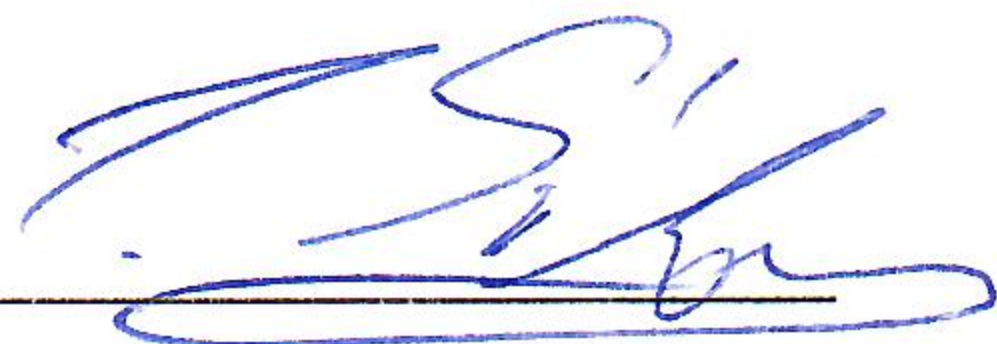
	<p>Sveučilište u Dubrovniku Odjel za ekonomiju i poslovnu ekonomiju Lapadska obala 7, 20000 Dubrovnik tel: 00 385 20 445 901, e-mail: ekonomija@unidu.hr</p>	Obrazac
	<p>IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	F04-12

Ovjera Pročelnika

Odjel za ekonomiju i poslovnu ekonomiju

Potpis: _____



Datum: _____



Ovjera Rektora

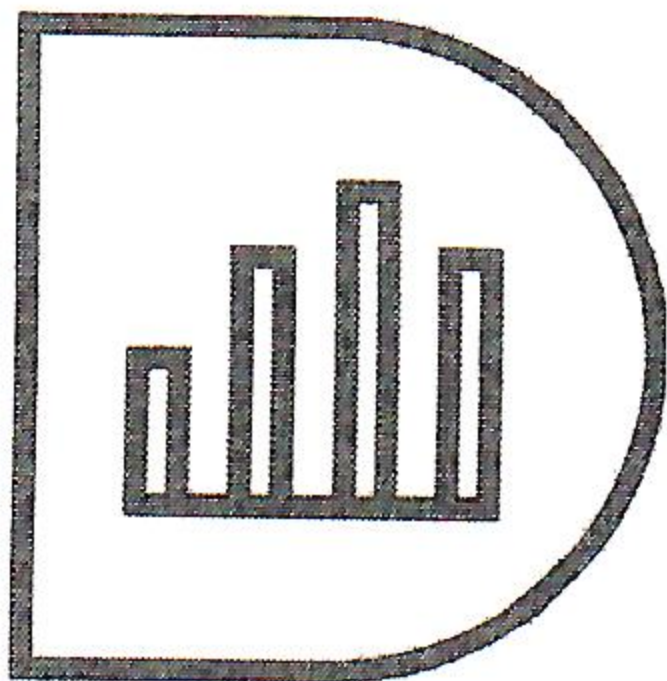
Sveučilišta u Dubrovniku

Potpis: _____



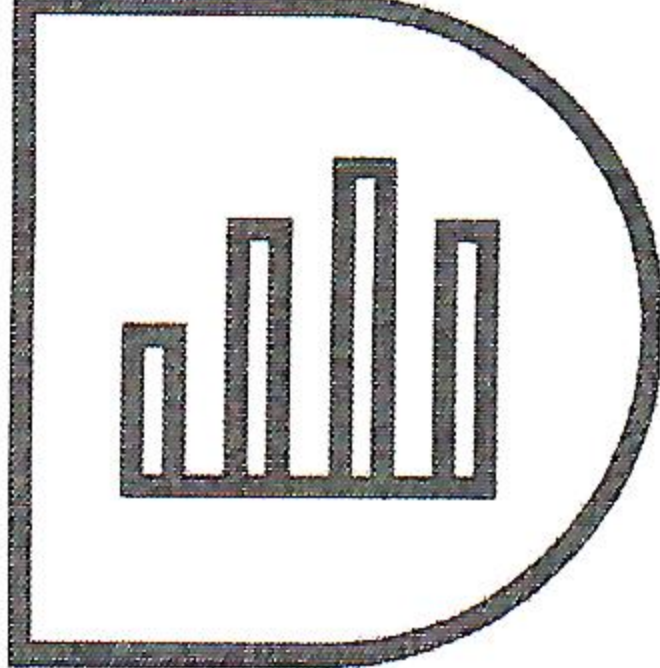
Datum: _____

12.07.2023.

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	<p>IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	F04-12

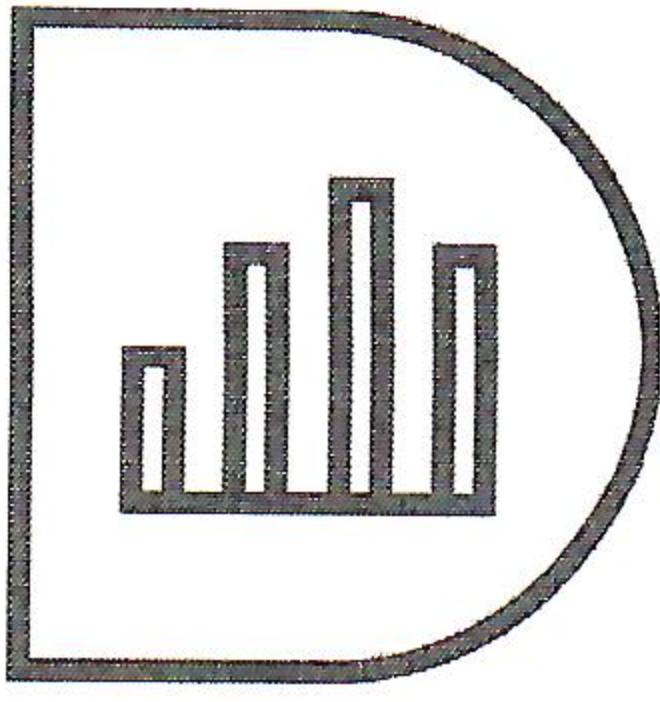
UNIVERSITY OF DUBROVNIK
Department of Economics and Business

POSTGRADUATE UNIVERSITY STUDY
BUSINESS ECONOMICS IN THE DIGITAL ENVIRONMENT

	<p align="center">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</p>	Obrazac
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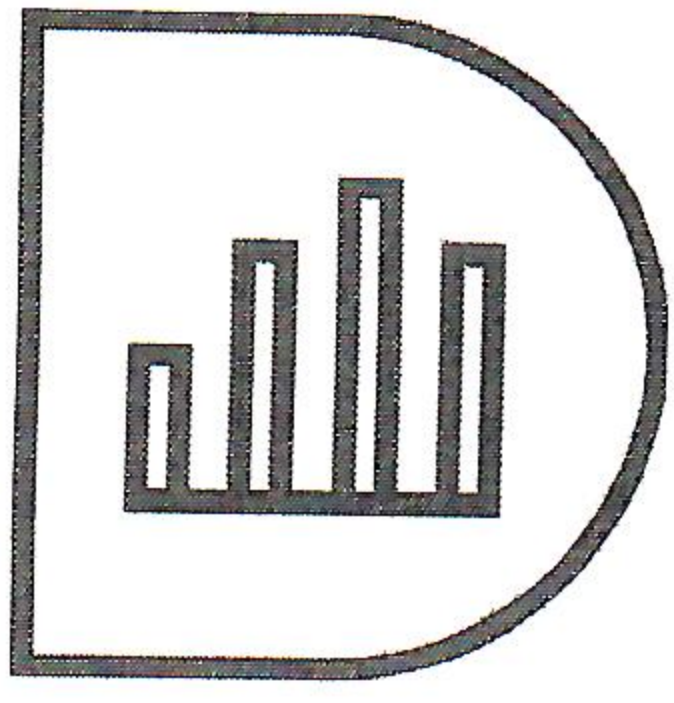
STUDY PROGRAMME STRUCTURE

Semester	Activity	Workload	ECTS
I.	Compulsory courses	4 courses x 6 ECTS	24
	Workshop <i>Research Methodology for Writing PhD Thesis</i>	5 ECTS	5
	Workshop <i>Plagiarism and Ethics in Research</i>	5 ECTS	5
	TOTAL FIRST SEMESTER		34
II.	Compulsory module courses	2 courses x 5 ECTS	10
	Elective module courses	3 courses x 3 ECTS	9
	Presentation at a scientific conference	7 ECTS	7
	TOTAL SECOND SEMESTER		26
TOTAL FIRST YEAR OF PROGRAMME			60
III.	Elective courses from other modules	3 courses x 3 ECTS	9
	Submission of paper in Scopus/WoS journal	15 ECTS	15
	Submission of PhD topic and public defence	16 ECTS	16
	TOTAL THIRD SEMESTER		40
IV.	Work on PhD thesis		20
	TOTAL FOURTH SEMESTER		20
TOTAL SECOND YEAR OF PROGRAMME			60
V.	Work on PhD thesis		20
	TOTAL FIFTH SEMESTER		20
VI.	Work on PhD thesis		20
	Defence of PhD thesis		20
	TOTAL SIXTH SEMESTER		40
TOTAL THIRD YEAR			60
TOTAL ECTS			180

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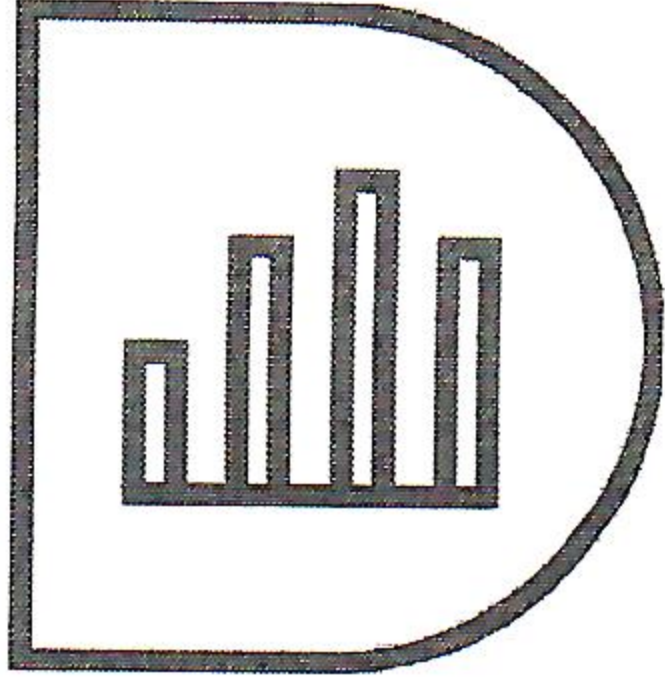
List of compulsory and elective courses with number of teaching hours and ECTS credits allocated UNDER(GRADUATE)/ POSTGRADUATE STUDY

LIST OF COURSES – all modules						
Year of study: 1						
Semester: 1						
COURSE	COURSE CO-ORDINATOR	L	E	S	ECTS	O if the course is compulsory or I if elective
Digital transformation in business	Mario Spremić, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.	7,5 7,5	7,5 7,5	0	6	O
Selected topics in microeconomics	Nebojša Stojčić, PhD, Full Prof. Perica Vojinić, PhD, Associate Prof.	7,5 7,5	7,5 7,5	0	6	O
Selected topics in macroeconomics	Josip Tica, PhD, Full Prof. Marija Bečić, PhD, Associate Prof.	7,5 7,5	7,5 7,5	0	6	O
Statistical research methods in economics	Mirjana Čižmešija, PhD, Full Prof. Nataša Erjavec, PhD, Full Prof.	7,5 7,5	7,5 7,5	0	6	O
Workshop <i>Research Methodology for Writing PhD Thesis</i>		10	0	0	5	O
Workshop <i>Plagiarism and Ethics in Research</i>		10	0	0	5	O

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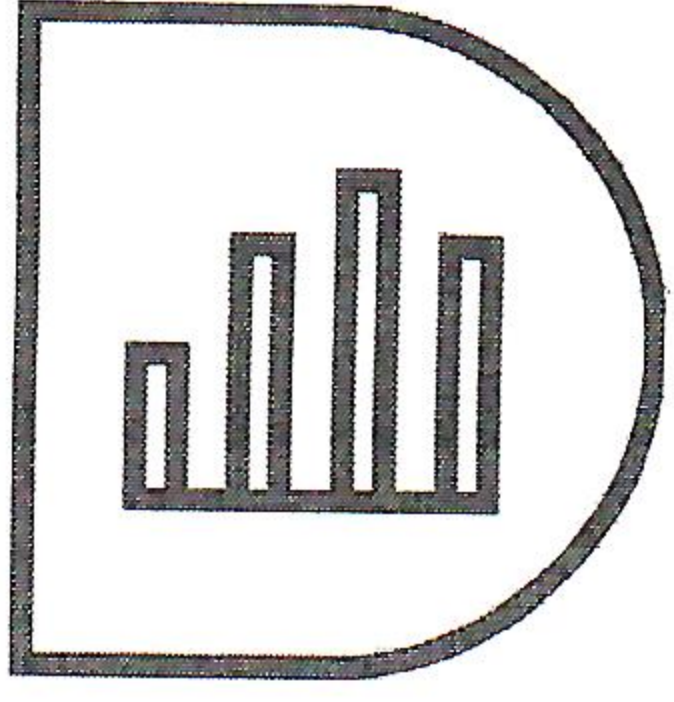
LIST OF COURSES – Module TOURISM						
Year of study: 1						
Semester: 2						
COURSE	COURSE CO-ORDINATOR	L	E	S	ECTS	O if the course is compulsory or I if elective
Strategic management in tourism and digital transformation	Nevenka Čavlek, PhD, Full Prof. Mislav Ante Omazić, PhD, Full Prof.	7,5 7,5	5 5	0	5	O
Economics of tourism destination management	Ana Portolan, PhD, Associate Prof. Oliver Kesar, PhD, Full Prof.	7,5 7,5	5 5	0	5	O
Creative industries and sustainable development in tourism	Vanja Krajinović, PhD, Associate Prof. Marija Benić Penava, PhD, Associate Prof.	5 5	5 5	0	3	I
Tourism destination brand management	Darko Prebežac, PhD, Full Prof. Barbara Puh, PhD, Associate Prof.	5 5	5 5	0	3	I
Research methods in tourism	Ivana Pavlić, PhD, Full Prof. Nevenka Čavlek, PhD, Full Prof.	5 5	5 5	0	3	I
Economic valorisation of cultural/historical heritage in the digital environment	Antonio Vlahov, PhD, Associate Prof. Marija Benić Penava, PhD, Associate Prof.	5 5	5 5	0	3	I
Sharing economy in tourism	Iris Mihajlović, PhD, Associate Prof. Danijela Ferjanić Hodak, PhD, Associate Prof.	5 5	5 5	0	3	I
Presentation at scientific conference					7	

