environment"

**Field of study**: Module Marketing

**Programme level**

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**Course co-ordinator**: Vatroslav Škare, PhD, Associate Prof.

**Year of study**: I. and II.

**Semester**: II. and III.

**Course status**

- Compulsory for the study
- Compulsory for the field
- Elective for the study
- Elective for the field: x

**ECTS – Students’ load coefficient**: 3 ECTS

**Teaching hours per semester**

- Lectures: 10
- Seminars: x
- Exercises: 10

**Entry requirements and admission competencies required**

**Course content**

1. Digital transformation of marketing and development of digital marketing theory
2. Identification of relevant scientific discussions and topics in digital marketing (MSI Research Priorities Initiative)
3. Digital media structure
4. The Big Tech and consequences in digital marketing
5. Characteristics of social media and role of digital content
6. Impact of digital technologies on consumer behaviour theory (consumer decision making, user experience and user interface, consumer engagement, personalisation, co-reaction)
7. Role of digital technologies in organisation and implementation of marketing activities (Martech)
8. Consequences of integration of all marketing channels
9. Leading scientific publications and research centres in digital marketing and social media
10. Shaping of research proposal in digital marketing and social media

**Learning outcomes**
● Understand, interpret and give critical analysis of the phenomenon of digital transformation from the marketing point of view
● Understand and interpret digital marketing and social media theory and models
● Demonstrate capability to plan, design, implement and adapt to the research process in digital marketing and social media
● Independent research of issues in digital marketing and social media and publishing of original research results
● Critical analysis, evaluation and synthesis of new research ideas in digital marketing and social media

Reading list


Recommended reading


Course structure:

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<tr>
<th>Lectures:</th>
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Examination method

Oral | Written: X | Partial exam | x |

Course quality and performance assessment

● Monitoring of students course attendance and fulfilment of other obligations.
● Course assessment through anonymous student survey at the end of each semester.
● Learning outcomes assessed by course co-ordinator.
# IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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<tr>
<td>● Strategy and interactivity – principles and tools</td>
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<td>● Strategy and personalisation – decision making process</td>
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<td>● Strategy and platform economy</td>
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<td>● Strategy and expert systems</td>
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<tr>
<td>● Strategy and data and information (big data)</td>
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<td>● Strategy and artificial intelligence</td>
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<tr>
<td>Learning outcomes</td>
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<tr>
<td>● Critical evaluation of theories and models in strategic marketing and challenges and adaptations resulting from mass interactivity</td>
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<td>● Propose a research process and set hypotheses in strategic marketing in the context of interactivity</td>
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<td>● Reconsider the relationship between strategic marketing and interactivity/personalisation</td>
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<td>● Critical appraisal of the role of platform economy in the context of marketing strategy</td>
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IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.


| Recommended reading |

| Course structure: |
| Lectures: x |
| Seminars and workshops: x |
| Exercises: |
| Individual assignments: x |
| Multimedia and Internet: E-learning: |
| Consultations: |
| Laboratory: Field work: |
| Mentorship: |

| Examination method |
| Oral: x |
| Written: X |
| Partial exam: X |

| Course quality and performance assessment |
| Monitoring of students course attendance and fulfilment of other obligations. |
| Course assessment through anonymous student survey at the end of each semester. |
| Learning outcomes assessed by course co-ordinator. |

| Code | PED1215 |
| Course | RESEARCH DIRECTIONS IN BRAND MANAGEMENT |
| Study programme | Postgraduate doctoral study "Business Economics in the Digital Environment" |
| Field of study | Module Marketing |
| Programme level | Undergraduate | Graduate |
| | Postgraduate specialist | Postgraduate university |
| Course co-ordinator | Zoran Krupka, PhD, Associate Prof. |
| | Sandra Horvat, PhD, Associate Prof. |
| Year of study | I. and II. Semester | II. and III. |
### Course status

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### Teaching hours per semester

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### Entry requirements and admission competencies required

- Fluency in English

### Course content

- Brand management theory
- Brand management of product/company/employer/merchant
- Brand management from the social media perspective
- Luxury brand management
- Neuroscience of brand management

### Learning outcomes

- Critical appraisal of theories and models in brand management
- Propose a research process and set hypotheses in brand management
- Reconsider the importance of social media onto brand management strategies
- Evaluate impact of environmental factors onto luxury brand design and management
- Critical appraisal of implementation of neuroscientific techniques in research and brand management

### Reading list


**Recommended reading**


**Course structure:**

<table>
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<th>Lectures:</th>
<th>x</th>
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**Examination method**

| Oral | x | Written | X | Partial exam | X |

**Course quality and performance assessment**

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

**Course** PED1216

**Course** ORGANISATION AND MANAGEMENT THEORIES

**Study programme** Postgraduate doctoral study "Business Economics in the Digital Environment"

**Field of study** Module Management

**Programme level**

- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university x

**Course co-ordinator** Sandra Rašić, PhD, Full Prof.
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

<table>
<thead>
<tr>
<th>Year of study</th>
<th>Course status</th>
<th>Compulsory for the study</th>
<th>Compulsory for the field</th>
<th>Elective for the study</th>
<th>Elective for the field</th>
<th>ECTS – Students’ load coefficient</th>
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<tr>
<td>I. Semester</td>
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<td></td>
<td></td>
<td>Lectures: 15 Seminars: 10 Exercises: 5</td>
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</tbody>
</table>

Entry requirements and admission competencies required

Course content

- Specifying theory and science on organisation/management
- Classification and review of theories on organisation and management
- Structural theories on organisation and management: Scientific Management Theory, Administrative Theory, Bureaucracy Theory
- Behaviouristic theories on organisation and management: Theory on Human Relations, Human Resources Theory (Participative Management Theory, Interpersonal Competency Theory, Motivation Theory, Leadership Theory)
- Other theories on organisation and management

Learning outcomes

Having attended the course the students will be able to:

- Explain the role and importance of scientific research on organisation and management practices
- Describe the context of development and specificities of each organisation and management theory
- Critical appraisal of postulates of each organisation and management theory
- Recognise complementarity of organisation and management theories
- Discuss the perspective of development of organisational and managerial science as well as their applications in practice
- Utilize context of individual theories as a starting point to design and carry out scientific research

Reading list


Recommended reading


| Course structure: | Lectures: x | Seminars and workshops: x | Exercises: | Individual assignments: x |
## Multimedia and Internet
- **E-learning:**
- **Consultations:** x

## Laboratory
- **Field work:**
- **Mentorship:** x

### Examination method
- Oral: x
- Written: X
- Partial exam: x

### Course quality and performance assessment
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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### Code
- PED1217

### Course
- **CORPORATE GOVERNANCE**

### Study programme
- Postgraduate doctoral study "Business Economics in the Digital Environment"

### Field of study
- Module Management

### Programme level
- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university: x

### Course co-ordinator
- Ivona Vrdoljak Raguž, PhD, Full Prof.
- Darko Tipurić, PhD, Full Prof.

### Year of study
- I.
- II.

### Course status
- Compulsory for the study
- Compulsory for the field: X
- Elective for the study
- Elective for the field

### ECTS – Students' load coefficient
- 5 ECTS

### Teaching hours per semester
- Lectures: 15
- Seminars: 10
- Exercises:

### Entry requirements and admission competencies required
- No requirements.

### Course content
- **MODERN CORPORATION AND CORPORATE GOVERNANCE**
  - Characteristics of modern corporations; evolution of corporations; goals and determinants for corporate governance success; legal framework; business transparency; evolution of the corporate governance as a discipline

- **THEORETICAL APPROACHES TO CORPORATE GOVERNANCE**
  - Research discourse and main research questions in corporate governance and similar disciplines; Agency Theory; Stewardship Theory; Resource Dependence Theory; Institutional Theory; Social Network Theory; Upper Echelon Theory; interdisciplinary and trans-disciplinary research.