*Students must choose three out of five elective courses

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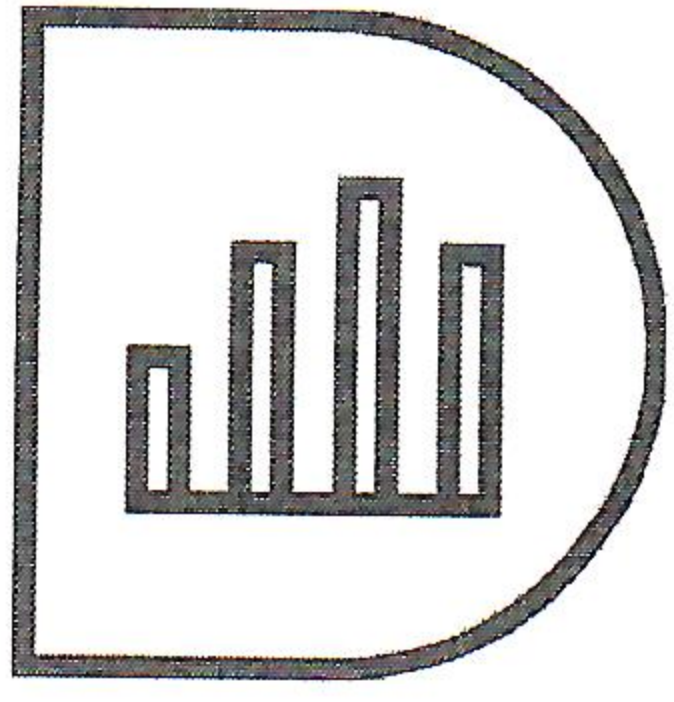
LIST OF COURSES – Module MARKETING						
Year of study: I						
Semester: 2						
COURSE	CO-ORDINATOR	L	E	S	ECTS	O if the course is compulsory or I if elective
Modern marketing theories	Iris Mihajlović, PhD, Associate Prof. Jurica Pavičić, PhD, Full Prof.	7,5 7,5	5 5	0	5	O
Marketing channels and modern technologies	Marija Dragičević, PhD, Associate Prof. Mirko Palić, PhD, Full Prof.	7,5 7,5	5 5	0	5	O
Neuromarketing	Ivana Pavlić, PhD, Full Prof. Barbara Puh, PhD, Associate Prof.	5 5	5 5	0	3	I
Accounting policies and sales management	Lajoš Žager, PhD, Full Prof. Sanja Sever Mališ, PhD, Associate Prof.	5 5	5 5	0	3	I
Customer relations management in the digital environment	Tihomir Vranešević, PhD, Full Prof.	5 5	5 5	0	3	I
Digital marketing and social media theory	Vatroslav Škare, PhD, Associate Prof.	5 5	5 5	0	3	I
Strategy in the context of marketing interactivity	Jurica Pavičić, PhD, Full Prof. Goran Vlašić, PhD, Associate Prof.	5 5	5 5	0	3	I
Research directions in brand management	Zoran Krupka, PhD, Associate Prof. Sandra Horvat, PhD, Associate Prof.	5 5	5 5	0	3	I
Presentation at scientific conference					7	

* Students must choose three out of 5 elective courses

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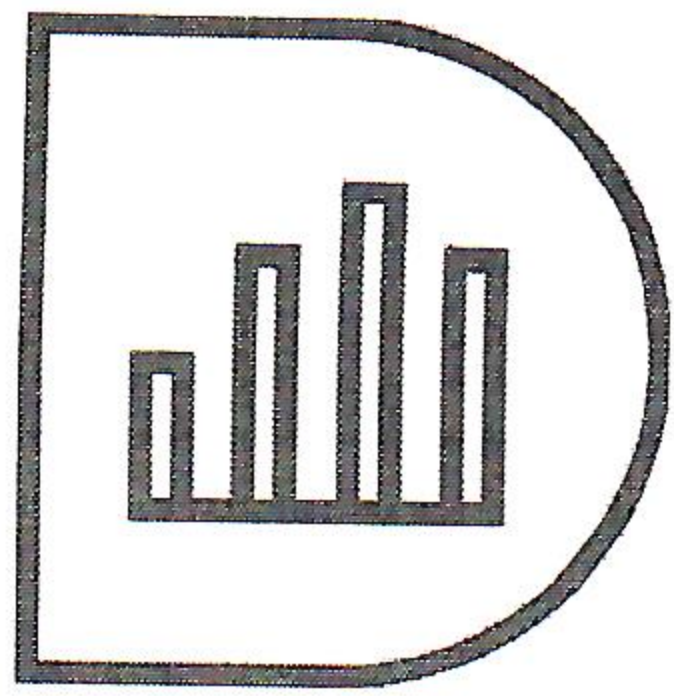
LIST OF COURSES – Module MANAGEMENT						
Year of study: I						
Semester: 2						
COURSE	CO-ORDINATOR	L	E	S	ECTS	O course is compulsory or I if elective
Organisation and management theories	Sanda Rašić Jelavić, PhD, Full Prof.	7,5	5	0	5	O
	Tomislav Hernaus, PhD, Associate Prof.	7,5	5			
Corporate governance	Ivona Vrdoljak Raguž, PhD, Full Prof.	7,5	5	0	5	O
	Darko Tipurić, PhD, Full Prof.	7,5	5			
Intellectual property management	Nebojša Stojčić, PhD, Full Prof.	5	5	0	3	I
	Perica Vojinić, PhD, Associate Prof.	5	5			
	Marija Bečić, PHD, Associate Prof.					
Human resources management	Ivona Vrdoljak Raguž, PhD, Full Prof.	5	5	0	3	I
	Zorica Krželj Čolović, PhD, Associate Prof.	5	5			
Financial report analysis	Lajoš Žager, PhD, Full Prof.	5	5	0	3	I
	Iris Lončar, PhD, Associate Prof.	5	5			
Financial management in digital economy	Anita Pavković, PhD, Full Prof.	5	5	0	3	I
	Iris Lončar, PhD, Associate Prof.	5	5			
Compensation Management	Lovorka Galetić, PhD, Professor emeritus	5	5	0	3	I
	Marija Martinović, PhD, Associate Prof.	5	5			
International organisational behaviour	Najla Podrug, PhD, Associate Prof.	5	5	0	3	I
	Ana Aleksić, PhD, Associate Prof.	5	5			
Presentation at scientific conference					7	

* Students must choose three out of 5 elective courses

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LIST OF COURSES – Module INTERNATIONAL BUSINESS						
Year of study: I						
Semester:						
COURSE	CO-ORDINATOR	L	E	S	ECTS	O if the course is compulsory or I if elective
International business and digital transformation	Ivo Šperanda, PhD, Associate Prof. Marija Bečić, PhD, Associate Prof.	7,5 7,5	5 5	0	5	O
Industrial policy and globalisation	Lorena Škuflić, PhD, Full Prof. Marija Bečić, PhD, Associate Prof.	7,5 7,5	5 5	0	5	O
Regulation of financial market in the digital environment	Tonći Svilokos, PhD, Associate Prof. Meri ŠumanTolić, PhD	5 5	5 5	0	3	I
Quality management	Marija Dragičević, PhD, Associate Prof. Tomislav Baković, PhD, Full Prof.	5 5	5 5	0	3	I
International business negotiation	Katija Vojvodić, PhD, Full Prof. Marija Tomašević Lišanin, PhD, Full Prof.	5 5	5 5	0	3	I
National and international security	Tonći Lazibat, PhD, Full Prof. Heri Bezić, PhD, Full Prof.	5 5	5 5	0	3	I
Logistics chains management in the digital environment	Sanda Renko, PhD, Full Prof. Katija Vojvodić, PhD, Full Prof.	5 5	5 5	0	3	I
Digital transformation of financial sector	Tonći Svilokos, PhD, Associate Prof. Meri ŠumanTolić, PhD	5 5	5 5	0	3	I
Presentation at scientific conference					7	

* Students must choose three out of 5 elective courses



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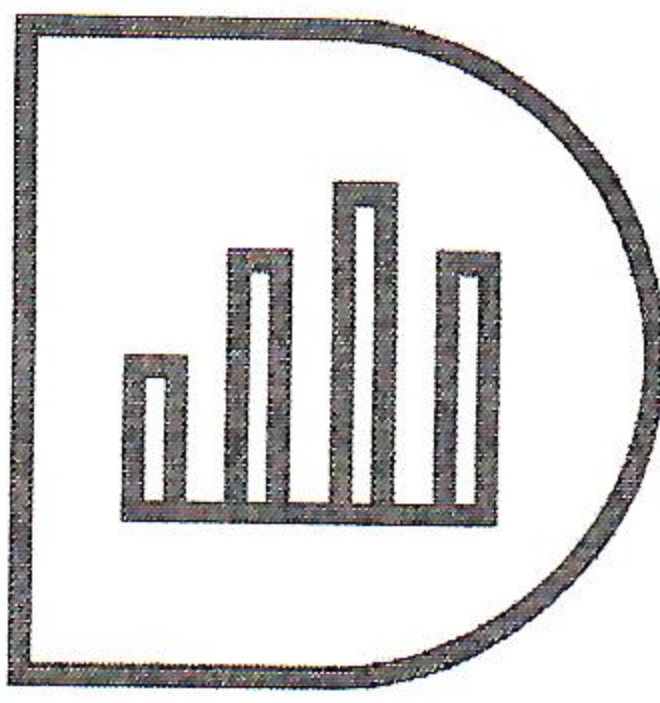
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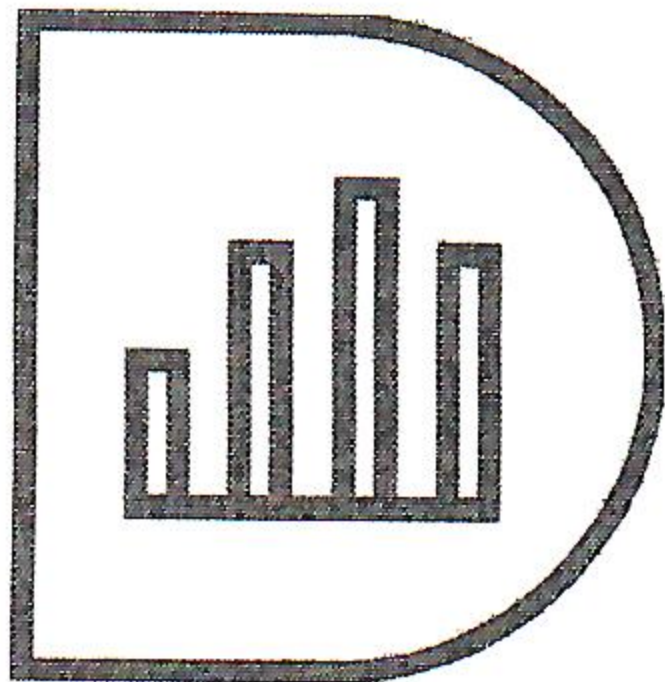
F04-12

LIST OF COURSES – Module DIGITAL ECONOMY						
Year of study: I						
Semester: 2						
COURSE	CO-ORDINATOR	L	E	S	ECTS	O course is compulsory or I if elective
Digital business models	Mario Spremić, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.	7,5 7,5	5 5	0	5	O
Innovations, technology and industrial policy	Nebojša Stojčić, PhD, Full Prof. Tomislav Herceg, PhD, Associate Prof.	7,5 7,5	5 5	0	5	O
Business process management in the digital environment	Vesna Bosilj Vukšić, PhD, Full Prof. Ljubica Milanović Glavan, PhD, Associate Prof.	5 5	5 5	0	3	I
Intelligent data analytics	Katarina Čurko, PhD, Full Prof. Nikola Vlahović, PhD, Associate Prof.	5 5	5 5	0	3	I
Collaborative technologies and networks	Ivan Strugar, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.	5 5	5 5	0	3	I
Knowledge discovery in data bases	Mirjana Pejić Bach, PhD, Full Prof. Jovana Zoroja, PhD, Associate Prof.	5 5	5 5	0	3	I
Cybersecurity	Mario Spremić, PhD, Full Prof.	5 5	5 5	0	3	I
Presentation at scientific conference					7	

* Students must choose three out of 5 elective courses

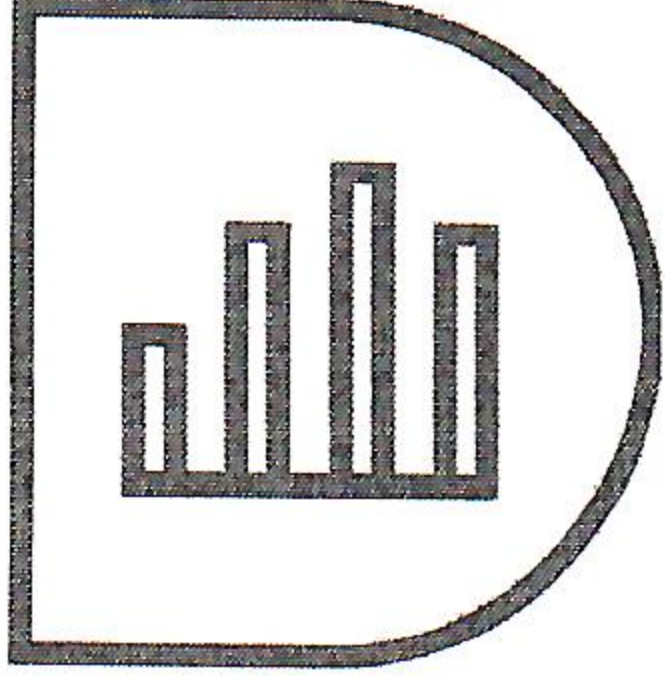
	Sveučilište u Dubrovniku Odjel za ekonomiju i poslovnu ekonomiju Lapadska obala 7, 20000 Dubrovnik tel: 00 385 20 445 901, e-mail: ekonomija@unidu.hr	Obrazac
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LIST OF ELECTIVE COURSES – ALL MODULES							
Year of study: II							
Semester: 3							
COURSE	CO-ORDINATOR	L	E	S	ECTS	O course is compulsory or I if elective	
ALL MODULES BUT MODULE TOURISM							
Creative industries and sustainable development in tourism	Vanja Krajnović, PhD, Associate Prof. Marija Benić Penava, PhD, Associate Prof.	10	10	0	3	I	
Management of tourism destination brand	Darko Prebežac, PhD, Full Prof. Barbara Puh, PhD, Associate Prof.	10	10	0	3	I	
Research methods in tourism	Ivana Pavlić, PhD, Full Prof. Nevenka Čavlek, PhD, Full Prof.	10	10	0	3	I	
Economic valorisation of cultural/historical heritage in the digital environment	Antonio Vlahov, PhD, Associate Prof. Marija Benić Penava, PhD, Associate Prof.	10	10	0	3	I	
Sharing economy in tourism	Iris Mihajlović, PhD, Associate Prof. Danijela Ferjanić Hodak, PhD, Associate Prof.	10	10	0	3	I	
ALL MODULES BUT MODULE MARKETING							
Neuromarketing	Ivana Pavlić, PhD, Full Prof. Barbara Puh, PhD, Associate Prof.	10	10	0	3	I	
Customer relations management in the digital environment	Tihomir Vranešević, PhD, Full Prof.	10	10	0	3	I	
Social media and digital marketing	Vatroslav Škare, PhD, Associate Prof.	10	10	0	3	I	
Accounting policies and sales management	Lajoš Žager, PhD, Full Prof. Sanja Sever Mališ, PhD, Associate Prof.	10	10	0	3	I	
Strategy in the context of marketing interactivity	Jurica Pavičić, PhD, Full Prof. Goran Vlašić, PhD, Associate Prof.	10	10	0	3	I	
Research directions in brand management	Zoran Krupka, PhD, Associate Prof. Sandra Horvat, PhD, Associate Prof.	10	10	0	3	I	
ALL MODULES BUT MODULE MANAGEMENT							
Intellectual property management	Nebojša Stojčić, PhD, Full Prof. Perica Vojinić, PhD, Associate Prof. Marija Bečić, PHD, Associate Prof.	10	10	0	3	I	
Human resources management	Ivona Vrdoljak Raguž, PhD, Full Prof. Zorica Krželj Čolović, PhD, Associate Prof.	10	10	0	3	I	
Financial report analysis	Lajoš Žager, PhD, Full Prof. Iris Lončar, PhD, Associate Prof.	10	10	0	3	I	
Financial management	Anita Pavković, PhD, Associate Prof. Iris Lončar, PhD, Associate Prof.	10	10	0	3	I	
Compensation Management	Lovorka Galetić, PhD, Full Prof.	10	10	0	3	I	


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	Marija Martinović, PhD, Associate Prof.					
International organisational behaviour	Najla Podrug, PhD, Associate Prof. Ana Aleksić, PhD, Associate Prof.	10	10	0	3	I
ALL MODULES BUT MODULE INTERNATIONAL BUSINESS		10	10	0		
Regulation of financial market in the digital environment	Tonći Svilokos, PhD, Associate Prof. Meri ŠumanTolić, PhD	10	10	0	3	I
Quality management	Marija Dragičević, PhD, Associate Prof. Tomislav Baković, PhD, Associate Prof.	10	10	0	3	I
International business negotiation	Katija Vojvodić, PhD, Full Prof. Marija Tomašević Lišanin, PhD, Full Prof.	10	10	0	3	I
National and international security	Tonći Lazibat, PhD, Full Prof. Heri Bezić, PhD, Full Prof.	10	10	0	3	I
Logistics chains management in the digital environment	Sanda Renko, PhD, Full Prof. Katija Vojvodić, PhD, Full Prof.	10	10	0	3	I
Digital transformation of financial sector	Tonći Svilokos, PhD, Associate Prof. Meri ŠumanTolić, PhD	10	10	0	3	I
ALL MODULES BUT MODULE DIGITAL ECONOMY						
Business process management in the digital environment	Vesna Bosilj Vukšić, PhD, Full Prof. Ljubica Milanović Glavan, PhD, Associate Prof.	10	10	0	3	I
Intelligent data analytics	Katarina Čurko, PhD, Full Prof. Nikola Vlahović, PhD, Associate Prof.	10	10	0	3	I
Collaborative technologies and networks	Ivan Strugar, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.	10	10	0	3	I
Knowledge discovery in data bases	Mirjana Pejić Bach, PhD, Full Prof. Jovana Zoroja, PhD, Assistant Prof.	10	10	0	3	I
Cybersecurity	Mario Spremić, PhD, Full Prof.	10	10	0	3	I
ALL MODULES						
Submission of paper in Scopus/WoS journal					15	
Submission and public defence of PhD research topic					16	

* Students must choose three elective courses from other modules


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LIST OF COURSES						
Year of study: II, III						
Semester: 4, 5, 6						
COURSE	CO-ORDINATOR	L	E	S	ECTS	O course is compulsory or I if elective
Elaboration and defence of PhD thesis					80	

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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			x
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	X	Compulsory for the field		Elective for the study		Elective for the field
ECTS – Students' load coefficient						6	ECTS
Teaching hours per semester	Lectures:	15	Seminars:		Exercises:	15	
Entry requirements and admission competencies required							
No requirements.							
Course content							
Course topics:							
<ul style="list-style-type: none"> ● Specificity of economic phenomena analysis. Selected programme support. ● Simple linear regression model. Multiple linear regression model. Specification of model functional form. Gauss-Markov theorem. Model quality indicators. Testing hypotheses (LR, Waldov and LM test). Fulfilment of model assumptions. Forecasting. ● Regression model with qualitative variables. Model with independent qualitative variables (binary and categorical variable). Model with dependent qualitative variable (logit, probit and tobit model). ● Time series analysis. Stationary and non-stationary time series. ARIMA models. Analysis of non-stationarity (UR test with structural break). Apparent regression. Co-integration. VAR model. Error correction model. Innovation analysis. ● Panel data analysis. Advantages and disadvantages of panel methodology. Parameter evaluation methods. Static models. Hausman test. Dynamic models. ● Selected topics in structural modelling (SEM). Model elements, estimations and methods for increasing representativeness. 							
Learning outcomes							
<ul style="list-style-type: none"> ● 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. 							

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- 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

Greene, W. H. (2018) <i>Econometric Analysis</i> , 8th Ed., Prentice Hall, New York
Gujarati, D. I Porter, D. (2016) <i>Basic Econometrics</i> , 6th Edt., McGraw-Hill Education, Europe
Wooldridge, J. M. (2016) <i>Introductory Econometrics: A Modern Approach</i> , 6th ed., Cengage Learning, Boston, USA
Recommended reading
Wooldridge, J. M. (2010) <i>Econometric Analysis of Cross Section and Panel Data</i> , 2nd Ed., MIT Press
Enders, W. (2009) <i>Applied Econometric Time Series</i> 3rd ed., John Wiley & Sons, Inc., New. Jersey
Čižmešija, M.; Sorić, P. I Lolić, I. (2018) <i>Uloga ekonomskog sentimenta u tumačenju makroekonomskih trendova: metodološka unapređenja i nova područja primjene u Hrvatskoj</i> , Zagreb : Ekonomski Fakultet Zagreb
Sorić, P., Lolić, I. I Čižmešija, M. (2016) <i>European Economic Sentiment Indicator: An Empirical Reappraisal</i> , <i>Quality & Quantity</i> , 50(5), Str. 2025-2054
Erjavec, N., Sorić, P. i Čižmešija, M. (2016) <i>Predicting The Probability Of Recession In Croatia: Is Economic Sentiment The Missing Link?</i> , <i>Zbornik radova Ekonomskog Fakulteta u Rijeci: Časopis za ekonomsku teoriju i Praksu</i> , 34 (2), Str. 555-579
Erjavec, N. & Jakšić, S. (2015) <i>Regional Unemployment in Croatia: Evidence from Dynamic Panel Model</i> . U: <i>Zadnik Stirn, L., Žerovnik, J., Kljajić Borštnar, M. & Drobne, S. (ur.) Proceedings of the 13th International Symposium on Operational Research SOR'15</i> . Ljubljana, Slovenian Society Informatika, Section for Operational Research, str. 485-489.
Kline, R. B. (2016) <i>Principles and Practice of Structural Equation Modeling (Methodology in the Social Sciences)</i> , 4th Edt, Taylor & Francis Ltd, New York

Course structure:

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


Examination method

Oral		Written	X	Partial exam	X
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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	PED1102	
Course	SELECTED TOPICS IN MICROECONOMICS	


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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		doctoral	
Course co-ordinator		Nebojša Stojčić, PhD, Full Prof. Perica Vojinić, PhD, Associate Prof.					
Year of study		1		Semester		1	
Course status	Compulsory for the study	X	Compulsory for the field		Elective for the study		Elective for the field
ECTS – Students' load coefficient						6	ECTS
Total hours per semester		Lectures:		Seminars:		Exercises:	
Entry requirements and admission competencies required							
No requirements.							
Course content							
<p>REDEFINING CONSUMER BEHAVIOUR MODEL: demand for features and choice in time dimension.</p> <p>REDEFINING PRODUCER BEHAVIOUR MODEL: firm equilibrium in producing more products – determining optimum production range.</p> <p>ALTERNATIVE THEORIES OF ENTERPRISE: maximizing revenue model; utility maximization model; growth maximization model.</p> <p>MODELS AND STRATEGIES OF PRICE DETERMINATION AND OUTPUT AT THE GOODS MARKET AND MEASUREMENT OF MARKET POWER.</p> <p>Four main models of price determination on the market; monopolistic and monopsonistic exploitation and negotiations between monopolist and monopsonist.</p> <p>RISK, UNCERTAINTY, MARKET IMPERFECTIONS AND FAILURES</p> <p>INFORMATION ECONOMY</p> <p>Unfavourable selection, asymmetric information, signalling and probing, principal agent problem and risk of misuse, effect of information availability onto market outcomes</p> <p>ECONOMY OF WELLBEING,</p> <p>Social choice and Arrow's theorem, Pareto efficiency, static and dynamic general equilibrium.</p>							
Learning outcomes							
Upon completion of this course students will be able to: <ul style="list-style-type: none"> • 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. izd nje, Školska knjiga, Zagreb, 2017							
Jehle, G. A., Reny, P. J., Advanced Microeconomic Theory, Pearson, 2011							
Muñoz-García, F., Advanced Microeconomic Theory: An Intuitive Approach with Examples, The MIT Press, 2017							
Recommended reading							
Perof, J., M., Microeconomics, 8th Edition, Pearson, 2017							
Pindyck, R.S., Rubinfeld, D.L., Microeconomics, 9th Edition, Pearson, 2018							
Varian, H., R., Intermediate Microeconomics – A Modern Approach, 9th Edition, W.W.							

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Norton & Company, 2014							
Course structure:							
Lectures:	x	Seminars and workshops:		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							
<ul style="list-style-type: none"> 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	Undergraduate		Graduate				
	Postgraduate specialist		Postgraduate university			x	
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	X	Compulsory for the field		Elective for the study		Elective for the field
ECTS – Students' load coefficient						6	ECTS
Teaching hours per semester	Lectures:	15	Seminars:		Exercises:	15	
Entry requirements and admission competencies required							
Course content							
<ul style="list-style-type: none"> 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							

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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
Jehle, G. A., Reny, P. J., Advanced Microeconomic Theory, Pearson, 2011
Muñoz-Garcia, F., Advanced Microeconomic Theory: An Intuitive Approach with Examples, The MIT Press, 2017
Recommended reading
Perloff, J., M., Microeconomics, 8th Edition, Pearson, 2017
Pindyck, R.S., Rubinfeld, D.L., Microeconomics, 9th Edition, Pearson, 2018
Varian, H., R., Intermediate Microeconomics – A Modern Approach, 9th Edition, W.W. Norton & Company, 2014

Course structure:


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

Examination method


Oral	x	Written	X	Partial exam	x
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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	PED1104						
Course	DIGITAL TRANSFORMATION IN BUSINESS						
Study programme	Postgraduate doctoral study "Business Economics in the Digital Environment"						
Field of study							
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			Semester	1			
Course status	Compulsory for the study	X	Compulsory for the field		Elective for the study		Elective for the field
ECTS – Students' load coefficient						6	ECTS
Teaching hours per semester	Lectures:	30 hrs	Seminars:		Exercises:		
Entry requirements and admission competencies required							
Requirements set in the study programme							
Course content							
<p>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.</p>							
Learning outcomes							
<ul style="list-style-type: none"> ● 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							
1.	Kane, G.C., Palmer, D., Philips, A.N., Kiron, D. and Buckley, N. (2016): "Aligning the Organization for Its Digital Future" <i>MIT Sloan Management Review</i> and Deloitte University Press, July 2016.						

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2.	Hess, T., Matt, C., Benlian, A., Wisboeck, F. (2016): Options for formulating digital transformation strategy, <i>MIS Quarterly Executive</i> , June 2016 (15:2)						
3.	G. C. Kane, D. Palmer, A. N. Phillips, D. Kiron and N. Buckley, (2015): "Strategy, Not Technology, Drives Digital Transformation" <i>MIT Sloan Management Review</i> and Deloitte University Press, July 2015.						
4.	Turel O, Bart C. (2014): Board-level IT governance and organizational performance <i>European Journal of Information Systems</i> (2014) 23, 223–239						
5.	Weill, P. ROSS, JW (2004) IT Governance: How Top Performers Manage it Decision Rights for Superior Results. Harvard Business School Press, Boston, MA.						
6.	Pejić Bach, M., Spremić, M., & Suša Vugec, D. (2018). Integrating Digital Transformation Strategies into Firms: Values, Routes and Best Practice Examples. In <i>Management and Technological Challenges in the Digital Age</i> . Taylor & Francis Group: CRC press.						
Recommended reading							
1.	Bharadwaj A, El Sawy OA, Pavlou PA, Venkatraman N (2013) Digital business strategy: toward a next generation of insights. <i>MIS Q</i> 37(2):471–482						
2.	Spremić, M. (2017): Governing Digital Technology – how Mature IT Governance can help in Digital Transformation?. <i>International Journal of Economics and Management Systems</i> , 2, 214-223.						
3.	Johnson AM, Lederer AL (2010) CEO/CIO mutual understanding, strategic alignment, and the contribution of IS to the organization. <i>Inf Manag</i> 47(3):138–149						
4.	Susa Vugec, D., Spremic, M., Pejic Bach. M (2017): IT governance adoption in banking and insurance sector: longitudinal case study of COBIT use, <i>International Journal for Quality Research</i> 11(3) 691–716.						
5.	Henderson JC, Venkatraman N (1993) Strategic alignment: leveraging information technology for transforming organizations. <i>IBM Syst J</i> 32(1):4–16						
6.	Spremić, M (2017): Digitalna transformacija poslovanja, Ekonomski fakultet Zagreb.						
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			X
Course quality and performance assessment							
<ul style="list-style-type: none"> ● 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	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			x
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	x	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							
<p>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.</p>							
Learning outcomes							
<ul style="list-style-type: none"> ● 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							
Moutinho, L. (2018). Strategic Management in Tourism, CABI Publishing							
Nigel, E.(2015). Strategic Management for Tourism, Hospitality and Events, second edition, Routledge,							
Benchendorff, P. (2019). Tourism Information Technology, CABI Publishing							

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Čavlek, N. (2018). Tourism Distribution and Intermediaries. U Cooper, C., Volo, S. Gartner, W.C. & Scott, N.(eds.). The SAGE Handbook of Tourism Management, SAGE Publications Ltd.							
Kotler, P., Bowen, J. T., Makens, J.C., Baloglu, S., Marketing for Hospitality and Tourism, Pearson, 2017.							
Recommended reading							
Phillips, P. & Moutinho, L. (2014). Critical review of strategic planning research in hospitality and tourism, Annals of Tourism Research, Volume 48, pp. 96-120.							
Čavlek, N. (2017). Communist Connections? Chinese Tourists in Croatia, <i>The World Meets Asian Tourists</i> , P.L. Pearce & M-Y. Wu (eds). Emerald: Bingley, pp. 213- 230. ISBN: 978-1-78560-219-1; ISSN: 2042-1443 (Series).							
Dwyer, L. Edwards, D. Mistilis, N. Roman C. & Scott, N. (2009). Destination and enterprise management for a tourism future, <i>Tourism Management</i> , 30(2), pp. 63-74							
Čavlek, N. (2013). <i>Travel and Tourism Intermediaries: Their Changing Role</i> , u <i>Handbook of Tourism Economics: Analysis, New Applications and Case Studies</i> , C. Tisdell (ed.), World Scientific Publishing: Singapore, pp. 191-206. ISBN: 978-9814327077.							
I drugi relevantni članci iz znanstvenih časopisa indeksiranih u CC-u, WoS-u i Scopus-u.							
Course structure:							
Lectures:	x	Seminars and workshops:		Exercises :		Individual assignments:	x
Multimedia and Internet:		E-learning:		Consultations:			x
Laboratory:		Field work:		Mentorship:			
Examination method							
Oral		Written	X	Partial exam		X	
Course quality and performance assessment							
<ul style="list-style-type: none"> 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	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	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:		Exercises:	10	
Entry requirements and admission competencies required							

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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


1.	Magaš, D., Vodeb, K., Zadel, Z. (2018), Menadžment turističke organizacije i destinacije, Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu.
2.	Petrić, L. (2011), Upravljanje turističkom destinacijom: načela i praksa, Split: Ekonomski fakultet.
3.	Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. i suradnici (2011), Turizam – ekonomske osnove i organizacijski sustav, Zagreb: Školska knjiga.