- **CONTEXT AND EXTERNAL MECHANISMS IN CORPORATE GOVERNANCE**
  - Corporate governance systems; corporate governance in transition countries; market for corporate control; legislative and regulatory frameworks; competitive environment; role of capital market in corporate governance; privatisation and corporate governance.

- **INTERNAL MECHANISMS OF CORPORATE GOVERNANCE**
  - Ownership structure: small and large shareholders; shareholders' rights; role and responsibility of the Committee; structure of the Committee: Audit Committee, Rewards Committee, Nominations Committee; management remuneration; concentration of ownership; power relations in managerial structures, interests and conflicts.

- **CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY OF ENTERPRISE**
Stakeholders against shareholders approach; social responsibility of enterprises; environmental responsibility of enterprises; ethical aspects of corporate governance.

Learning outcomes

- Point out main issues in scientific approach to corporate governance
- Critical appraisal of quality of published research in the area of corporate governance and similar disciplines
- Understand the impact of market conditions and regulations in various countries onto corporate governance
- Explain responsibilities of enterprises towards different types of stakeholders
- Appraise quality of corporate governance practices from the perspective of social and environmental responsibility

Reading list


Recommended reading


Course structure:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

| Lectures: | x |
| Seminars and workshops: | x |
| Exercises: | x |
| Individual assignments: | x |
| Multimedia and Internet: |
| E-learning: | |
| Consultations: | x |
| Laboratory: |
| Field work: | |
| Mentorship: | x |

### Examination method

- Oral
- Written
- Partial exam

### Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

---

**Code** PED1218

**Course** INTELLECTUAL PROPERTY MANAGEMENT

**Study programme** Postgraduate doctoral study "Business Economics in the Digital Environment"

**Field of study** Module Management

**Programme level**

- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university

**Course co-ordinator**

- Nebojša Stojčić, PhD, Full Prof
- Perica Vojinić, PhD, Associate Prof.
- Marija Bečić, PhD, Associate Prof.

**Year of study**

- I. and II.
- II. and III.

**Course status**

- Compulsory for the study
- Compulsory for the field
- Elective for the study
- Elective for the field

**ECTS – Students’ load coefficient**

| Lectures: | |
| Seminars: | |
| Exercises: | |

**Teaching hours per semester**

| Lectures: | |
| Seminars: | |
| Exercises: | |

**Entry requirements and admission competencies required**

**Course content**

- Basic concepts relating to use of intellectual property in companies and institutions: creativity and learning, intellectual capital, various forms of intellectual property, innovation models
- Intellectual property and product development
- Intellectual capital and innovative company management: innovative management impact, innovative organisation and purchase of technology
- Intellectual property in the global environment: innovative company strategies and participation in global value chains
- Possibility of financing intellectual capital within innovative project: global and macro features of financing innovations, financing innovation project and instruments of financing various forms of intellectual property
- Determinants of development of innovation policy as a prerequisite for increased use of intellectual property
- Analysis, planning, evaluation and purchase of technologies: analysis of demands for technology, most important forms of technology – global level, technology purchase process, technology evaluation, and protection of intellectual property
- Future of intellectual property in the context of digital transformation of global, national and local communities

**Learning outcomes**
- Understand and give critical analysis of concepts relating to implementation of knowledge and technology in company business
- Critical appraisal of implementation of theoretical framework on product development in the research context
- Critical analysis of various forms of innovation business strategies, critical thinking on the scope and means of including companies into global value chains.
- Understand, interpret and give critical analysis of the impact of factors influencing financing of intellectual property
- Evaluate impact of actual trends pertaining to analysis, planning, purchase and evaluation of technology in research work
- Design, present and explain the strategic plan for protection of intellectual property within a company
- Critical appraisal of various factors in digital transformation that may influence future of intellectual property within a company or institution

Reading list


Recommended reading


Course structure:

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<tr>
<th>Lectures:</th>
<th>x</th>
<th>Seminars and workshops:</th>
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<td>Mentorship:</td>
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Examination method

| Oral: | x | Written: | X | Partial exam: | Partial exam: | x |

Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
# Obrazac IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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<tr>
<th>Code</th>
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</table>

**ECTS – Students’ load coefficient**

| 3 ECTS |

**Entry requirements and admission competencies required**

**Course content**

- Concept, significance, goals, activities, roles and position of human resources management in contemporary management
- Concepts and models of strategic human resources management
- Efficiency of application of human resources management strategies in the changing environment
- Strategic development of human resources and contribution of organisations
- Global dimension of human resources management in the context of industry 4.0
- Labour market and measures for active employment policy
- Projecting requirements for human resources and strategic human resources planning
- Job analysis, recruiting, selection and orientation in human resources (mentoring and coaching)
- Appraisal of work performance for strategic control
- Motivation as managerial process and material and non-material rewards to employees and managers
- Expertise, education and development of human resources as factors of the employee’s position in modern management
- Career management and career development of employees and managers
- Managing direct and indirect compensations to employees and managers
- Work relations and future of jobs in the context of 4.0 industry (digital environment, new technologies and innovations)
- Managing employees’ time in the context of efficient company business
- Stress management – effects and consequences for employees and company (burnout syndrome and mobbing at work)

**Learning outcomes**

**Having attended the course and passed the exam the students will be able to:**

- Understand the role of human resources in strategic context
- Implement strategies of human resources management that will best represent the corporate, business and functional company strategy
- Respond to numerous global challenges, trends and changes in the digital environment in the context of industry 4.0 reflecting onto their jobs and their future
- Understand and implement analytics of work places in relation to planning, recruiting and selection of human resources
- Evaluate work success of employees and managers within strategic control process in the company
- Implement motivational techniques for rewarding employees and managers in daily business practice
- Understand and implement numerous educational approaches as well as work experience to develop human resources in the company
Govern compensations for employees and managers in the company
Understand the impact of new technologies and innovations onto work relations and future employments.

Reading list
Rahimić, Z., Podrug, N., Međunarodni menadžment ljudskih potencijala, Ekonomski fakultet Sarajevo, Sarajevo, 2013.

Recommended reading

Course structure:

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Examination method
Oral: x
Written: X
Partial exam:

Course quality and performance assessment
Monitoring of students course attendance and fulfilment of other obligations.
Course assessment through anonymous student survey at the end of each semester.
Learning outcomes assessed by course co-ordinator.

Code: PED1220
Course: FINANCIAL REPORT ANALYSIS
Study programme: Postgraduate doctoral study "Business Economics in the Digital Environment"
Field of study: Management
Programme level: Undergraduate, Graduate, Postgraduate specialist, Postgraduate university
Course co-ordinator  Lajoš Žager, PhD, Full Prof.  
Iris Lončar, PhD, Associate Prof.

Year of study  I. and II.  
II. and III.

Semester  

Course status  Compulsory for the study  
Compulsory for the field  
Elective for the study  x  
Elective for the field  x  

ECTS – Students’ load coefficient  3  

ECTS

Teaching hours per semester  
Lectures: 10  
Seminars:  
Exercises: 10  

Entry requirements and admission competencies required
Requirements have been defined in the Regulations on Study Programmes and Studying at the Faculty of Economics and Business in Zagreb and the Regulations of Study Programmes and Studying at the University of Dubrovnik.