Recommended reading

1.	Vanhove, N. (2018), The Economics of Tourism Destinations: Theory and Practice, London: Routledge.
2.	Candela, G., Figini, P. (2012), The Economics of Tourism Destination, Bologna: Springer.
3.	Morrison, A. M. (2013), Marketing and Managing Tourism Destinations, Oxon: Routledge.
4.	World Tourism Organization (2007), A Practical Guide to Tourism Destination Management, Madrid: World Tourism Organization.
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.
6.	Horwath HTL (2013), Operativni priručnik za primjenu modela destinacijske menadžment organizacije (DMO), Zagreb: Glavni ured Hrvatske turističke zajednice.


Course structure:

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

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Laboratory:		Field work:		Mentorship:	x
Examination method					
Oral		Written	X	Partial exam	X
Course quality and performance assessment					
<ul style="list-style-type: none"> 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			x	
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		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								
No requirements.								
Course content								
<ul style="list-style-type: none"> 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:								
<ul style="list-style-type: none"> 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 								

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- Implement the knowledge acquired in creative industries and sustainable development in tourism to make development policies on local, regional and national level.

Reading list

Richards, G., Wilson, J. (eds) (2007) *Tourism, Creativity and Development*. Oxon: Routledge.

Mowforth, M., Munt, I. (2003) *Tourism and Sustainability – Development and New Tourism in the Third World*. London and New York: Routledge.

Recommended reading

Flew, T. (2012) *The Creative Industries, Culture and Policy*. Sage.

Lazereti, L. (eds) (2013) *Creative Industries and Innovation in Europe, Concept, Measures and Comparative Case Studies*. London and New York: Routledge.

Swarbrooke, J. (1999) *Sustainable Tourism Management*. CABI Publishing.

Marques, L., Borba, C. (2017) Co-creating the city: Digital technology and creative tourism. *Tourism Management Perspectives*. Vol. 24. pp. 86-93. DOI: 10.1016/j.tmp.2017.07.007

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	
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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	PED1204							
Course	TOURISM DESTINATION BRAND MANAGEMENT							
Study programme	Business Economics							
Field of study	Module Tourism							
Programme level	Undergraduate		Graduate					
	Postgraduate specialist		Postgraduate university				x	
Course co-ordinator	Darko Prebežac, PhD, Full Prof. Barbara Puh, PhD, Associate Prof.							
Year of study	1		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:	10	Exercises:			
Entry requirements and admission competencies required								
No requirements.								
Course content								
<ul style="list-style-type: none"> ● 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: <ul style="list-style-type: none"> ● 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								
Morgan, N., Pritchard, A., Pride, R. (Eds.): Destination Brands: Managing Place Reputation, 3rd Ed., Routledge, London, 2014.								
Camilleri, M. A. (Ed.): The Branding of Tourist Destinations: Theoretical and Empirical Insights Emerald Publishing Ltd., UK, 2018.								

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World Tourism Organization and European Travel Commission: Handbook on Tourism Destination Branding, Madrid, Spain, 2009.							
Recommended reading							
Kapferer, J.N.: The New Strategic Brand Management: Advanced Insights & Strategic Thinking, 5th Ed. Kogan Page Ltd., London, 2012							
Moilanen, T., Rainisto, S.: How to Brand Nations, Cities and Destinations - A Planning Book for Place Branding, Palgrave Macmillan, London, 2009.							
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							
<ul style="list-style-type: none"> 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 Pavlič, PhD, Full Prof. Nevenka Čavlek, 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	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								
Course content								

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- 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

Marušić, M., Prebežac, D., Mikulić, J. (2019). Istraživanje turističkih tržišta. Zagreb: Ekonomski fakultet Sveučilišta u Zagrebu.

Yin, K. R., (2015). Qualitative research from Start to Finish, Second edition. The Guilford Press, New York

Recommended reading

Dwyer, L., Gill A. & Seetaram N. (ed.) (2012). Handbook of Research Methods in Tourism Quantitative and Qualitative Approaches. Edward Elgar Publishing Limited. Chletenham

Lune, H. & Berg, B. L. (2017). Qualitative Research Methods for the Social Sciences. Pearson. Harlow

Course structure:


Lectures:	x	Seminars 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
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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	PED1206						
Course	TOURISM VALORISATION OF CULTURAL-HISTORICAL HERITAGE						
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	Marija Benić Penava, PhD, Associate Prof. Antonio Vlahov, PhD, Assistant 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
ECTS – Students' load coefficient						3	ECTS
Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:		
Entry requirements and admission competencies required							
Course content							
<ul style="list-style-type: none"> ● 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: <ul style="list-style-type: none"> ● 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							
UNESCO (2013): Managing Cultural Heritage, World Heritage Resource Manual, Paris; https://whc.unesco.org/en/managing-cultural-world-heritage/							
Antolović, J. (2013): Menadžment u kulturi, Zagreb: Hadrian							
Antolović, J. (2009): Zaštita i očuvanje kulturnih dobara, Zagreb: Hadrian							
Recommended reading							
Domijan, M. (ed) (2018): World heritage sites in Croatia, Zagreb: Ministry of Culture of the Republic of Croatia							
Jelinčić, D.A. (2009): Abeceda kulturnog turizma. Zagreb: Meandarmedi							
Course structure:							

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Lectures:	x	Seminars and workshops:	x	Exercises :		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							
<ul style="list-style-type: none"> 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	x	Elective for the field	x
ECTS – Students' load coefficient						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:			
Entry requirements and admission competencies required								
Course content								
<ul style="list-style-type: none"> 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								

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- 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

- Aigrain, P. (2012) Sharing: Culture and the Economy in the Internet Age. Amsterdam: Amsterdam University Press.
- Belk, R. (2014) You are what you can access: Sharing and collaborative consumption online, *Journal of Business Research*, 67(8): 1595-1600
- Botsman, R. and Rodgers, R. (2011) What's Mine Is Yours: How Collaborative Consumption is Changing the Way We Live. London: Collins.
- Cherry, C. E. and Pidgeon, N. F. (2018) Is sharing the solution? Exploring public acceptability of the sharing economy, *Journal of Cleaner Production*, 195:939-948.
- Cheng, M. (2016). Sharing economy: A review and agenda for future research, *International Journal of Hospitality Management* 57: 60 – 70.
- Dredge, D. and Gyimóthy, S., eds. (2017). *The Collaborative Economy and Tourism - Perspectives, Politics, Policies and Prospects*. Copenhagen SV: Springer
- Pekarskaya, M. (2015). *Sharing Economy and Socio-Economic Transitions: An Application of the Multi-Level Perspective on a Case Study of Carpooling in the USA (1970–2010)*; Lund University: Lund, Sweden.
- Ranjbari, M., Morales-Alonso, G., Carrasco - Gallego, R. (2018). Conceptualizing the Sharing Economy through Presenting a Comprehensive Framework, *Sustainability* 2018, 10(7), 2 -24.
- Sutherland, W. and Jarrahi, M. H. (2018) The sharing economy and digital platforms: A review and research agenda, *International Journal of Information Management*, 43: 328-341
- Sundararajan, A. (2016) *The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism*. Cambridge and London: The MIT Press.

Recommended reading

- Fang, B. Ye, Q. Law, R. (2016). Effect of sharing economy on tourism industry employment, *Annals of Tourism Research* 57:247 – 278.
- Dredge, D. and Gyimóthy, S. (2017). The collaborative economy : Critical perspectives, questionable claims and silenced voices, *Tourism Recreation Research*, 40 (3):286 – 302.
- 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
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Course quality and performance assessment


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- 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
Course co-ordinator	Iris Mihajlović, PhD, Associate Prof. Jurica Pavičić, PhD, Full Prof.						
Year of study	I.			Semester	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:		Exercises:	10	
Entry requirements and admission competencies required							
Fluency in English							
Course content							
<ul style="list-style-type: none"> ● 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 are: Consumer behaviour ● Redefining marketing in digital economy 							
Learning outcomes							
<ul style="list-style-type: none"> ● 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							
Kumar V (2017): Integrating Theory and Practice in Marketing, Journal of Marketing, 81 (March), 1-7.							
Kumar V, Keller K.L., Lemon K.N. (2016): Mapping the Boundaries of Marketing: What Needs to Be Known, Journal of Marketing, 80 (November), 1-5.							
Hanssens D.M., Pauwels K.H. (2016): Demonstrating the Value of Marketing, Journal of Marketing, 80 (November), 173-190.							


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Moorman C. and Rust R. (1999), "The Role of Marketing", Journal of Marketing, 63							
Moorman C., Day G.S. (2016): Organizing for Marketing Excellence, Journal of Marketing, 80 (November), 6-35.							
Hanssens D.M., Pauwels K.H. (2016): Demonstrating the Value of Marketing, Journal of Marketing, 80 (November), 173-190.							
Kumar V. (2018): Transformative Marketing: The Next 20 Years, Journal of Marketing, 82 (July), 1-12.							
Homburg et al (1999), "Marketing's Influence Within the Firm", Journal of Marketing, 63							
Ruekert R. et al (1985), "The Organization of Marketing Activities: A Contingency Theory of Structure and Performance", Journal of Marketing, 49							
Vohries D., Morgan N. (2003): A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and Its Relationship with Marketing Performance, Journal of Marketing, 67 (January)							
Krohmer H. et al (2002), Should Marketing Be Cross-Functional? Conceptual Development and International Empirical Evidence, Journal of Business Research, 55							
Ruekert R., Walker O. (1987), Marketing's Interaction with Other Functional Units: A Conceptual Framework and Empirical Evidence, Journal of Marketing, 51 (January)							
Homburg, C., Jensen O. (2007): The Thought World of Marketing and Sales: Which Difference Makes a Difference?, Journal of Marketing, (July)							
Day G. (1994), "The Capabilities of Market-Driven Organizations," Journal of Marketing, 58 (October)							
Kohli, Ajay K. and Bernard J. Jaworski (1990): "Market Orientation: The Construct, Research Propositions," Journal of Marketing, 54 (2): 1-18							
Narver, John C. and Stanley F. Slater (1990): "The Effect of a Market Orientation on Business Profitability," Journal of Marketing, 54 (4): 20-35							
Ajzen, I. (2002), "Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior," Journal of Applied Social Psychology, 32, 665-683.							
Jaworski, Bernard J., Ajay K. Kohli, and Arvind Sahay (2000), "Market-driven Versus Driving Markets," Journal of the Academy of Marketing Science, 28 (1), 45-54.							
Narver, John C., Stanley F. Slater, and Douglas L. MacLachlan (2004), "Responsive and Proactive Market Orientation and New Product Success," Journal of Product Innovation Management, 21 (5), 334-47.							
Maslow, Abraham H. (1943), "A theory of Human Motivation," Psychological Review, 50 (4), 370-96.							
Klahr, David and Milena Nigam (2004), "The equivalence of learning paths in early science instruction: Effects of direct instruction and discovery learning," Psychological Science, 15 (10), 661-67.							
Mele, Cristina, Jaqueline Pels, and Kaj Storbacka (2014), "A Holistic Market Conceptualization," Journal of the Academy of Marketing Science, 1-15.							
Zhou, Kevin Z., Chi K. Yim, and David K. Tse (2005), "The Effects of Strategic Orientations on Technology- and Market- based Breakthrough Innovations," Journal of Marketing, 69 (2), 42-60.							
Christensen Clayton M., Bower Joseph L. (1996): „Customer power, strategic investment, and the failure of leading firms“, Strategic Management Journal, 17 (3): 197-218.							
Recommended reading							
Levitt, T. (1962): „Innovation in marketing: New perspectives for profit and growth“, New York: McGraw-Hill.							
Bettman, James R. (1979), An Information Processing Theory of Consumer Choice. Reading: Addison Wesley.							
Carpenter, Gregory S. and Donald R. Lehmann (1985), "A Model of Marketing Mix, Brand Switching, and Competition," Journal of Marketing Research, 22 (3), 318-29.							
Kotler, P., Kartajaya, H., Setiawan, I. (2017.), Marketing 4.0, Moving from Traditional to Digital, John Wiley & Sons							
Martin, D., Schouten, J.(2011.), Sustainable Marketing, Prentice Hall, 1 edition							
East, R., Singh J., Wright, M., Vanhuele, M. (2017.), Consumer Behaviour, Applications in Marketing, SAGE Publications Ltd.							
Course structure:							
Lectures:	x	Seminars and workshops:		Exercises :	x	Individual assignments:	x

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Multimedia and Internet:		E-learning:		Consultations:	
Laboratory:		Field work:		Mentorship:	
Examination method					
Oral	x	Written	X	Partial exam	x
Course quality and performance assessment					
<ul style="list-style-type: none"> 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		x	
Course co-ordinator	Mirko Palić PhD, Full Prof. Marija Dragičević, PhD, Associate Prof.						
Year of study	I.			Semester	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:	10	Seminars:	10	Exercises:		
Entry requirements and admission competencies required							
Course content							
<ol style="list-style-type: none"> Theoretical background and mathematical models of marketing channels Impact of modern trends onto distribution strategies Evolution of the role of intermediary in the channel Delivering value through channel Managing relations, dynamics and structure of distribution channel Role of retail sale in distribution channel Modern technologies in the function of boosting efficiency of distribution channel Acquisition of competitive advantage through distribution channel 							
Learning outcomes							

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- 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

- Palmatier, R.W., Sivadas, E., Stern, L.W., El-Ansary, A.I. (2019): Marketing Channel Strategy: An Omni-Channel Approach, 9th edition, Routledge, New York, SAD
- Rosenbloom, B. (2012): Marketing channels: A Management View, 8th international edition, Cengage Learning, Mason, OH, USA
- Dent, J., White, M. (2018): Sales and Marketing Channels: How to build and manage distribution strategy, 3rd edition, Kogan Page, London, UK
- Coughlan, A.T., Anderson, E., Stern, L.W., El-Ansary, A.I. (2014): Marketing Channels, 7th international edition, Pearson Education, Harlow, UK

Recommended reading

- Ingene, C.A., Parry, M.E. (2005): Mathematical models of distribution channels, Kluwer Academic Publishers, New York, USA
- Betancourt, R.R. (2004): The Economics of Retailing and Distribution, Edward Elgar Publishing, Cheltenham, UK

Course structure:

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
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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	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



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Course co-ordinator		Ivana Pavlič, PhD, Full Prof. Barbara Puh, PhD, Associate Prof.						
Year of study		I. and II.			Semester	II. and III.		
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study	
ECTS student workload coefficient							ECTS	
Number of semester hours	Lectures:	15	Seminars:		Exercises:	10		
Course prerequisites and competency requirements								
Course content								
<ul style="list-style-type: none"> ● 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								
<p>After attending the course and passing the exam students will be able to:</p> <ul style="list-style-type: none"> ● 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								
1.	Ramsøy, T. Z. (2015), Introduction to Neuromarketing & Consumer Neuroscience, Neurons Inc Aps							
2.	Šola, M. H., (2016), Marketinška oružarnica, Redak							
3.	Zurawicki, L. (2010), Neuromarketing – Exploring the Brain of the Consumer, Springer							
Optional literature								
1.	Morin, C. (2018), The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime, Wiley							
2.	Pradeep, A. K. (2010), The buying brain: secrets for selling to the subconscious mind Wiley							
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

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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	x	Elective for the field	x
ECTS – Students' load coefficient						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:			
Entry requirements and admission competencies required								
Course content								
<ol style="list-style-type: none"> 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: <ul style="list-style-type: none"> ➤ 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 I. (2017): Analiza financijskih izvještaja: načela, postupci, slučajevi. HZRIFD, Zagreb								

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Drury, C. (2013): Management Accounting for Business. Fifth Edition. Cengage Learning, Boston.							
Arens, A.A., Elder, R. J. & Beasley, M. S. (2017): Auditing and Assurance Services. Sixteenth Edition. Pearson, Harlow, UK.							
Recommended reading							
Dyson, J. R. & Franklin, E. (2017): Accounting for non-accounting students. Ninth Edition. Pearson, Harlow, UK.							
Wahlen, J. M., Baginski, S. P. & Bradshaw, M. (2017): Financial Reporting, Financial Statement Analysis and Valuation: A Strategic Perspective. Cengage Learning, Boston							
Aerts, W. & Walton, P. (2013): Global Financial Accounting and Reporting: Principles and Analysis. Third Edition. Cengage Learning, Boston.							
Course structure:							
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							
<ul style="list-style-type: none"> 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	Undergraduate			Graduate				
	Postgraduate specialist			Postgraduate university		x		
Course co-ordinator	Tihomir Vranešević, 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	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								
Course content								

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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.

Ružić, D., Biloš, A., Turkalj, D., e-Marketing, 3. izdanje, Sveučilište Josipa Jurja Strossmayera, Ekonomski fakultet u Osijeku, 2014.

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:


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

Examination method


Oral	x	Written	X	Partial exam	x
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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	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	Undergraduate		Graduate				
	Postgraduate specialist		Postgraduate university				x
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:		Exercises:	10	
Entry requirements and admission competencies required							
Course content							
<ol style="list-style-type: none"> 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							
<ul style="list-style-type: none"> ● 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							
Kannan, P. K., Li, A. (2017). Digital marketing: A framework, review and research agenda. International Journal of Research in Marketing. 34. 22-45.							
Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing 23 (1), 4-10.							
Malthouse, E., & Hofacker, C. (2010). Looking back and looking forward with interactive marketing. Journal of Interactive Marketing, 24(3), 181-184.							
Constantinides, E. (2014) Foundations of Social Media Marketing. Procedia - Social and Behavioral Sciences 148, 40-57.							
Lee, I. (2017). Big data: Dimensions, evolution, impacts, and challenges. Business							


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Horizons, 60(3), 293-303.							
Fudurić, M., Malthouse, E. C., & Viswanathan, V. (2018). Keep it, shave it, cut it: A closer look into consumers' video viewing behavior. Business Horizons, 61(1), 85-93.							
Erdem, T., Keller, K.L., Kuksov, D., Pieters, R. (2016) Understanding branding in a digitally empowered world. International Journal of Research in Marketing, 33(1), 3-10.							
Gensler, S., Völckner, F., Liu-Thompkins, Y., Wiertz, C. (2013) Managing Brands in the Social Media Environment. Journal of Interactive Marketing, 27, 242–256.							
P. A. (2014). Marketing in computer-mediated environments: Research synthesis and new directions. Journal of Marketing, 78(1), 20-40.							
Felix, R., Rauschnabel P.A., Hinsch C. (2016) Elements of strategic social media marketing: A holistic framework. Journal of Business Research, 70, 118-126.							
Recommended reading							
Chaffey, D., Smith, P.R. (2017) Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th Edition. Routledge.							
Tuten, T.L., Solomon, M.R. (2014) Social Media Marketing, 2nd Edition. SAGE Publications Ltd.							
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:	x
Examination method							
Oral		Written	X	Partial exam		x	
Course quality and performance assessment							
<ul style="list-style-type: none"> 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	PED1214							
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		x		
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		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								


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Fluency in English
Course content
<ul style="list-style-type: none"> ● 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
<ul style="list-style-type: none"> ● 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
Hanssens D.M., Pauwels K.H. (2016): Demonstrating the Value of Marketing, <i>Journal of Marketing</i> , 80 (November), 173-190.
Zhang J.Z., Watson IV J.F., Palmatier R.W., Dant R.P. (2016): Dynamic Relationship Marketing, <i>Journal of Marketing</i> , 80 (September), 53-75.
Challagalla G., Murtha B.R., Jaworski B. (2014): Marketing Doctrine: A Principles- Based Approach to Guiding Marketing Decision Making in Firms, <i>Journal of Marketing</i> , 78 (July), 4-20.
Kumar V. (2018): Transformative Marketing: The Next 20 Years, <i>Journal of Marketing</i> , 82 (July), 1-12.
De Haan, Ev, Kannan P.K., Verhoef P.C., Wiesel T. (2018): Device Switching in Online Purchasing: Examining the Strategic Contingencies, <i>Journal of Marketing</i> , 82 (September), 1-19.
Ramaswamy V., Ozcan K. (2018): Offerings as Digitalized Interactive Platforms: A Conceptual Framework and Implications, <i>Journal of Marketing</i> , 82 (July), 19-31.
Kumar V. (2018): A Theory of Customer Valuation: Concepts, Metrics, Strategy, and Implementation, <i>Journal of Marketing</i> , 82 (January), 1-19.
Lemon K.N., Verhoef P.C. (2016): Understanding Customer Experience Throughout the Customer Journey, <i>Journal of Marketing</i> , 80 (November), 69-96.
Moorman C., Day G.S. (2016): Organizing for Marketing Excellence, <i>Journal of Marketing</i> , 80 (November), 6-35.
Kumar V., Reinartz W. (2016): Creating Enduring Customer Value, <i>Journal of Marketing</i> , 80 (November), 36-68.
Wedel M, Kannan P.K. (2016): Marketing Analytics for Data-Rich Environments, <i>Journal of Marketing</i> , 80 (November), 97-121.
Lamberton C., Stephen A. T. (2016): A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry, <i>Journal of Marketing</i> , 80 (November), 146-172.
Kim, Y., Peterson, R.A. (2017): A Meta-analysis of Online Trust Relationships in E-commerce, <i>Journal of Interactive Marketing</i> , 38 (1), 44-54
Bharadwaj A., El Sawy O., Pavlou P., Venkatraman, N.V. (2013): Digital Business Strategy: Toward a Next Generation of Insights, <i>MIS Quarterly</i> , 37 (2), 471-482
Kane, G.C., Palmer, D., Phillips, A.N., Kiron D., Buckley, N. (2015): Strategy, not technology, drives digital transformation, <i>MIT Sloan Management Review</i> ,
Recommended reading
Struhl S. (2017): Artificial Intelligence Marketing and Predicting Consumer Choice: An Overview of Tools and Techniques, Kogan Page Publishing.

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Chavez T. (2018): Data Driven: Harnessing Data and AI to Reinvent Customer Engagement, McGraw-Hill Education							
Sterne J. (2017): Artificial Intelligence for Marketing: Practical Applications, Wiley Publishing							
Pralhad C.K., Ramaswamy V. (2015): Co-creation experiences: The next practice in value creation, Journal of Interactive Marketing, 18 (3), 5-14.							
Kaufman I. (2014): Digital Marketing: Integrating Strategy and Tactics with Values, Routledge							
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							
<ul style="list-style-type: none"> 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			x	
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	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							
Fluency in English							
Course content							
<ul style="list-style-type: none"> 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							

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- 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

- Aaker, D. A., & Keller, K. L. (1990). Consumer evaluation of brand extensions. *Journal of Marketing*, 54(1), 27-41.
- Alreck, P. L., & Settle, R. B. (1999). Strategies for building consumer brand preference. *Journal of Product & Brand Management*, 8(2), 130-144.
- Balmer, J. M. T. (2001). Corporate identity, corporate branding and corporate marketing; seeing through the fog. *European Journal of Marketing*, 35(3/4), 248-291.
- Erdem, T., Swait, J., & Valenzuela, A. (2006). Brands as signals: a cross-country validation study. *Journal of Marketing*, 70(1), 34-49.
- Fung So, K. K., Wu, L., Xiong, L., & King, C. (2008). Brand Management in the Era of Social Media: Social Visibility of Consumption and Customer Brand Identification. *Journal of Travel Research*, 57(6), 727-742.
- Gray, E. R., & Balmer, J. M. T. (2001). The corporate brand: a strategic asset. *Management in Practice*, 4, 1-4.
- Herstein, R., & Jaffe, E. D. (2007). Launching store brands in emerging markets: resistance crumbles. *Journal of Business Strategy*, 28(5), 13-19.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing consumer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Keller, K. L., & Lehmann, D. R. (2003). How do brands create value?. *Marketing Management*, 12(3), 26-31.
- Miles, S. J., & Mangold, G. (2004). A conceptualization of the employee branding process. *Journal of Relationship Marketing*, 3(2/3), 65-88.
- Palumbo, F., & Herbig, P. (2000). The multicultural context of brand loyalty. *European Journal of Innovation Management*, 3(3), 116-124.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50, 135-146.
- Perrachione, T. K., & Perrachione, J. R., (2008). Brains and brands: developing mutually informative research in neuroscience and marketing. *Journal of Consumer Behaviour*, 7(4/5), 303-318.
- Petromilli, M., Morrison, D., & Million, M. (2002). Brand architecture: Building brand portfolio value. *Strategy & Leadership*, 30(5), 22-28.
- Santos, J. P., Seixas, D., Brandão, S., & Moutinho, L. (2012). Neuroscience in branding: A functional magnetic resonance imaging study on brands' implicit and explicit impressions. *Journal of Brand Management*, 19(9), 735-757.
- Sivertzen, A-M., Ragnhild Nilsen, E., & Olafsen, A. H. (2013). Employer branding: employer attractiveness and the use of social media. *Journal of Product & Brand Management*, 22(7), 473-483.
- Sung, Y., Choi, S. M., Ahn, H., & Song, Y-A. (2015). Dimensions of luxury brand personality: Scale development and validation. *Psychology and Marketing*, 32(1), 121-132.
- Tak, P., & Pareek, A. (2016). Consumer attitude toward luxury brands: An empirical study. *Journal of Brand Management*, 8(1), 7-19.


Recommended reading

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34, 347-356.
- Agarwal, M. K., & Rao, V. R. (1996). An empirical comparison of consumer-based measures of brand equity. *Marketing Letters*, 7(3), 237-247.
- Berens, G., van Riel, C. B. M., & van Bruggen, G. H. (2005). Corporate associations and consumer product responses: the moderating role of corporate brand dominance. *Journal of Marketing*, 69(3), 35-48.
- Bian, Q., Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural Comparison. *Journal of Business Research*, 65, 1443-1451.

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Chancellor, B., & Chatterjee, A., (2011). Brain Branding: When Neuroscience and Commerce Collide. <i>Journal AJOB Neuroscience</i> , 2(4), 18-27.							
Churchill, G. A. (1979). A paradigm for developing better measures of marketing constructs. <i>Journal of Marketing Research</i> , 26, 64-73.							
Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. <i>Journal of Consumer Research</i> , 24(4), 343-373							
Hatch, M. J., & Schultz, M. (2003). Bringing the corporation into corporate branding. <i>European Journal of Marketing</i> , 37(7/8), 1041-1064.							
Okonkwo, U. (2009). The luxury brand strategy challenge. <i>Journal of Brand Management</i> , 16, 287-289.							
Walvi, T. H. (2011). Three laws of branding: Neuroscientific foundations of effective brand building. <i>Journal of Brand Management</i> , 16(3), 176-194.							
Yan, J. (2011). Social media in branding: Fulfilling a need. <i>Journal of Brand Management</i> , 18(9), 688-696.							
Course structure:							
Lectures:	x	Seminars and workshops:		Exercises :	x	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							
<ul style="list-style-type: none"> 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.		
Course status	Compulsory for the study		Compulsory for the field	x	Elective for the study		Elective for the field
ECTS – Students' load coefficient							ECTS
Teaching hours per semester	Lectures:	15	Seminars:	10	Exercises:	5	
Entry requirements and admission competencies required							
Course content							

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- 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)
- Modern organisation and management theories: System Theory, Sustainable Development Management Theory, Excellence Theory, Contingency Theory, Neo-institutional Theory, Population Ecology Theory, Organisational Economy Theory, Resources Interdependence Theory, Multilevel Organisational Theory, Network Organisational 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

Smith, K. G. i Hitt, M. A., ur. (2007.), *Great Minds in Management: The Process of Theory Development*, Oxford University Press, New York.

Miles, J. A. (2012.), *Management and Organization Theory: A Jossey-Bass Reader*, Jossey-Bass, San Francisco.

Tsoukas, H. i Knudsen, C., ur. (2003.), *The Oxford Handbook of Organization Theory: Meta-theoretical Perspectives*, Oxford University Press, New York.

Recommended reading

Sikavica, P. (2011.), *Organizacija*, Školska knjiga, Zagreb.

Hernaus, T. (2016.), Organizacijske teorije, u Galetić, L. (ur.), *Organizacija, Sinergija nakladništvo d.o.o.*, Zagreb, str. 27-66.

Shafritz, J. M., Ott, J. S. i Jang, Y. S. (2011.), *Classics of Organization Theory*, 7. izdanje, Wadworth Cengage Learning, Boston.

Tosi, H. L. (2008.), *Theories of Organization*, SAGE Publications, Thousand Oaks.

Hatch, M. J. i Cunliffe, A. L. (2013.), *Organization Theory: Modern, Symbolic, and Postmodern Perspectives*, Oxford University Press, New York.