Course content
- Institutional and conceptual framework of financial reports
- Endogenous and exogenous factors influencing financial report system
- Systematisation of main instruments and procedures in financial report analysis
- Vertical and horizontal financial report analysis
- Analysis of security of company business on the basis of financial indicators of liquidity, indebtedness and activity
- Analysis of successfulness of company business on the basis of financial indicators of activity, cost-effectiveness and profitability
- Impact of accounting policies and evaluations onto security and successfulness of company business
- Locating problem areas and anticipation of future trends on the basis of financial report analysis results
- Issue of standardisation of financial reporting and comparability of reporting framework during analysis
- System of non-financial indicators as a supplement to financial report analysis
- Role of financial report analysis in fraud detection and prevention

Learning outcomes
Having successfully passed the course the students will be able to:
- Explain and implement basic concepts and principles of financial report analysis
- Give critical analysis and interpret correlation of financial reports with resulting financial indicators
- Design and carry out analysis on the basis of available financial reports and bring conclusions on quality of business operations on the basis of the results obtained
- Identify issues in business operations and anticipate future trends
- On the basis of overall knowledge acquired bring rational decisions regarding business operations, i.e. economic trends as a whole, carry out scientific research in the relevant field of business economics

Reading list
- Žager, K. et al. (2017): Analiza financijskih izvještaja: načela, postupci, slučajevi. HZRiFD, Zagreb

Recommended reading
- Gulin, D. et al. (2012): Poslovno planiranje, kontrola i analiza, Drugo, izmijenjeno i dopunjeno izdanje, HZRiF, Zagreb

Course structure:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

<table>
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<td>Consultations:</td>
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**Examination method**
- Oral: x
- Written: X
- Partial exam: X

**Course quality and performance assessment**
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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**Code** PED1221
**Course** FINANCIAL MANAGEMENT IN DIGITAL ECONOMY
**Study programme** Postgraduate doctoral study "Business Economics in the Digital Environment"
**Field of study** Module Management
**Programme level** Undergraduate Graduate Postgraduate specialist Postgraduate university x
**Course co-ordinator** Anita Pavković, PhD, Full Prof. Iris Lončar, PhD, Associate Prof.
**Year of study** I. and II. Semester II. and III.
**Course status** Compulsory for the study Compulsory for the field Elective for the study x Elective for the field x
**ECTS – Students’ load coefficient** 3 ECTS
**Teaching hours per semester** Lectures: 10 Seminars: Exercises: 10

**Course content**

Financial system and its participants are exposed to numerous changes in the financial-service industry and worldwide. Aim of the course is to introduce students to an array of techniques, models and mechanisms used in finances, especially from the aspect of introducing new technologies and financial innovations.

Topics within the syllabus are:
- Bankocentric and market-oriented financial systems, characteristic financial flows in economy
- Modern phenomena and trends in finances, interdisciplinarity and intradisciplinarity of financial management
- Analysis of value and financial and real investment management
- Managing debts and owner portfolio, traditional and derived securities as modern financial instruments
- Modern forms of financing (venture capital, crowdfunding,...)
- Theoretical and practical review of targeted capital structure
- Measuring success of financial institutions and markets
- Reform of regulatory and supervising infrastructure in EU and Croatia
- Securitisation and structural financing
- Financial institutions, techniques and services in digital economy
# Learning outcomes

Learning outcomes of the course are:

- Comprehension, interpretation and critical observation of theory and models in the area of financial service industry
- Preparation for research processes (independently or in research groups) in the finances area
- Comprehension and practical application of advanced analytical research methods in social sciences
- Independent research of issues in business economics and digital transformation and publishing of original research results
- Critical analysis, evaluation and synthesis of new research ideas in finances and digital economy

## Reading list


## Recommended reading

- Vassallo, W. (2017): Crowdfunding for Sustainable Entrepreneurship and Innovation. IGI Global, USA

## Course structure:

| Lectures: | x |
| Seminars and workshops: | |
| Exercises: | x |
| Individual assignments: | x |
| Multimedia and Internet: | x |
| E-learning: | x |
| Consultations: | x |
| Laboratory: | |
| Field work: | |
| Mentorship: | |

## Examination method

- Oral: x
- Written: x
- Partial exam: x

## Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.
### Field of study
- **Module Management**

### Programme level
- **Undergraduate**
- **Graduate**
- **Postgraduate specialist**
- **Postgraduate university**

### Course co-ordinator
- Lovorka Galetić, PhD, Full Prof.
- Marija Martinović, PhD, Associate Prof.

### Year of study
- I. and II.
- II. and III.

### Course status
- Compulsory for the study
- Compulsory for the field
- Elective for the study
- Elective for the field

### ECTS – Students’ load coefficient
- 3 ECTS

### Teaching hours per semester
- Lectures: 10
- Seminars: 0
- Exercises: 10

### Entry requirements and admission competencies required

### Course content
The course will contain following topics:
- Goals, policy and strategy of compensation management
- Compensation and motivational character of salary
- Analysis and job description; evaluation of job as the starting point in reward system; salary structure
- Payment systems on the basis of time, result and evaluation
- Group reward as stimulation: gain-sharing, profit-sharing, employees shareholding, ESOP
- Benefits
- Rewards for managers

### Learning outcomes
Having attended the course Compensation Management the students will be able to:
- Comprehend, interpret and give critical analysis of goals and compensation policies
- Demonstrate skills to analyse and evaluate jobs
- Comprehend and be able to implement individual and group reward models
- Independently carry out research on the issues of managerial compensations

### Reading list
- Galetić Lovorka (2015.) Kompenzacijski menadžment: upravljanje nagrađivanjem u poduzeću, Sinergija, Zagreb
- Buble Marin, Bakotić Danica (2013.) Kompenzacijski Menadžment, Sveučilište u Splitu, Ekonomski fakultet, Split
- Galetić Lovorka (2013.) Izabrane teme iz kompenzacijskog menadžmenta, Sveučilište u Zagrebu, Ekonomski fakultet, Zagreb

### Course structure:
- Lectures: x
- Seminars and workshops: x
- Exercises: x
- Individual assignments: x
- Multimedia and Internet: E-learning: x
- Consultations: x
# INTERNATIONAL ORGANISATIONAL BEHAVIOUR

**Course**

**Study programme**
Postgraduate doctoral study "Business Economics in the Digital Environment"

**Field of study**
Module Management

**Programme level**

<table>
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**Course co-ordinator**
Najla Podrug, PhD, Associate Prof.
Ana Aleksić, PhD, Associate Prof.

**Year of study**
I. and II.

**Semester**
II. and III.

**Course status**

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**ECTS – Students’ load coefficient**
3 ECTS

**Teaching hours per semester**

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</table>

**Entry requirements and admission competencies required**

**Course content**

- Introduction to international organisational behaviour
- Cultural variability and organisational behaviour
- International specificities of management functions
- Basics of individual behaviour and diversity management
- Basics of group behaviour and team management in international context
- Basics of organisation design in international context
- Modern challenges of organisational behaviour in international context

**Learning outcomes**

- Comprehension of theories and models of organisational behaviour in international organisations
- Comprehension of specificities of management and organisational behaviour in international context
- Determining basic forms and causes for differences in behaviour of individuals and groups in international context
- Comprehension, interpretation and critical evaluation of the importance of some organisational elements in shaping individual and group behaviour in international organisations
- Introduction to required managerial knowledge and skills for successful management and leadership in organisations in international business
- Recognition of global trends in designing organisation and managing diversities and individuals on all organisational levels

**Reading list**
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<th>Code</th>
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<td>Learning outcomes</td>
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<tr>
<td>Upon completion of the course and having successfully met all the obligations prescribed within the course the student will be able to:</td>
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<tr>
<td>- Comprehend, interpret and give critical analysis on advanced models and theories in international business and internationalisation of companies in the digital environment</td>
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<tr>
<td>- Give critical assessment, evaluate and synthesise new research ideas in international business in the digital environment</td>
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<tr>
<td>- Comprehend and implement advanced analytical methods in scientific research in international business</td>
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<tr>
<td>- Independently research processes in international business and publish original research results</td>
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<tr>
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<tr>
<td>Krugman, P. R., Obstfeld, M.,(2009). Medunarodna ekonomija (7.izdanje) Mate d.o.o. Zagreb</td>
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<td>Krugman P. Doba smanjenih očekovanja, Masmedia, Zagreb</td>
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<td>Recommended reading</td>
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<tr>
<td>Krugman P, (et.al) Strategic Trade Policy and the New International Economics</td>
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<tbody>
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<tr>
<td>Written:</td>
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<td>Partial exam:</td>
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| Course quality and performance assessment |
- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