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
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Course quality and performance assessment

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- 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	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		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							
<ul style="list-style-type: none"> • MODERN CORPORATION AND CORPORATE GOVERNANCE <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ Stakeholders against shareholders approach; social responsibility of enterprises; environmental responsibility of enterprises; ethical aspects of corporate governance. 							
Learning outcomes							

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- 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

- Monks, R., A.G., Minow, N. (2011.) Corporate governance, 5ed., Wiley-Blackwel publishing.
- Tipurić, D., ur. (2008.) Korporativno upravljanje. Zagreb: Sinergija.
- Mallin, C. A. (2016.) Corporate Governance, 5ed., Oxford: Oxford University Press.
- Jensen MC. i Meckling WH. (1976.) Theory of the firm: Managerial behavior, agency costs and ownership structure. *Journal of Financial Economics*, (3):4, 305-360.
- Hambrick, DC. i Mason, PA. (1984.) Upper Echelons: The Organization as a Reflection of Its Top Managers. *The Academy of Management Review*, (9): 2, 193-206.
- Aguilera, R.V. i G. Jackson (2003.) The Cross-National Diversity of Corporate Governance: Dimensions and Determinants”, *The Academy of Management Review*, 3, 447-465.
- Shleifer, A. i Vishny R.V. (1986.) Large shareholders and corporate control. *Journal of Political Economy*, 94(3): 461-488.
- Zahra, S. A., & Pearce, J. A. (1989.). Boards of Directors and Corporate Financial Performance: A Review and Integrative Model. *Journal of Management*, 15(2), 291-334.

Recommended reading

- Larcker DF, Tayan B. (2015.) Corporate Governance Matters: A Closer Look at Organizational Choices and Their Consequences (2nd edition). New Jersey: Pearson Education.
- Tipurić, D., ur. (2015.) Korporativno upravljanje u Hrvatskoj - Ocjena kvalitete korporativnog upravljanja hrvatskih dioničkih društava SEECCAN metodologijom. Zagreb: Sinergija.
- Tipurić, D., Vrdoljak Raguž, I., Podrug, N. (2014.) Rethinking Corporate Governance. Harlow. England: Pearson Education.
- Tipurić, D., ur. (2011.) Promjene vrhovnog menadžmenta i korporativno upravljanje. Zagreb: Sinergija.
- Tipurić, D., (2006.) Nadzorni odbor i korporativno upravljanje. Zagreb: Sinergija.
- Khan, A., Muttakin, BD., Siddiqui, J. (2013) Corporate Governance and Corporate Social Responsibility Disclosures: Evidence from an Emerging Economy. *Journal of Business Ethics*. (114):2, 207-223.
- Coles, JW., McWilliams VB. i Sen, N. (2001.) An examination of the relationship of governance mechanisms to performance. *Journal of Management*. (27):1, 23-50.
- Westphal, J. D., & Zajac, E. J. (1998). The Symbolic Management of Stockholders: Corporate Governance Reforms and Shareholder Reactions. *Administrative Science Quarterly*, 43(1), 127-153.
- Van Ees H. , Gabriellsson J., Huse M.(2009.) Toward a behavioral theory of boards and corporate governance. *Corporate Governance: An International Review*, 17 (3), 307-319.


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
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Course quality and performance assessment

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- 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		x		
Course co-ordinator	Nebojša Stojčić, PhD, Full Prof, Perica Vojinić, PhD, Associate Prof. Marija Bečić, 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							ECTS	
Teaching hours per semester	Lectures:		Seminars:		Exercises:			
Entry requirements and admission competencies required								
Course content								
<ul style="list-style-type: none"> ● 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								
<ul style="list-style-type: none"> ● 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 								

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- Critical appraisal of various factors in digital transformation that may influence future of intellectual property within a company or institution

Reading list

Tidd, J., and Bessant, J. (2013). *Managing Innovation: Integrating Technological, Market and Organizational Change*, 5th edition. Chichester: John Wiley & Sons Ltd.

Fagerberg, J., Mowery, D., C., Nelson (2003): *The Oxford Handbook of Innovation*, Oxford University Press.

WIPO – Intellectual Property Handbook – World Intellectual Property Organization (2004), Geneva, Switzerland

Day, G. S., Schoemaker, P. J. H., and Gunther, R. E. (2000). *Wharton on Managing Emerging Technologies*. New York: Wiley.

Chesbrough, H., (2003) [The logic of open innovation: managing intellectual property](#), *California Management Review*, 45(3):33-58

Inson, L., Sullivan, P., (1996) Developing a model for managing intellectual capital, *European Management Journal*, Vol 14, (4), 356-364.

Recommended reading

Innova, D., Philimore, J. (2003): Models of Innovation, chapter in Part II of [The International Handbook on Innovation](#), pages 44-53;

Brekić J., (1994) *Inovativni menadžment*, Zagreb NIP Alinea.

Ferenčić, A. i Kraljeta, V. (1987). *Pribavljanje tehnologije*. Zagreb: Informator.

Anton, J., J., Yao, A., D., (2004) Little Patents and Big Secrets: Managing Intellectual Property, *RAND Journal of Economic*, Vol. 35, 1, 1-22.

Nelson, R., R., (1993) *National Innovation System, A Comparative Analysis*, Oxford University Press.

Malerba, F., Caloghirou, Y., McKelvey, M., Radošević, S. (2015) *Dynamics of Knowledge Intensive Entrepreneurship: Business Strategy and Innovation Policy*, Routledge.

Aralica, Z. (2011). *Financiranje inovacija: međusobna uvjetovanost makro i mikro poimanja*. *Ekonomski pregled*, 62(9-10), 544-558.

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
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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	PED1219
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Course		HUMAN RESOURCES MANAGEMENT							
Study programme		Postgraduate doctoral study "Business Economics in the Digital Environment"							
Field of study		Management							
Programme level		Undergraduate			Graduate				
		Postgraduate specialist			Postgraduate university			x	
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		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									
Course content									
<ul style="list-style-type: none"> ● 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: <ul style="list-style-type: none"> ● 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 									

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- 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

- Dessler, G., Fundamentals of Human Resource Management, 5th ed., Pearson Education Prentice Hall, Upper Saddle River, New York, 2019.
- Dessler, G., Human Resource Management, 15th ed., Pearson Education Prentice Hall, Upper Saddle River, New York, 2017.
- Noe, R. A., Hollenbeck, J. R., Gerhart, B., Wright, P. M., Menadžment ljudskih potencijala, Mate, Zagreb, 2006.
- Bahtijarević-Šiber, F., Management ljudskih potencijala, Golden Marketing, Zagreb, 1999.
- Bahtijarević Šiber, F., Strateški menadžment ljudskih potencijala, Školska knjiga, Zagreb, 2014.
- Rahimić, Z., Podrug, N., Međunarodni menadžment ljudskih potencijala, Ekonomski fakultet Sarajevo, Sarajevo, 2013.

Recommended reading

- Brenne, L., Driving Career Results: How to Manage Self-Directed Employee Development, Pearson Education Prentice Hall, Upper Saddle River, New York, 2016.
- Gómez-Mejía, L. R., Balkin, D. B., Cardy, R. L., Managing Human Resources, 8th ed., Pearson Education Prentice Hall, Upper Saddle River, New York, 2016.
- Wood, G., Human Resource Management: a critical approach, Taylor and Francis, 2009.
- Sikavica, P., Bahtijarević-Šiber, F., Pološki-Vokić, N., Temelji menadžmenta, Školska knjiga, Zagreb, 2008.
- Buble, M., Management, Ekonomski fakultet Split, Split, 2000.

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:	x


Examination method

Oral	x	Written	X	Partial exam	
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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	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


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	Postgraduate specialist		Postgraduate university	x
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	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				
<ul style="list-style-type: none"> ● 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: <ul style="list-style-type: none"> ● 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				
Gibson, C. H. (2013): Financial Reporting and Analysis: Using Financial Accounting Information. South Western Cengage Learning, Mason				
Bhattacharyya, A. K. (2018): Corporate Financial Reporting and Analysis. PHI Learning Pvt. Ltd., Delhi				
Wahlen, J. M., Baginski, S. P. & Bradshaw, M. (2017): Financial Reporting, Financial Statement Analysis and Valuation: A Strategic Perspective. Cengage Learning, Boston				
Recommended reading				
Gulin, D. et al. (2012): Poslovno planiranje, kontrola i analiza, Drugo, izmijenjeno i dopunjeno izdanje, HZRIF, Zagreb				
Miller-Nobles, T., Mattison, B. & Matsumura, E. M. (2018): Horngren's Financial & Managerial Accounting: The Financial Chapters. Sixth Edition. Pearson Education Ltd., Harlow				

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Melville, A. (2017): International Financial Reporting: A Practical Guide. Sixth Edition. Pearson Education Ltd., Harlow							
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:	x
Examination method							
Oral	x	Written	X	Partial exam	X		
Course quality and performance assessment							
<ul style="list-style-type: none"> 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	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		
Entry requirements and admission competencies required								
Course content								

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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


- Brigham, E. F. & Houston, J. F. (2013): Fundamentals of Financial Management, 13th Edition. South-Western Cengage Learning, USA
- Ushakov, D. (2019): Global Trends of Modernization in Budgeting and Finance. IGI Global, USA
- Baker, H. K. & Martin, G. S. (2011): Capital Structure and Corporate Financing Decisions: Theory, Evidence, and Practice. John Wiley & Sons, Inc. New Jersey
- Orsag, S. & Dedi, L. (2011): Budžetiranje kapitala: Procjena investicijskih projekata. Masmedia, Zagreb
- Rose, P.S., Hudgins, S.C. (2015): Upravljanje bankama i financijske usluge, 8. izdanje. MATE d.o.o., Zagreb, odabrana poglavlja.
- Greuning, H., Brajovic Bratanovic, S. (2006): Analiza i upravljanje bankovnim rizicima: Pristupi za ocjenu organizacije upravljanja rizicima i izloženosti financijskom riziku, 2. izdanje. Mate d.o.o., Zagreb, odabrana poglavlja.

Recommended reading

- Culp, C. L. (2002): The ART of Risk Management: Alternative Risk Transfer, Capital Structure, and the Convergence of Insurance and Capital Markets. John Wiley & Sons, Inc., New York
- Vassallo, W. (2017): Crowdfunding for Sustainable Entrepreneurship and Innovation. IGI Global, USA
- Vinturella, J. B. & Erickson, S. M. (2013): Raising Entrepreneurial Capital, 2nd Edition. Elsevier Inc., London
- Armour, J., Awrey, D., Davies, P., Enriques, L., Gordon, J.N., Mayer, C., Payne, J. (2016): Principles of Financial Regulation. Oxford University Press, Oxford, odabrana poglavlja.
- Nicoletti, B. (2017) The Future of Fintech: Integrating Finance and Technology in Financial Services. Palgrave Macmillan, Cham, odabrana poglavlja.


Course structure:

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

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Laboratory:		Field work:		Mentorship:	x
Examination method					
Oral	x	Written	X	Partial exam	X
Course quality and performance assessment					
<ul style="list-style-type: none"> 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	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		x			
Course co-ordinator	Lovorka Galetić, PhD, Full Prof. Marija Martinović, 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		
Entry requirements and admission competencies required								
Course content								
The course will contain following topics: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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								

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Milkovich, G. T., Newman, J. M.: Plaće i modeli nagrađivanja, Masmedia, Zagreb, 2006.							
Milkovich George, Newman Jerry, Gerhart Barry (2017) Compensation, 12th edition, McGraw Hill							
Recommended reading							
Berger, Lance A., Berger, Dorothy R. (2015) The Compensation Handbook, 6th ed. Mc.Graw-Hill Education, New York							
Armstrong, Michael (2012) Armstrong's handbook of reward management practice, Kogan Page London, 4th edition .							
Martocchio, Joseph J. (2004) Strategic compensation : a human resource management approach, 3rd ed. Upper Saddle River, NJ : Pearson Prentice Hall							
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							
Shielda, John (2016) Managing Employee Performance and Reward, 2nd ed., Cambridge University Press							
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							
<ul style="list-style-type: none"> 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	PED1223							
Course	INTERNATIONAL ORGANISATIONAL BEHAVIOUR							
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	Najla Podrug, PhD, Associate Prof. Ana Aleksić, 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:	10	Exercises:			
Entry requirements and admission competencies required								

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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
- McFarlin, D., Sweeney, P. (2017) International Organizational Behavior: Transcending Borders and Cultures, 2nd ed., Routledge, London
- Luthans, F. (2011) Organizational behavior, An evidence-based approach, McGraw-Hill, New York

Recommended reading

- Browaeyns, M.-J., Price, R. (2016) Understanding cross-cultural management, 3rd ed., Pearson, Harlow.
- Hofstede, G., Hofstede, G. J., Minkov, M. (2010) Cultures and Organizations: Software of the Mind, 3rd ed., McGraw-Hill Education, New York.
- Adler, N. J. (2008) International Dimensions of Organizational Behavior, 5th ed., South Western Cengage, Cincinnati, Ohio.

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


Oral		Written	X	Partial exam	X
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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	PED1224						
Course	INTERNATIONAL BUSINESS AND DIGITAL TRANSFORMATION						
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	Ivo Šperanda, PhD, Associate Prof. Marija Bečić, PhD, Associate Prof.						
Year of study	I.			Semester	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:		Exercises:	10	
Entry requirements and admission competencies required							
Course content							
<ul style="list-style-type: none"> ● 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: <ul style="list-style-type: none"> ● 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							
Collinson, Simon; Narula, Rajneesh; Rugman, Alan M. (2017) International Business, 7/E, Pearson United Kingdom							
Krugman, P. R., Obstfeld, M., & Melitz, M. (2015). International Trade: Theory and Policy. Prentice Hall.							
Krugman, P. R., Obstfeld, M.,(2009). Međunarodna ekonomija (7.izdanje) Mate d.o.o. Zagreb							
Krugman P. Doba smanjenih očekivanja, Masmedia, Zagreb							

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Recommended reading							
Hill, C.; Hult, G. (2019). International Business: Competing in the Gglobal Market Place. McGraw-Hill Education							
Gandolfo, G. (2013). International Trade Theory and Policy. Springer Science & Business Media.							
Krugman P, (et.al) Strategic Trade Policy and the New International Economics							
Stiglitz, J. E. (2002). Globalization and its Discontents . Norton: New York, London							
Stiglitz J, (2017) Euro, Pofil, Zagreb							
Course structure:							
Lectures:	x	Seminars and workshops:		Exercises :	x	Individual assignments:	x
Multimedia and Internet:	x	E-learning:		Consultations:		x	
Laboratory:		Field work:		Mentorship:		x	
Examination method							
Oral	x	Written	X	Partial exam	X		
Course quality and performance assessment							
<ul style="list-style-type: none"> 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	Undergraduate			Graduate			
	Postgraduate specialist			Postgraduate university		x	
Course co-ordinator	Lorena Škuflić, PhD, Full Prof. Marija Bečić, PhD, Associate Prof.						
Year of study	I.			Semester	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:		Exercises:	10	
Entry requirements and admission competencies required							
Course content							

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- 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 forefficiency 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

- | |
|---|
| Martin, S (2010) Industrial Organization in Context, Oxford University Press |
| Stiglitz, J. and Lin, J.Y. (eds.) 2013. The Industrial Policy Revolution I-II, Palgrave. |
| Milberg, W. and D. Winkler. 2013. Outsourcing economics. Global value chains and capitalist development. Cambridge University Press. |
| Cimoli, M. et al (eds). 2009. Industrial Policy and Development. Oxford University Press |
| Lipczynski, J., Wilson, J. and J. Goddard (2013), Industrial Organisation: Competition, Strategy and Policy (4th ed.), Prentice-Hall. |
| Lin, J. Y. (2012) New Structural Economics; A Framework for Rethinking Development and Policy. World Bank |
| Lee. K. (2015) Schumpeterian Analysis of Economic Catch – Up. Cambridge University Press |

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Recommended reading							
Bellandi M., De Propriis L. (2015). "Three Generations of Industrial districts". Investigaciones Regionales – Journal of Regional Research, 32: 75-87							
G.Becattini, M.Bellandi, L.DePropriis (eds.). A Handbook of Industrial Districts, Cheltenham: Edward Elgar							
P.Bianchi, S.Labory (eds.), International Handbook of Industrial Policy, Cheltenham: Edward Elgar,							
Bellandi M., Caloffi A. (2016). Industrial policies in a Marshallian-based multilevel perspective, European Planning Studies, 24 (4): 687–703							
Barca F., McCann P., Rodríguez-Pose A. (2012), The Case for Regional Development Intervention: Place-Based versus Place-Neutral Approaches. Journal of Regional Science, 52 (1): 134-152							
Course structure:							
Lectures:	x	Seminars and workshops:	x	Exercises:		Individual assignments:	
Multimedia and Internet:	x	E-learning:		Consultations:	X		
Laboratory:		Field work:		Mentorship:	x		
Examination method							
Oral		Written	X	Partial exam	X		
Course quality and performance assessment							
<ul style="list-style-type: none"> 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	PED1226							
Course	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	Undergraduate			Graduate				
	Postgraduate specialist			Postgraduate university			X	
Course co-ordinator	Tonći 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						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:			
Entry requirements and admission competences								
Course content								

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Financial technologies (FinTech), ie. 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 wakenesses, 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:

- | | |
|---|---|
| 1 | Loesch, S., (2018): The Fintech Entrepreneur's Guide to Regulation and Regulatory Strategy, WILEY |
| 2 | Gilchrist, A., (2017): FinTech Rising: Navigating the maze of US & EU regulations |

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
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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


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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		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	x	Field elective	x	
ECTS students` load coefficient							3	ECTS	
Teaching hours per semester:	Lectures:	10	Seminars:		Exercises:	10			
Entry requirements and admission competences									
Course content:									
<ul style="list-style-type: none"> • 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									
<ul style="list-style-type: none"> • 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 Izraditi strategiju razvoja sustava kvalitete u vlastitoj organizaciji. • 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 i Muri situations as the causes of inefficiency and to apply the Gemba Kaizen in practice 									
Reading list:									
Lazibat. T., Upravljanje kvalitetom, Znanstvena knjiga, Zagreb, ISBN 978-953-95902-1-3, 2009.									
Maurer, R., The Spirit of kaizen, Creating lasting excellence one small step at a time, McGraw Hill, US; 2013									
Imai. M. Gemba Kaizen: A Commonsense, Approach to a Continuous Improvement Strategy, 2nd Edition, McGraw Hill, US, 2012									

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Recommended reading :							
1.	Zairi, M., Deep In Crisis: The Uncertain Future of the Quality Profession, ECBPM Publishing House UK, ISBN 978-1-906993-56-6, 2018.						
2.	Zairi, M., Super Excellence: The path to Sustainable Superior Performance, ECBPM Publishing House UK, ISBN 978-1-906993-61-0, 2018.						
3.	Schotchmer, A., 5S Laizen in 90 Minutes, Civencester Management Books, 2008						
Course structure:							
Lectures	x	Seminars and workshops		Exercises :s:	x	Individual assignements:	x
Multimedia and Internet:	x		E-learning:			Office hours:	x
Laboratory:			Field study			Mentorship:	x
Eximiation methods							
Oral	x		Written	x		Partial exam	x
Course quality and performance assessment							
<ul style="list-style-type: none"> Monitoring of students` Course attendance and fulfillment of other obligations Course assessment through students` survey Learning outcomes assessed by leacturer 							

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	Undergraduate				Graduate			
	Postgraduate specialist				Postgraduate university		X	
Course co-ordinator	Katija Vojvodić, PhD, Full Prof. Marija Tomašević Lišanin, PhD, Full Prof.							
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						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:		Exercises:	10		
Entry requirements and admission competences								
No special requirements.								
Course content:								

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- 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 negotiatiobn outcomes in the classical and digital business context

Reading list

1. Tomašević Lišanin, M., Kadić-Maglajlić, S., Drašković, N.: Principi prodaje i pregovaranja, EFZG, 2019.
2. Lewicky, R.J., Barry, B., Saunders, D.: Essentials of Negotiation, McGraw-Hill Education; 6 edition, 2015.
3. Katz, L.: Negotiating International usiness, Charleston: Booksurge Publishing, 2011
4. Vojvodić, K.: Izazovi elektroničkoga pregovaranja, Ekonomski vjesnik, godina XXVI, broj 2/2013.
5. Tomašević Lišanin, M., Cicarelli, M.: Pregovaračko-komunikacijski izazovi vanjsko-trgovinskog poslovanj , Zbornik radova konferencije: Izazovi trgovine u recesiji, EFZG, 2010.

Recommended reading


1. Tomašević Lišanin, M.: Profesionalna prodaja i pregovaranje, HUPUP, Zagreb, 2010.
2. Tomašević Lišanin, M.: Poslovni slučajevi iz prodaje i pregovaranja, HU UP, Zagreb, 2010.
3. Fisher, R., Ury, W.: Getting to Yes, Negotiating an Agreement without Giving in, Cornrstone Digital, 2012.
4. Salacuse, J.W.: The Global Negotiator, Making, Managing, and Mending Deals Around the Word in the Twenty-First Century, Palgrave Macmillan, 2003.

Course structure

Lectures:	X	Seminars and workshops:	X	Exercises :	X	Individual assignments:	X
Multimedija and Internet:	X		E-learning:			Office hours:	X
Laboratory:			Field study:			Mentorsship:	X


Examination methods

Oral	X	Written	X	Partial exam:	
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Course quality and performance assessment
<ul style="list-style-type: none"> 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			Postgraduate university			x	
Course co-ordinator	Tonći 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	x	Field elective	x
ECTS students` load coefficient						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:		Exercises:	10		
Entry requirements and admission competences								
Course content								
<p>National and International Security Course of study researchesa complex interconnectionbetween 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 paradigmchange 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 companyentering 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.</p> <ul style="list-style-type: none"> The impact of globalisation on commercial conditions The importance pof culture in international business The influence of state on trade and international business conditions Defining the strategy of enteringinternational markets The methods of company`s entering international markets The role of the quality system in company`s enteringinternational market s The role of futures markets in the commodity and financial risk protection The influence of national security policy on international business. 								
Learning outcomes:								

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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:

1.	Lazibat, T., Kolaković, M., Međunarodno poslovanje u uvjetima globalizacije, knjiga, ISBN 953-6895-1-6, Sinergija, Zagreb, 2004.
2.	Ghemawat, P., World 3.0, Harvard Business Review Press, knjiga, ISBN 978-1-4221-3864-9, 2011.
3.	Lazibat T., Upravljanje kvalitetom, Znanstvena knjiga, Zagreb, 2009

Recommended reading:

Course structure:

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


Examination methods:

Oral	X	Written	x	Partial exam	x
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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	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


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	Postgraduate specialist		Postgraduate university						X
Course co-ordinator	Sanda Renko, PhD, Full Prof. Katija Vojvodić, PhD, Full Prof.								
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							3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:		Exercises:		10		
Entry requirements and admission competences									
No special requirements									
Course content									
<ul style="list-style-type: none"> ● 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									
<ul style="list-style-type: none"> ● 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								
2.	Harrison, A., van Hoek, R. & Skipworth, H. (2015) Logistics Management and Strategy Competing through the Supply Chain, 5ed, Pearson; ISBN-10: 1292004150; ISBN-13: 978-1292004150								
Recommended reading:									
1.	Pettit, S. & Wang, Y. (2016) E-Logistics: Managing Your Digital Supply Chains for Competitive Advantage, Kogan Page, ISBN: 0749472669								
2.	Sinha, R. (2017) Logistics in Motion: A Digital Journey: A Case for Redefining Logistics Paperback – Create Space, Independent Publishing Platform (February 5, 2017), ISBN-10: 1542933846, ISBN-13: 978-1542933841								
Course structure									
Lectures:	X	Seminars and workshops	X	Exercises:		Individual assignments:	X		
Multimedia and Internet:	X		E-learning:		Office hours::	X			

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Laboratory:		Field study:		Mentorship:	X
Examination methods:					
Oral	x	Written	x	Partial exam	x
Course quality and performance assessment					
<ul style="list-style-type: none"> Monitoring of students' Course attendance and fulfillment of other obligations Course assessment through students' survey Learning outcomes assessed by lecturer 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	Tonći 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
Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:			
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: <ul style="list-style-type: none"> Digital transformation in the payment system Digital transformation in the insurance sector (InsurTech) Contemporary technological alternatives to 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								

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Upon completion of the course students will be able to: <ul style="list-style-type: none"> • 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:							
1.	Special Issue of Electronic Market on "FinTech and the transformation of the Financial Industry" (https://link.springer.com/journal/12525/topicalCollection/AC_d45282e25c5f45ed41f68bb325561c81)						
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							
<ul style="list-style-type: none"> • 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			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	

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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

1. Loebbecke, C., Picot, A. (2015) "Reflection on societal and business model transformation arising from digitization and Big Data analytics: A research agenda" *Journal of Strategic Information Systems* Vol. 24: 149-157.
2. Härtling, R.C. Reichstein, C., Schad, M., Potentials of Digital Business Models – Empirical investigation of data driven impacts in industry, *Procedia Computer Science* 126 (2018) 1495–1506
3. Ibarra, D., Ganzarain, J., Igartua, J.I. (2018): *Business model innovation through Industry 4.0: a review*, *Procedia Manufacturing* 22(2018) 4–10
4. Mark W. Johnson, Clayton M. Christensen, Henning Kagermann (1996): Reinventing Your Business Model, *Harvard Business Review*, Summer, pp 57-66.
5. Teece, D.J., 2010. Business models, business strategy and innovation. *Long Range Plan.* 43, 172-194.
6. Ritter, T., Lettl, C. (2018): The wider implications of business-model research, *Long Range Planning* 51 (2018) 1-8


Recommended reading:

1. Venkatraman N (1993) Strategic alignment: leveraging information technology for transforming organizations. *IBM Syst J* 32(1):4–16
2. Pejić Bach, M., Spremić, M., & Suša Vugec, D. (2018). Integrating Digital Transformation Strategies into Firms: Values, Routes and Best Practice Examples. In *Management and Technological Challenges in the Digital Age*. Taylor & Francis Group: CRC press. Hen erson JC.
3. Kane, G.C., Palmer, D., Philips, A.N., Kiron, D. and Buckley, N. (2016): "Aligning the Organization for Its Digital Future" *MIT Sloan Management Review* and Deloitte University Press, July 2016.
4. Spremić, M (2017): Digitalna transformacija poslovanja, Ekonomski fakultet Zagreb.

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5.	Casadesus-Masanell, R., Tarzijan, J., 2012. When one business model isn't enough. Harv. Bus. Rev. 90 (1), 132e137.						
6.	Massa, L., Tucci, C.L., Afuah, A., 2017. A critical assessment of business model research. Acad. Manag. Ann. 11 (1), 73-104.						
7.	Massa, L., Tucci, C.L., 2013. Business model innovation. In: Dodgson, M., Gann, D.M., Phillips, N. (Eds.), The Oxford Handbook of Innovation Management. Oxford University Press, Oxford, pp. 420-439.						
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							
<ul style="list-style-type: none"> Monitoring of students' Course attendance and fulfillment of other obligations Course assessment through students' survey Learning outcomes assessed by lecturer 							

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 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
Teaching hours per semester	Lectures:	15	Seminars:		Exercises:	10	
Entry requirements and admission competences							
No special requirements							
Course content:							
<ul style="list-style-type: none"> TECHNOLOGY AND TECHNOLOGICAL CHANGES <ul style="list-style-type: none"> Evolutionaristic introduction to economy; Neo-Schumpeterian introduction to technology.; New structural economy; Technological paradigms; Technological cycles; Industrial revolution waves; INNOVATION CONCEPT <ul style="list-style-type: none"> Industrial innovation forms and the level of economic development ; Supply pull and demand push as 							

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<p>a source of innovations; Open innovations concept; Innovations diffusion</p> <ul style="list-style-type: none"> ● DISRUPTIVE INNOVATIONS <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ Dynamic nature of technological competences;; Dynamic competences measuring; Resources and absorbtion capacities complementarity; ● PUBLIC TECHNOLOGICAL AND INNOVATION POLICIES <ul style="list-style-type: none"> ○ Innovation systems and institutions ; Market weaknesses and technology; Public support to technological development and innovations. ● ECONOMIC CATCHI- UP AND TECHNOLOGICAL CONDITIONS <ul style="list-style-type: none"> ○ Technological catch- upconcept; Technological catch- upforms; Gradualcatch -up form; Disruptive technologies and technological catch- up;Technological opportunity windows ○ Industrial life cycles and catch- upopportunities ○ TECHNOLOGICAL AND INNOVATION POLICY IN THE EU ○ Technological and innovation policy evolution in the EU; ○ Theoretical bases of the technological and innovation policy in the EU ○ Industrial policy on the member states level; smart specialisation; Industry 4.0
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Learning outcomes

<ul style="list-style-type: none"> ● 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 crytically 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 technologic 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 percieve the possibilities of the companies` operation improvement through innovations development ● To create, present and critically argue public policies in the Course of technology and
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Reading list:

<ol style="list-style-type: none"> 1. Dosi G. 1982. Technological paradigms and technological trajectories. Research Policy, 11: 147-162. 2. Abernathy WJ, Utterback JM. 1978. Patterns of Industrial Innovation. Technology Review, June-July: 40-47. 3. Di Stefano G., Gambardella A., Verona G. "Technology push and demand pull perspectives in innovation studies: Current findings and future research directions" in Research Policy, 41: 1283-1295 4. Nelson R.R. et al. Modern evolutionary economics: an Overview Cambridge University Press 2018 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 7. Czarnistzi D. and Delanote J. Young Innovative Companies: the new high-growth firms? Industrial and Corporate Change 2013 October pp.1315-1340 8. Adams P. Fontana R. Malerba F. User-industry spinouts: downstream knowledge as a source of new firm entry and survival Organization Science 2016, 27,1, 18-35 9. Kim J. and Lee C-Y Technological regimes and firm survival Research Policy 2016 45, 232-243



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10	Moeen M. and Agarwal R. Incubation of an Industry: Heterogeneous Knowledge Bases and Modes of Value Capture Strategic Management Journal 2016, 38, 566-587
11	Malerba F., Nelson R., Orsenigo L., Winter S. , Innovation and industry evolution 2016 Cambridge University Press
12	Baldwin C. Von Hippel E. Modeling a Paradigm Shift: From Producer Innovation to User and Open Collaborative Innovation Management Science 2011 March pp. 1399-1417
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
15	Malerba F. Adams P. "Sectoral systems of innovation" in Dodgson M. Gann D. Phillips N. The Oxford Handbook of Innovation Management Oxford University Press 2014 pp.183-203
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. Schumpeterian analyses of economic catch up Cambridge University Press 2013 Ch. 3 and Ch.5
19	Hidalgo C.A., Klinger B. Barabasi A. Hausmann R. The product space conditions and the development of nations Science 2007 27, 317, pp. 482-487
20	Lee K., Malerba F. Toward a theory of catch-up cycles: Windows of opportunity in the evolution of sectoral systems Research Policy 2017, 41, 2, pp. 338-351, 2017
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:

1.	von Hippel, E. 1976. The dominant role of users in the scientific instrument innovation process. Research Policy, 5 (3): 212-39.
2.	Henderson R, Clark KB. 1990. Architectural Innovation: The Reconfiguration of Existing Product Technologies and the Failure of Established Firms. Administrative Science Quarterly, 35: 9-30.
3.	Benner MJ. 2010. Securities Analysts and Incumbent Response to Radical Technological Change: Evidence from Digital Photography and Internet Telephony, Organization Science, 21 (1): 42-62.
4.	Tripsas M, Gavetti G. 2000. Capabilities, Cognition, and Inertia: Evidence from Digital Imaging. Strategic Management Journal, 21 (10/11): 1147-1161.
5.	Peteraf M., Di Stefano G., Verona G. 2013. "The elephant in the room of dynamic capabilities: Bringing two diverging conversations together" Strategic Management Journal, 34(12): 1389-1410.
6.	Teece DJ. 2007. Explicating dynamic capabilities: The nature and micro foundations of (sustainable) enterprise performance. Strategic Management Journal, 28 (13): 1319-1350.
7.	Cohen WM, Levinthal DA. 1990. Absorptive Capacity: A New Perspective on Learning and Innovation. Administrative Science Quarterly, 35: 128-152.