**Code:** PED1225  
**Course:** INDUSTRIAL POLICY AND GLOBALISATION  
**Study programme:** Postgraduate doctoral study "Business Economics in the Digital Environment"  
**Field of study:** Module International Business  

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| Course co-ordinator | Lorena Škuflić, PhD, Full Prof. Marija Bečić, PhD, Associate Prof. |  

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**Entry requirements and admission competencies required**

**Course content**

- **MAIN CHARACTERISTICS OF MODERN INDUSTRIAL POLICY**
  - Theoretical foundations of modern industrial policy; constraints in industrial growth and development; product-space approach; new structural economy, Neo-Schumpeterian approach, evolutionary approach to industrial policy; policies of smart specialisation

- **ECONOMIC POLICY MANAGEMENT**
  - Design, management and evaluation of economic policy; inter-dependence of economic policies and economic policy matrix approach; co-ordination as a prerequisite for efficiency of economic policies

- **CHANGES OF BUSINESS MODELS AND INDUSTRIAL POLICY**
  - Network effects and double-sided platforms; concept of network and platforms; positive and negative effects of network; economic wellbeing and platforms; market power, price discrimination and platforms; competition among platforms

- **LOCAL DIMENSION OF INDUSTRIAL DEVELOPMENT**
  - Systemic approach to industrial development; agglomeration externalities and social capital; regional innovation systems; industrial clusters; industrial districts; industrial policy in local and regional context

- **FOREIGN DIRECT INVESTMENT AS A DRIVE TO INDUSTRIAL DEVELOPMENT**
  - Forms of foreign direct investments; motives for investment by foreign investors; OIL paradigm; transfer of knowledge, technologies and skills through foreign investment; absorption capacity, policies of attracting foreign investors

- **GLOBAL VALUE CHAINS AND GLOBAL PRODUCTION NETWORKS**
  - The concept of global value chain and global production network; segmentation of production in globalisation context; global value chains as tools for technological catch-up; strategies for entering international production flows; life span of industries and possibilities of entering; industrial policies to maximise benefits from global value chain

- **INDUSTRIAL POLICY OF EU**
Modern industrial policy of EU; strategies for reindustrialisation; industrial policy and industry 4.0; possibilities for traditional industrial policy measures in the context of the fourth industrial revolution; efficiency of foreign direct investments and global value chains in boosting industrial growth and development

Learning outcomes

Having completed the course the students will be able to:

- Comprehend the basics of modern industrial policy
- Analyse and give critical evaluation of interdependence in the global production system
- Analyse and interpret key drivers of technological changes, innovation and growth in globalised economy
- Implement knowledge on methods and frameworks to design and evaluate industrial policy
- Embrace critical thinking on the scope, reach and means of implementing industrial policy in the context of globalisation and fourth industrial revolution
- Comprehend significance of co-ordination of economic policies for efficiency of industrial policy

Reading list


Recommended reading

- G.Becattini, M.Bellandi, L.DePropris (eds.). A Handbook of Industrial Districts, Cheltenham: Edward Elgar
- P.Bianchi, S.Labory (eds.), International Handbook of Industrial Policy, Cheltenham: Edward Elgar,

Course structure:

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Examination method
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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Course quality and performance assessment

- Monitoring of students course attendance and fulfilment of other obligations.
- Course assessment through anonymous student survey at the end of each semester.
- Learning outcomes assessed by course co-ordinator.

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Entry requirements and admission competences

Course content

Financial technologies (FinTech), i.e. financial services based on technology innovations, have been considerably developed in the Field of the past years, influencing the structuring mode as well as financial services provision. Innovation-related risks in the financial sector affect clients’ confidence and threaten the financial system stability. The regulatory frame is therefore of crucial importance for efficient and free provision of financial services.

The following themes will be thought within this Field:

- Financial stability regulation, consumer and investor protection
- Crypto currencies and their regulations challenges
- Cybersecurity regulation
- Regulation of preventing financial system’s usage with the purpose of money laundering and terrorism financing
- Regulation of crossborder payment
- Consumer and General Data Protection Regulation (GDPR)
- Minimal Capital Investments Regulation (BASEL I, II i III)
- Markets and Capital Markets Instruments Regulation (MIFID)

Learning outcomes

Upon course completion students will be able to:

- Understand, interpret and critically evaluate importance of financial market regulation in digital environment
- Identify motives, reasons, causes and consequences, compare advantages and weaknesses, similarities and differences and critically assess regulations on different financial markets
- Critically evaluate ability of european regulatory framework to ensure adequate level of protection of financial investors and consumers as well as the integrity and stability of modern financial system
• Critically assess the impact of actual trends in regulation of financial markets in digital environment on achievement of macroeconomic objectives.

Reading list:

Reading list:
1. Selected EU directives

Course structure:
| Lectures:: | X | Seminars and workshops: | X | Exercises: | Individual assignments: | X |
| Multimedia and Internet: | E-learning:: | Office hours: | X |
| Laboratory: | Field study: | Mentorship: | X |

Examination methods
Oral | X | Written | X | Partial exam | X |

Course quality and performance assessment
- Monitoring of students’ Field attendance and fulfillment of other obligations
- Field assessment through students’ survey
- Learning outcomes assessed by Field co-ordinator

Code PED1227
Course QUALITY MANAGEMENT
Study programme Postgraduate doctoral study – Business Economics in the Digital Environment
Field of study Module International Business

Course co-ordinator
Marija Dragičević, PhD, Associate Prof.
Tomislav Baković, PhD, Associate Prof.

Year of study
I. and II. Semester
II. and III.

Course status
Study compulsory
Field compulsory
Study elective
Field elective

ECTS students’ load coefficient
3 ECTS

Teaching hours per semester:
Lectures: 10 Seminars: Exercises: 10

Entry requirements and admission competences

Course content:
The concept and role of the quality culture in the development of quality management system. The most successful quality management systems are those created on the development of the quality culture based on the following values: customer satisfaction, continuous improvement, factual decision making, management, etc.

Firm’s innovation and quality management systems. The role of innovations as a source of competitiveness is a topic which, due to its reality, requires special attention. It should be noted that the positive impact of the quality system, along with the current customer satisfaction, is often reconsidered in the innovation-related literature.

Quality management system in higher education. Higher education is the key sector in the economic development of the world’s best developed regions and states. A keen domestic and international competition has established high education as the application area of numerous quality management systems.

Kaizen business philosophy - the basics of the Kaizen Japanese business philosophy and „5S“ Kaizen principles.

Muda, Mura, Muri as the causes of inefficiency.

Gemba Kaizen.

Examples of the application of Kaizen in business practice.

Learning outcomes:

To synthesise knowledge and concepts needed to create quality management systems.

To explain the impact of the organisation culture on quality management systems.

To explain the impact of the quality management system on the organisation.

To develop a quality system development strategy in one’s own organisation.

To think critically about quality role within higher education systems.

To understand the basics, principles and activities of the Kaizen business philosophy.

To analyse the situation and to apply the 5S Kaizen principles in practice.

To recognise Muda, Mura and Muri situations as the causes of inefficiency and to apply the Gemba Kaizen in practice.

Reading list:


Recommended reading:


Course structure:

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## Course quality and performance assessment

- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

### Code

| Code          | PED1228 |

### Course

**INTERNATIONAL BUSINESS NEGOTIATION**

### Study programme

Postgraduate doctoral study – Business Economics in the Digital Environment

### Field of study

Module International Business

### Programme level

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### Course co-ordinator

Katija Vojvodić, PhD, Full Prof.
Marija Tomasević Lišanin, PhD, Full Prof.

### Year of study

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### ECTS students’ load coefficient

| Lectures: | 10 |
| Seminars: | |
| Exercises: | 10 |

### Entry requirements and admission competences

No special requirements.

### Course content:

- The nature and characteristics of negotiating in a classical and digital business context
- The principles of the distributive and integrative negotiating approach. Dual Interest Model as the guidelines for the negotiating strategy
- The importance of information and information dilemma treatment in international and domestic negotiation
- Determination of negotiating power and successful usage of negotiating bar
- Understanding and application of BATNA and ZOPA concepts in domestic and international market context
- Negotiator’s communication personality and emotional intelligence
- Crossculture intelligence as an important element of international negotiation
- International negotiating process efficient management
- The structure and functioning of negotiating team in making international deals
- International negotiation ethic challenges – legal aspects and mediation in resolving conflict situations

### Learning outcomes

- To plan and prepare a negotiating process and to choose adequate negotiating strategies
- To predict an impact of culture dimensions and information-communication technologies on the negotiating process
- To analyse negotiations in various types of international affairs
- To integrate theoretical and practical knowledge of business negotiations in different parts of the world
- To optimize negotiation outcomes in the classical and digital business context

### Reading list

IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.


Recommended reading


Course structure

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Examination methods

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Course quality and performance assessment

- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer

Code: PED1229

Course: NATIONAL AND INTERNATIONAL SECURITY

Study programme: Postgraduate doctoral study – Business Economics in the Digital Environment

Field of study: Module International Business

Programme level: Undergraduate, Graduate, Postgraduate specialist

Course co-ordinator: Tonči Lazibat, PhD, Full Prof.
Heri Bezić, PhD, Full Prof.

Year of study: I. and II. Semester: II. and III.

Course status: Study compulsory

Field compulsory: Study elective: Field elective

ECTS students’ load coefficient: 3 ECTS

Teaching hours per semester:

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</table>
### Entry requirements and admission competences

### Course content

National and International Security Course of study researches a complex interconnection between security policies and economy, with a special accent on international business. The Course explores the influence of national security policy on international business and explains the paradigm change within the concept of national and international security, arising from the changes caused by globalisation. One of the important Course themes is the influence of national culture, and the differences within it, on security challenges, changes within the international business environment as well as state influence on economy, trade and international business conditions, which is indissolubly connected with security at the national and global level. The Course also includes the following themes: the strategies of company entering international markets on the conditions of increased security risks, the role of the quality system in company entering international market and their purpose in business-risk protection, as well as the role of futures markets in commodity and financial risks.

- The impact of globalisation on commercial conditions
- The importance of culture in international business
- The influence of state on trade and international business conditions
- Defining the strategy of entering international markets
- The methods of company’s entering international markets
- The role of the quality system in company’s entering international markets
- The role of futures markets in the commodity and financial risk protection
- The influence of national security policy on international business.

### Learning outcomes:

#### Learning aims:
- Adoption of new, progressive and innovative knowledge on national and global security and its influence on economy and international business
- Development of skills and competences required for analysis of national and global security challenges with the aim of recognising risk and business opportunities on national and international markets
- Development of critical thinking skills on the interconnection of national and global security and international economic flows with the aim of making strategic decisions
- Development of written and verbal competences required for theoretical and empirical analysis of national and global security influence on various phenomena in company operation and economic business

#### Learning outcomes:
- To classify, evaluate and critically judge the influence of national and global security on international economic trends
- To analyse and critically evaluate risks in the international environment of a company as well as risk protection methods in international business
- To understand the influence of current trends and anticipated changes within national and international security policy upon company strategies in the international environment and their business result
- To create and argue a strategic company risk protection plan on the domestic and international markets, including a risk estimate and adequate company reactions on risky developments

### Reading list:


3. Lazibat T., Upravljanje kvalitetom, Znanstvena knjiga, Zagreb, 2009

### Recommended reading:

### Course structure:

- Lectures: x
- Seminars and workshops: x
- Exercises: x
- Individual assignments: x
Multimedia and Internet: E-learning: | Office hours:  |
| Laboratory: Field study: | Mentorship: x |

Examination methods:
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Course quality and performance assessment:
- Monitoring of students’ course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

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Course: LOGISTICS CHAINS MANAGEMENT IN THE DIGITAL ENVIRONMENT

Study programme: Postgraduate doctoral study – Business Economics in the Digital Environment

Field of study: Module International Business

Programme level:
- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university

Course co-ordinator:
- Sanda Renko, PhD, Full Prof.
- Katija Vojvodić, PhD, Full Prof.

Year of study: I. and II.

Course status:
- Study compulsory
- Field compulsory
- Study elective
- Field elective

ECTS students’ load coefficient: 3 ECTS

Teaching hours per semester:
- Lectures: 10
- Seminars: 0
- Exercises: 10

Entry requirements and admission competences:
- No special requirements

Course content:
- Introduction to logistics, principles, systems
- Logistics management, indicators of logistics performance success
- New business models and solutions
- The importance of integration of logistics chains elements
- Traditional and digital logistics systems
- Digitalization of logistics key operations
- Internal digital environment agents
- External digital environment agents
- Integrations and co-operation
- Future strategic leaders in logistics chains, and operations sustainability

Learning outcomes:
● To reproduce theoretical and practical knowledge in the area of logistics, logistics principles and systems
● To valorise the influence of digitalisation on business processes
● To combine theoretical knowledge towards the creation of a strong internal digital environment
● To critically re-examine and adapt to the external digital environment
● To synthetise theoretical knowledge and to critically consider decision-making about integrated logistics organisation

Reading list
1. Bloomberg, D.J., LeMay, S., Hanna, J.B. (2006), Logistika, Mate i Zagrebačka škola ekonomije i managementa, Zagreb

Recommended reading:

Course structure
Lectures: X Seminars and workshops X Exercises: X Individual assignments: X
Multimedia and Internet: X E-learning: X Office hours:: X
Laboratory: X Field study: X Mentorship: X

Examination methods:
Oral x Written x Partial exam x

Course quality and performance assessment
● Monitoring of students` Course attendance and fulfillment of other obligations
● Course assessment through students` survey
● Learning outcomes assessed by leacturer obligations

Code PED1231
Course DIGITAL TRANSFORMATION OF FINANCIAL SECTOR
Study programme Postgraduate doctoral study – Business Economics in the Digital Environment
Field of study Module International Business
Programme level Undergraduate Graduate
Postgraduate specialist Postgraduate university X
Course co-ordinator Tonči Svilokos, PhD, Associate Prof.
Meri Šuman Tolić, PhD
Year of study I. and II. Semester II. and III.
Course status Study compulsory Field compulsory Study elective X Field elective X
ECTS students` load coefficient 4 ECTS
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

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**Entry requirements and admission competences**

**Course content:**

Financial system digital transformation (FinTech) exists in all domains of financial operations. Therefore, this course elaborates on the following themes:

- Digital transformation in the payment system
- Digital transformation in the insurance sector (InsurTech)
- Contemporary technological alternatives/borrowing
- Digital transformation in personal finance management
- Digital transformation of the financial system regulatory framework (RegTech)
- Capital market digital transformation
- Blockchain technology and cryptocurrencies
- Investment management digital transformation

**Learning outcomes**

Upon completion of the course students will be able to:

- Critically assess latest technological changes in modern financial system
- Value technological innovations in financial sector
- Apply recent fintech solutions in business and management of personal and corporate finance
- Critically value the impact of modern trends of digital transformation in financial system on Croatian

**Reading list:**

1. Scardovi, Claudio, Digital Transformation in Financial Services, Springer 2017

**Recommended reading:**


**Course structure:**

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**Examination methods:**

| Oral | X | Written | X | Partial exam | X |

**Course quality and performance assessment**

- Monitoring of students’ course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer
Code: PED1232
Course: DIGITAL BUSINESS MODELS
Study programme: Postgraduate doctoral study – Business Economics in the Digital Environment
Field of study: Module Digital Economy
Programme level: Undergraduate
Course co-ordinator: Mario Spremić, PhD, Full Prof.
Božidar Jaković, PhD, Associate Prof.
Year of study: I
Semester: II
Course status: Study compulsory
Field compulsory: X
Study elective: Field elective
ECTS students’ load coefficient: 5
Lectures: 15
Seminars: 
Exercises: 10
Entry requirement and admission competences

Course aims:
- To acquaint students with the latest trends in business models functioning in a dynamic (digital) business environment
- Intensive application of basic and progressive digital technologies allows for changes in business methods and models, creating at the same time preconditions for changes in the existing and creation of new business models. Innovative business models rely almost entirely on the information and digital infrastructure. Therefore, the Course uses the holistic approach, which will be applied in explanations and analysis of technological, social and organisational aspects of business models changes. The above will be elaborated through scientific researches in business economics, presenting research frameworks relevant in the Course of digital business models
- The concept of an innovative and digital business model, implying integration of the „forefront“ digital technology and the „background“, adequately formed and logically imagined will be elaborated.

Learning outcomes:
- To understand, interpret and critically judge business model components, and to critically analyse the influence of factors of modification and business model innovation on successful business management and better business results
- To critically evaluate the application of theoretical frames of digital business models in the research context
- To apply the knowledge of frames and methods by which, using digital technologies, business model changes are carried out
- To critically think about the scope, range and methods of business model innovation with the aid of digital technologies
- To evaluate the influence of the current digital economic trends on the needs and conditions for carrying out business model changes within the context of business economics scientific researches
- To analyse the existing business model, to estimate effects and to perceive improvement and innovation options using digital technologies, to select and argue change strategy
- To create, present and critically argue the business model innovation plan.

Reading list:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.


**Recommended reading:**


**Course structure:**

<table>
<thead>
<tr>
<th>Lectures:</th>
<th>X</th>
<th>Seminars and workshops:</th>
<th>X</th>
<th>Exercises:</th>
<th>X</th>
<th>Individual assignments:</th>
<th>X</th>
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<tbody>
<tr>
<td>Multimedia and Internet:</td>
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<td>E-learning:</td>
<td></td>
<td>Office hours:</td>
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<tr>
<td>Laboratory:</td>
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<td>Field study</td>
<td></td>
<td>Mentorship:</td>
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</tbody>
</table>

**Examination methods:**

- Oral: X
- Written: X
- Partial exam: X

**Course quality and performance assessment**

- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer

---

**Course**

PED1233

**Course**

INNOVATIONS, TECHNOLOGY AND INDUSTRIAL POLICY

**Study programme**

Postgraduate doctoral study – Business Economics in the Digital Environment

**Field of study**

Module Digital Economy

**Programme level**

- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university: X

**Course co-ordinator**

Nebojša Stojčić, PhD, Full Prof.
Tomislav Herceg, PhD, Associate Prof.

**Year of study**

I. Semester II.

**Course status**

- Study compulsory
- Field compulsory: X
- Study compulsory
- Field elective

**ECTS students’ load coefficient**

5 ECTS
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024. 

Teaching hours per semester: 
Lectures: 15 
Seminars: 
Exercises: 10 

Entry requirements and admission competences: 
No special requirements

Course content: 

● TECHNOLOGY AND TECHNOLOGICAL CHANGES  
  o Evolutionaristic introduction to economy; Neo-Schumpeterian introduction to technology; New structural economy; 
  Technological paradigms; Technological cycles; Industrial revolution waves;  

● INNOVATION CONCEPT  
  o Industrial innovation forms and the level of economic development; Supply pull and demand push as a source of innovations; Open innovations concept; Innovations diffusion  

● DISRUPTIVE INNOVATIONS  
  o Technological competences; Technological inertia; Schumpeterian company concept; Start-ups, Spin-off companies and innovations; Co-operation between science and economy in innovations development;  

● TECHNOLOGICAL CHANGES MANAGEMENT  
  o Dynamic nature of technological competences; Dynamic competences measuring; Resources and absorption capacities complementarity;  

● PUBLIC TECHNOLOGICAL AND INNOVATION POLICIES  
  o Innovation systems and institutions; Market weaknesses and technology; Public support to technological development and innovations.  

● ECONOMIC CATCH-UP AND TECHNOLOGICAL CONDITIONS  
  o Technological catch-up concept; Technological catch-up forms; Gradual catch-up form; Disruptive technologies and technological catch-up; Technological opportunity windows  
  o Industrial life cycles and catch-up opportunities  
  o TECHNOLOGICAL AND INNOVATION POLICY IN THE EU  
  o Technological and innovation policy evolution in the EU;  
  o Theoretical bases of the technological and innovation policy in the EU  
  o Industrial policy on the member states level; smart specialisation; Industry 4.0  

Learning outcomes: 

● To understand, interpret and critically judge the technological change concept, and to critically analyse technology change impact on a company operation, industrial development as well as overall economic development  
● To critically evaluate the application of technology change theoretical frameworks and innovations in the context of a research paper  
● To apply the knowledge about the methods and frameworks creating, through innovation and technological policies, preconditions for the process of economic catch-up  
● To critically consider the scope, range and operations methods under conditions of disruptive technological change  
● To evaluate the influence of public economic policies on companies’ operation, as well as the industrial, regional and national development under technological change conditions  
● To analyse industrial cycles and other characteristics, to estimate the technological overreach possibility, and to perceive the possibilities of the companies’ operation improvement through innovations development  
● To create, present and critically argue public policies in the Course of technology and  

Reading list: 

5. Hall B. Rosenberg N. Handbook of the Economics of Innovation Elsevier 2010
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

6. Helfat C. Campo R dondo M. 2017 Integrative capabilities, vertical integration and innovation over successive technology lifecycles Organization Science, 27, 249,264


13 Geroski P., Models of technology diffusion, Research Policy 2000 vol. 29(4-5)

14 Aharonson B. Schilling M. Mapping the technological landscape: measuring technology distance, technological footprint and technology evolution Research Policy 2016, 45, 81-96


16 Lee K. and Malerba F. Economic Catch-up by Latecomers in Richard Nelson et al. Modern evolutionary economics: an Overview. Cambridge University Press 2018

17 Landini F, Lee K., Malerba F. A history-friendly model of the successive changes in industrial leadership and the catch-up by latecomers Research Policy, 2017 41, 2, pp.431-446

18 Lee K. Schumpetarian analyses of economic catch up Cambridge University Press 2013 Ch. 3 and Ch.5


21 Bleda M. Del Rio P. the market failure and the system failure rationale in technological innovation systems Research Policy 2013 42, 1035-1052

Recommended reading:


Course structure

<table>
<thead>
<tr>
<th>Lectures:</th>
<th>Seminars and workshops</th>
<th>Exercises</th>
<th>Individual assignments:</th>
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<tbody>
<tr>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
### Multimedia and the Internet:
- **X**

### Laboratory:
- Field study

### Examination methods:
- Oral
- Written **X**
- Partial exam **X**

### Course quality and performance assessment
- Monitoring of students’ course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

### Code: PED1234

#### Course:
**BUSINESS PROCESS MANAGEMENT IN THE DIGITAL ENVIRONMENT**

#### Study programme:
Postgraduate doctoral study – Business Economics in the Digital Environment

#### Field of study:
Module Digital Economy

#### Programme level:
- Undergraduate
- Graduate
- Postgraduate specialist
- Postgraduate university **X**

#### Course co-ordinator:
- Vesna Bosilj Vukšić, PhD, Full Prof.
- Ljubica Milanović Glavan, PhD, Assistant Prof.

#### Year of study:
- I. and II.
- II. and III.

#### Course status:
- Study compulsory
- Field compulsory
- Study elective **X**
- Field elective **X**

#### ECTS students’ load coefficient:
- 3 ECTS

#### Teaching hours per semester:
- Lectures: 10
- Seminars: 0
- Exercises: 10

#### Entry requirements and admission competences:
Set by the Study programme

#### Course content:
- The course aim is to develop students’ knowledge about the concept of Business Process Management (BPM) and information technology in a digital environment, as well as the concept application skills.
- The course focuses on the application of conceptual methods of analysis, transformation and business process digitalisation, as well as on the process and organisation performance improvement.
- Maturity models and frameworks of the BPMs and Digital Transformation (DT) are considered.
- The BPM’s dimension, being a platform for performance management and organisation’s digital transformation, are explored.
- The effects (benefits and challenges) of alignment between the BPM and digital transformation through the BPMs life cycle phases are explored.

#### Learning outcomes
To understand the BPMs role as an important factor in the company’s successful operations skills; to interpret and evaluate the BPMs implementation effects within the company.

To critically evaluate the BPMs key success factors, such as interaction with strategy, management, employees, culture, and to base the BPMs project methodology upon evaluation results;

To apply the BPMs maturity frameworks and models in business practice and during scientific Course research;

To acquire the knowledge required for the development of the BPM strategy and digital strategy, as well as for connecting these strategies with the company’s strategy.

To investigate the BPMs and digital transformation evolution; to recognise the current situation and trends influencing further BPMs and digital transformations investigations from the business and economy perspective.

Reading list:

Recommended reading:

Course structure:

| Lectures | x |
| Multimedi and the Internet: | |
| Laboratory: | |
| Examination methods: | |

Course quality and performance assessment
<table>
<thead>
<tr>
<th>Code</th>
<th>PED1235</th>
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<tbody>
<tr>
<td>Course</td>
<td>INTELLIGENT DATA ANALYTICS</td>
</tr>
<tr>
<td>Study programme</td>
<td>Postgraduate doctoral study – Business Economics in the Digital Environment</td>
</tr>
<tr>
<td>Field of study</td>
<td>Module Digital Economy</td>
</tr>
<tr>
<td>Programme level</td>
<td>Undergraduate</td>
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<tr>
<td></td>
<td>Postgraduate specialist</td>
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<tr>
<td>Course co-ordinator</td>
<td>Katarina Ćurko, PhD, Full Prof. Nikola Vlahović, PhD, Associate Prof.</td>
</tr>
<tr>
<td>Year of study</td>
<td>I. and II.</td>
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<tr>
<td>Course status</td>
<td>Study compulsory</td>
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<tr>
<td></td>
<td>Lectures: 10</td>
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<tr>
<td>ECTS students’ load coefficient</td>
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<tr>
<td>Teaching hours per semester</td>
<td></td>
</tr>
<tr>
<td>Entry requirements and admission competences</td>
<td></td>
</tr>
<tr>
<td>Doctoral student</td>
<td></td>
</tr>
<tr>
<td>Course content</td>
<td></td>
</tr>
<tr>
<td>● Introduction to data management and intelligent data processing;</td>
<td></td>
</tr>
<tr>
<td>● Digital data in a transaction and analytical environment: From data to knowledge and wisdom;</td>
<td></td>
</tr>
<tr>
<td>● Data relational model: structure, development and usage. Transaction processing characteristics. Statical reporting on business performance;</td>
<td></td>
</tr>
<tr>
<td>● Data dimensional model: data warehousing system. Structure development and operations;</td>
<td></td>
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<tr>
<td>● Big Data concept and technologies.</td>
<td></td>
</tr>
<tr>
<td>● Data storage and Big Data integration. Characteristics and peculiarities.</td>
<td></td>
</tr>
<tr>
<td>● Data collection and extraction. Big Data ontologies. Tools and languages for designing ontologies.</td>
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</tr>
<tr>
<td>● Text data analysis through artificial intelligence. Multimedia data analysis through artificial intelligence.</td>
<td></td>
</tr>
<tr>
<td>● Software agents, and multiagent data processing and analysis systems. Applications in web environment: feedback processing and recommendations systems.</td>
<td></td>
</tr>
<tr>
<td>● Methods and introduction to work with incomplete, unreliable and imprecise data and knowledge.</td>
<td></td>
</tr>
<tr>
<td>● Information resources management in business decision-making and management.</td>
<td></td>
</tr>
</tbody>
</table>

Learning outcomes
● To understand and interpret transaction and analytical environment
● To critically consider, analyse and to be able to apply various data models to a certain business situation.
● To recognize, interpret, analyse, estimate and synthesize problems of a company information resources management.
● To understand and recognize artificial intelligence method opportunities in data processing.
● To consider critically ethical challenges and to estimate suitability of the intelligent data processing application.
● To understand and to be able to apply various intelligent data processing methods and to correctly interpret the results obtained in different business problem situations.

Reading list:

1. Morabito V. (2015.), Big Data and Analytics, Strategic and Organizational Impacts, Cham, Switzerland: Springer International Publishing AG Switzerland


Recommended reading:

1. Bill Inmon (2017), Turning Spreadsheets into Corporate Data, Technics Publications


Course structure:

<table>
<thead>
<tr>
<th>Lectures</th>
<th>X</th>
<th>Seminars and workshops</th>
<th>X</th>
<th>Exercises :</th>
<th>Individual assignments</th>
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</thead>
<tbody>
<tr>
<td>Multimedia and Internet:</td>
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<td>E-learning</td>
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<td>Office hours:</td>
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<td>Field study</td>
<td>Mentorship:</td>
<td>X</td>
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</tbody>
</table>

Examination methods:

| Oral | Written | X | Partial exam | X |
● Monitoring of students’ Course attendance and fulfillment of other obligations
● Course assessment through students’ survey
● Learning outcomes assessed by lecturer

<table>
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<tr>
<th>Code</th>
<th>PED1236</th>
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<tbody>
<tr>
<td>Course</td>
<td>COLLABORATIVE TECHNOLOGIES AND NETWORKS</td>
</tr>
<tr>
<td>Study programme</td>
<td>Postgraduate doctoral study – Business Economics in the Digital Environment</td>
</tr>
<tr>
<td>Field of study</td>
<td>Module Digital Economy</td>
</tr>
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<td>Programme level</td>
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<td></td>
<td>Postgraduate specialist</td>
</tr>
<tr>
<td>Course co-ordinator</td>
<td>Ivan Strugar, PhD, Full Prof.</td>
</tr>
<tr>
<td>Year of study</td>
<td>I. and II.</td>
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<td>Course status</td>
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<td>ECTS students’ load coefficient</td>
<td>3</td>
</tr>
<tr>
<td>Teaching hours per semester</td>
<td>Lectures:</td>
</tr>
</tbody>
</table>

Entry requirements and admission competences
Set by the Study programme

Course content:
● The Course aims to acquaint students with the development and application of computer networks and collaborative technologies in business systems.
● The way the development of network, mobile and information-communication technologies has influenced the man to machine communication will be explained, as well as the influence on development, and the changes in individual and group communication within society and business systems.
● Collaborative technologies and networks offer great opportunities for the development of new communication and collaborative models, both in business and social systems.
● They represent entirely new opportunities for the creation of new values, providing a basis for company digital transformation and the development of new organisational and Industry 4.0 business models.

Learning outcomes
● To understand, interpret and critically evaluate the development influence of information-communication and mobile technologies on business models and business practice, and to recognise the most important Course trends.
● To critically evaluate the possibilities of collaborative technologies and models application in research paper, to evaluate a possible influence of development and application of different models on individual and social communication, social and business organisations and processes.
● To critically consider application options of collaborative technologies and business practice models, to critically consider the range, consequences and application methods.
● To evaluate the influence of current collaborative technologies development trends and models in the context of scientific research in the Course of business economics.
● To select the strategy of collaborative technologies and models management, which will allow for successful and sustainable company operation, to argue the selection, to evaluate the selection effects, and to compare the achieved results to the set goals.

Reading list:
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

<table>
<thead>
<tr>
<th>Code</th>
<th>PED1237</th>
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<tr>
<td>Course</td>
<td>KNOWLEDGE DISCOVERY IN DATA BASES</td>
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<tr>
<td>Study programme</td>
<td>Postgraduate doctoral study – Business Economics in the Digital Environment</td>
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<td>Field of study</td>
<td>Module Digital Economy</td>
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<td>Postgraduate specialist</td>
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<tr>
<td>Course co-ordinator</td>
<td>Mirjana Pejić Bach, PhD, Full Prof.</td>
</tr>
</tbody>
</table>

4. Stawski Scott: Inflection Point: How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business, 2018
7. Hansen T. Morten: Collaboration, How The leaders avoid the traps, create unity, and create big results, MIT, 2009

Recommended reading:


Course structure

<table>
<thead>
<tr>
<th>Lectures</th>
<th>X</th>
<th>Seminars and workshops</th>
<th>X</th>
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<tr>
<td>Multimedia and Internet</td>
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<td>Office hours</td>
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Examination methods:

| Oral | Written | X | Partial exam | X |

Course quality and performance assessment

- Monitoring of students’ Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer
<table>
<thead>
<tr>
<th>Jovana Zoroja, PhD, Assistant Prof.</th>
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<tbody>
<tr>
<td><strong>Year of study</strong></td>
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<tr>
<td><strong>Course status</strong></td>
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<tr>
<td>ECTS students' load coefficient</td>
</tr>
<tr>
<td><strong>Teaching hours per semester:</strong></td>
</tr>
</tbody>
</table>

**Entry requirements and admission competences**

**Doctoral student**

**Course content**

- The Course objective is to acquaint students with potential methods of knowledge discovery from data bases in researches, aiming at qualifying students for the application of the mentioned method in writing academic papers as well as for doctoral dissertation research.
- The Course explains typical research problems, using research methods of knowledge discovery from data bases: classification, prediction and grouping.
- By using a software package, students will take part in three workshops where they will create case studies of knowledge discovery methods from data bases in research.
- Students will also design their own research project.
- Introduction to knowledge discovery from data in scientific researches.
- Basic concepts of knowledge discovery from data.
- Usage peculiarities in researches.
- The process of knowledge discovery from data.
- Typical applications. Classification methods, predictions and groupings.

**Learning outcomes**

- To ask a research question with respect to knowledge discovery from data, to identify the adequate way of data compiling, to identify dependent and independent variables, to choose knowledge discovery methods with respect to variables characteristics .
- To understand, interpret and critically judge the process of knowledge discovery from data bases in researches.
- To carry out research using grouping, classification and prediction (decision trees, analysis cluster, associative rules, regression analysis, neural networks) methods.
- To evaluate parameters of knowledge discovery models from data bases in researches.
- To critically evaluate application of knowledge discovery models from data bases in researches within the context of contemporary researches in the Course of digital operations and digital economics.

**Reading list:**


**Recommended reading:**


**Course structure:**

| Lectures: | X | Seminars and radionice: | X | Exercises: | X | Individual assignments: | X |
| Multimeida and Internet: | X | E-learning | X | Office hours:: |
Laboratory: | Field study: | Mentorship: | X
---|---|---|---

Examination methods:

<table>
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<tr>
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<th>Oral</th>
<th>Written</th>
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<tr>
<td></td>
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</table>

Course quality and performance assessment

- Monitoring of students’ course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by lecturer

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**Code** PED1238  
**Course** CYBERSECURITY  
**Study programme** Postgraduate doctoral study – Business Economics in the Digital Environment  
**Field of study** Module Digital Economy  
**Programme level**  
<table>
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<tr>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Postgraduate specialist</th>
<th>Postgraduate university</th>
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**Course co-ordinator:** Mario Spremić, PhD, Full Prof.

**Year of study** I. and II.  
**Semester** II. and III.

**Course status**  
<table>
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<tr>
<th>Study compulsory</th>
<th>Field compulsory</th>
<th>Study elective</th>
<th>Field elective</th>
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<tbody>
<tr>
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<td>x</td>
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</table>

**ECTS students’ load coefficient** 3 ECTS

**Teaching hours per semester**  
<table>
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<tr>
<th>Lectures:</th>
<th>Seminars:</th>
<th>Exercises:</th>
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<tbody>
<tr>
<td>10</td>
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<td>10</td>
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</tbody>
</table>

**Entry requirements and admission competences**  
Set by the Study programme

**Course content**

- The course objective is to acquaint students with potential forms of information and other technologies abuse aimed at information systems endangering, to draw attention to potential security risks, the possibilities of their realisation as well as to action methods in such situations.
- The terminological difference between information and cyber security will be explained.
- Since people and their behaviour are, in the use of information and digital technology, the most vulnerable in the area of cybersecurity (related to the technology in the information security era) holistic approaches to cybersecurity management will be explained and analysed. These approaches involve not only technological, but also organisational and social factors.

**Learning outcomes**

- To understand, interpret and critically judge the influence of cybersecurity factors, and to demonstrate the most important research frameworks in this area.
- To critically evaluate the application of theoretical frameworks of cybersecurity management in research paper, and to apply the knowledge about models and methods in this area.
- To critically reexamine various options of the implementation of cybersecurity management plan, to critically consider the scope, range and methods of its implementation.
- To evaluate the influence of current cybersecurity trends in the context of scientific research in the course of business economics.
- To choose cybersecurity management strategy to ensure company’s successful and sustainable operation, to argue the choice, to estimate choice effects, and to compare the achieved results to the set aims.
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.

Reading list:


Recommended reading:


Course structure:

<table>
<thead>
<tr>
<th>Lectures:</th>
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<th>Seminars and workshops:</th>
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<th>Exercises:</th>
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</table>

Examination methods:

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<tbody>
<tr>
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<td></td>
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</tr>
</tbody>
</table>

Course quality and performance assessment:

- Monitoring of students` Course attendance and fulfillment of other obligations
- Course assessment through students’ survey
- Learning outcomes assessed by leacturer
### FACILITIES AND TEACHING STAFF

#### 1. SPACE AND EQUIPMENT

1. **Higher education institution buildings**
   - (indicate existing buildings, buildings under construction, and planned construction)

   Building of the Department of Economics and Business Economics of the University of Dubrovnik, Lapadska obala 7, 20000 Dubrovnik

2. **Lecture rooms**
   - Existing lecture rooms (E01, E02, E03, E06, B2, B3, B4, C5) at the Department of Economics and Business Economics of the University of Dubrovnik will be used.

3. **Laboratories / practical training rooms used in teaching**
   - IT lab seats 30, and is situated in the building of the Department of Economics and Business Economics

4. **Practical training rooms**

5. **IT Course rooms equipment**
   - (indicate data on computers in IT labs/practical training rooms used in teaching)

   All lecture rooms and cabinets are equipped with advanced information technology (interactive boards and computers, and have Internet access).

6. **Teacher offices**
   - Teacher offices are fully equipped and have Internet access

7. **Professional service premises (Secretariat, Student Registrar’s Office)**
   - Offices and services of the Department of Economics and Business Economics will be used

8. **Library and library facilities**
   - (total surface area, seating capacity, number of book titles, number of Course books, number of international journal titles, number of domestic journal titles)

   The Library and reading rooms, measuring 105 m² in total, at the Department of Economics and Business Economics, will be used. The Library holds 15000 volumes, around 60 titles of domestic and international journals, graduate and postgraduate thesis, reference literature, as well as doctoral dissertations. There are also computer areas with Internet access. Tourist Documentation Centre measures 78 m² and holds 21000 titles in a monographic collection as well as a unique collection of periodicals in the Course of tourism.

9. **The adequacy of teaching rooms capacity is defined by relating the predicted number of enrolled students and the size of the usable area in a way that 1.25 m² accounts for each student.**

Department of Economics and Business Economics has 11 teaching rooms, with a total seating capacity of 700. Teaching room B2 measures 60 m² (56 seats), B3 measures 45 m² (40 seats), B4 measures 42 m² (40 seats), C5 measures 45 m² (40 seats), where the area of 1.33-1.86 m² accounts for each student. Other teaching rooms at the Department of Economics and Business Economics are more spacious. Teaching room E1 measures 270 m² (300 seats), E6 measures 113 m² (140 seats), E2 measures 67 m² (60 seats), E3 measures 85 m² (84 seats).
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.
IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2021/2022.