Course structure

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

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Examination methods:					
Oral		Written	X	Partial exam	x
Course quality and performance assessment					
<ul style="list-style-type: none"> 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	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.		Semester	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:		Exercises:		10	
Entry requirements and admission competences								
Set by the Study programme								
Course content								
<ul style="list-style-type: none"> 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								
<ul style="list-style-type: none"> 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:								

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1.	Dumas, M., La Rosa, M., Mendling, J., Reijers, H.A. (2018), Fundamentals of Business Process Management, Springer.
2.	Moore, C., Finn, K., Khoshafian, S., Winkler, K., Ward-Dutton, N., Kowalkowski, F., Swenson, K.D., Palmer, N. (2017), Digital Transformation with Business Process Management: BPM Transformation and Real-World Execution, Future Strategies, Incorporated.
3.	Hernaus, T., Bosilj-Vuksic, V., Indihar Stemberger, M. (2016), How to go from strategy to results? Institutionalising BPM governance within organisations. Business Proc. Manag. Journal 22(1): 173-195.
4.	Grubljesic, T., Jaklic, J., Indihar Stemberger, M. (2017), The Effect of Alignment between Corporate Performance Management and Business Process Management on Process Performance, AMCIS.
5.	Indihar Stemberger, M., Buh, B., Milanovic Glavan, Lj., Mendling, J. (2018), Propositions on the interaction of organizational culture with other factors in the context of BPM adoption. Business Proc. Manag. Journal 24(2): 425-445.

Recommended reading:

1.	Bosilj Vukšić, V., Pejić Bach, M., Tomičić-Pupek, K. (2017.). Utilization of Discrete Event Simulation in Business Processes Management Projects: a Literature Review, Journal of Information and Organizational Sciences, Volume 41, Issue 2, 2017, 137-159.
2.	Milanović Glavan, L., Bosilj Vukšić, V., (2017). Examining the impact of business process orientation on organizational performance: the case of Croatia. Croatian Operational Research Review, 8(1), 137–165.
3.	Valdez-De-Leon, O. (2016), A Digital Maturity Model for Telecommunications Service Providers, Technology Innovation Management Review, 6(8): 19–32.
4.	Sebastian, I. M., Ross, J. W., Beath, C., Mocker, M., Moloney, K. G. (2017), How big old companies navigate digital transformation. MIS Quarterly Executive, 16(3): 197–213.
5.	Suša Vugec, D., Tomičić-Pupek, K., Bosilj Vukšić, V. (2018). Social business process management in practice: Overcoming the limitations of the traditional business process management. International Journal of Engineering Business Management, Vol.10, 1-10.

Course structure:

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


Examination methods:

Oral		Written:	x	Partial exam	x
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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	PED1235	
Course		INTELLIGENT DATA ANALYTICS


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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		Katarina Ćurko, PhD, Full Prof. Nikola Vlahović, PhD, Associate Prof.							
Year of study		I. and II.			Semestar		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:		Exercises:	10		
Entry requirements and admission competences									
Doctoral student									
Course content									
<ul style="list-style-type: none"> ● 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; ● Analytical data processing and business analytics Iterative and interactive data analysis. Business results dynamic reporting methods. Business situation diagnostics. ● 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. ● Artificial intelligence basics and the role of intelligent methods in data processing. Logical programming. Machine learning basics. Intelligent data analysis ethics. ● 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. ● Creating quality information for decision-making Neuronal networks. Self-organizing maps. Genetic algorithms. Knowledge discovery in data bases. ● Methods and introduction to work with incomplete, unreliable and imprecise data and knowledge. ● Information resources management in business decision-making and management. 									
Learning outcomes									
<ul style="list-style-type: none"> ● 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 sinthetize problems of a company information resources management. ● Tounderstand and recogniseartificial intelligence method opporunities in data processing. ● To consider critically ethical challanges 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								


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2.	Ralph Kimball, Margy Ross (2013), The Data Warehouse Toolkit, 3rd Edition, John Wiley& Sons Inc., New York, US						
3.	Intel IT Center (2013), Turning Big Data Into Big Insights: The Rise of Visualization-based Data Discovery Tools, Intel Corporation, [online], https://www.intel.com/content/dam/www/public/us/en/documents/white-papers/big-data-visualization-turning-big-data-into-big-insights.pdf						
4.	Deshpande, A., Kumar, M. (2018), Artificial Intelligence for Big Data, Packt Publishing.						
5.	Ricardo Baeza-Yates, Berthier Ribeiro-Neto (2011), Modern Information Retrieval: The Concepts and Technology behind Search, 2nd Edition, ACM Press Books.						
6.	Jerry Kaplan (2016), Artificial intelligence: What everyone needs to know, Oxford University Press.						
Recommended reading:							
1	Bill Inmon (2017), Turning Spreadsheets into Corporate Data, Technics Publications						
2	McKinsey Global Institute (MGI): Henke N., Bughin J., Chui M., Manyika J., Saleh J., Wiseman T., Sethupathy (2016), The Age Of Analytics: Competing in a Data-Driven World, McKinsey & Company , [online], https://www.mckinsey.com/~media/McKinsey/Business%20Functions/McKinsey%20Analytics/Our%20Insight%20age%20of%20analytics%20Competing%20in%20a%20data%20driven%20world/MGI-The-Age-of-Analytics-report.ashx						
3	Matthew Kinsey, (2018), Machine Learning For Beginners: Guide To Understand Machine Learning,						
4	Kochenderfer, M. J. (2018), Decision Making Under Uncertainty: Theory and Application, MIT Press.						
5	Wooldredge, M. (2009), An Introduction to Multi Agent Systems, 2nd edition, Wiley.						
Course structure:							
Lectures:	X	Seminars and workshops	X	Exercises :		Individual assignments	X
Multimedia and Internet:		X	E-learning		X	Office hours:	
Laboratory:			Field study			Mentorship:	X
Examination methods:							
Oral			Written		X	Partial exam	X
Course quality and performance assessment							
<ul style="list-style-type: none"> 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


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	Postgraduate specialist		Postgraduate university	X
Course co-ordinator	Ivan Strugar, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.			
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			3	ECTS
Teaching hours per semester	Lectures:	10	Seminars:	Exercises: 10
Entry requirements and admission competences				
Set by the Study programme				
Course content:				
<ul style="list-style-type: none"> • 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				
<ul style="list-style-type: none"> • 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:				
1.	Okada Kenichi, Hoshi Tohru, Inoue Tomoo. Communication and Collaboration Support Systems (Advanced Information Technology), ISBN: 1586035142, IOS Press 2005			
2.	Borgatti Stephen P., Everett Martin G., Johnson Jeffrey C.: Analyzing Social Networks, 2018			
3.	Tapscott, Anthony D. Williams: Wikinomics: How Mass Collaboration Changes Everything, Portfolio Hardcover; Expanded edition (April 17, 2008), 1591841933			
4.	Stawski Scott: Inflection Point: How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business, 2018			
5.	Brynjolfsson Erik, McAfee Andrew: The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies, January 25, 2016			
6.	Shrier David, Pentland Alex: Frontiers of Financial Technology: Expeditions in future commerce, from blockchain and digital banking to prediction markets and beyond, 2016			


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7.	Hansen T.Morten: Collaboration, How The leaders avoid the traps, create unity, and create big results, MIT, 2009						
Recommended reading:							
1.	Barabasi Albert-Laszlo: Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life, 2014						
2.	Shah Mahmood Hussain: Mobile Working: Technologies and Business Strategies, Routledge, 2014						
3.	Schmidt Eric, Cohen Jared: Novo digitalno doba, Profil 2013						
4.	Schwab Klaus: The Fourth Industrial Revolution, 2017						
5.	Foster Wade, Schreiber Danny The Ultimate Guide to Remote Work: How to Grow, Manage and Work with Remote Teams 2015						
6.	Castells Manuel: Internet Galaksija, Jesenski i Turk, 2003						
7.	Tapscott Don, Williams Anthony D.:Radical Openness: Four Unexpected Principles for Success, TED Books 2013						
Course structure_							
Lectures:	X	Seminars and workshops:	X	Exercises :	X	Individual assignments:	X
Multimedia and Internet:	X		E-learning:	X		Office hours:	X
Laboratory:			Field study:			Mentorship:	X
Examination methods:							
Oral			Written	X		Partial exam	X
Course quality and performance assessment							
<ul style="list-style-type: none"> Monitoring of students` Course attendance and fulfillment of other obligations Course assessment through students` survey Learning outcomes assessed by leacturer 							


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		X		
Course co-ordinator	Mirjana Pejić Bach, PhD, Full Prof. Jovana Zoroja, PhD, Assistant Prof.							
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						3	ECTS	
Teaching hours per semester:	Lectures:	10		Seminars:			Exercises:	10
Entry requirements and admission competences								

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Doctoral student							
Course content							
<ul style="list-style-type: none"> ● 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							
<ul style="list-style-type: none"> ● 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:							
1.	Witten, I. H., Frank, E., Hall, M. A., & Pal, C. J. (2016). Data Mining: Practical machine learning tools and techniques. Morgan Kaufmann.						
2.	Pejic-Bach, M., & Kerep, I. (2011). Weka–tool for data mining.						
Recommended reading:							
1.	Torgo, L. (2016). Data mining with R: learning with case studies. Chapman and Hall/CRC.						
2.	Roiger, R. J. (2017). Data mining: a tutorial-based primer. Chapman and Hall/CRC.						
Course structure:							
Lectures:	X	Seminars and radionice:	X	Exercises :		Individual assignments:	X
Multimedia and Internet:	X		E-learning		X	Office hours::	
Laboratory:			Field study:			Mentorship:	X
Examination methods:							
Oral		Written		X	Partial exam		X
Course quality and performance assessment							
<ul style="list-style-type: none"> ● 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	Undergraduate			Graduate				
	Postgraduate specialist			Postgraduate 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		Study elective	x	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								
<ul style="list-style-type: none"> • The Course objective is to acquaint students with potential forms of information and other technologies abuse aimed at information systems endengaring, to draw attention to potential security risks, the possibilities of their realisation as well as to action methodsin 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 andsocial factors.. 								
Learning outcomes								
<ul style="list-style-type: none"> • To understand, interpret and critically judge the influence of cybersecurity factors, and to demosntrate the most important research frameworks in this area • To critically evauate the application of theoretical frameworks of cybersecurity management in research paper , and to apply the knowledge about models and methods fin 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 :								
1.	Amoroso, E.G. (2010): Cyber attacks: Protecting national infrastructure, Bh, Elsevier							
2.	Spremić, M., Šimunic, A. (2018): Cyber security challenges in digital economy, Lecture Notes in Engineering and Computer Science: Proceedings of The World Congress on Engineering WCE 2018, pp. 341-347, IAENG, Hong Kong.							
3.	Atoum I, Otoom A., Abu Ali A. (2014): A holistic cyber security implementation framework, Information Management & Computer Security Vol. 22 No. 3, 2014 pp. 251-264.							
4.	Spremić, M. Turulja, L., Bajgorić, N. (2018): Two Approaches in Assessing Business Continuity Management Attitudes in t e Organizational Context, Always-On Enterprise Information Systems for Modern Organization, IGI Publishing, pp. 159-183.							

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5.	Cheng, Y., Groysberg, B. (2017): Why Boards Aren't Dealing with Cyberthreats, Harvard Business Review, February 2017.
6.	European Union Agency for Network and Information Security - ENISA (2018): Threat Landscape Report 2017, January, 2018. Bailey, T., Kaplan J.M., Rezek, C. (2015): Repelling the cyberattackers, McKinsey Quarterly, July 2015. Boehm J., Merrath, P., Poppeksieker, T., Riemenschnitter, R., Stahle, T. (2018): Cyber risk measurement and holistic cybersecurity approach, McKinsey Quarterly, November 2018.

Recommended reading:

1.	Spremić, M. (2017): Sigurnost i revizija informacijskih sustava u okruženju digitalne ekonomije, Ekonomski fakultet Zagreb
2.	Werlinger, R., Hawkey, K., Beznosov, K. (2009) "An integrated view of human, organizational, and technological challenges of IT security management", Information Management & Computer Security, Vol. 17 Iss: 1, pp.4 – 1
3.	Hajdarevic, K., Allen, P., Spremic, M. (2016): Proactive security metrics for Bring Your Own Device (BYOD) in ISO 27001 supported environments, Telecommunications Forum (TELFOR), 2016 24th, IEEEExplore, 2016, pp. 41-44.
4.	Siponen, M.T., Oinas-Kukkonen, H. (2007) "A review of information security issues and respective research contributions", The Database for Advances in Information Systems, Vol.38 No.1 pp 60-81.
5.	ISACA (2017): State of Cyber Security 2017, ISACA, Rolling Meadows, Illinois, USA
6.	EY (2017): Global Information Security Survey, December 2017.
7.	Klahr, R., Shah, J.N., Sheriffs, P, et. al (2017): Cyber Security Breaches Survey 2017, UK Department for Media, Culture and Sport.

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:		Written:	X	Partial exam:	x
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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

FACILITIES AND TEACHING STAFF

1. SPACE AND EQUIPMENT

1.
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

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<p><i>1. 2 Lecture rooms</i></p>
<p>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.</p>
<p><i>1. 3.Laboratories /practical training rooms used in teaching</i></p>
<p>IT lab seats 30, and is situated in the building of the Department of Economics and Business Economics</p>
<p><i>1. 4. Practical training rooms</i></p>
<p><i>1. 5.IT Course rooms equipment (indicate data on computers in IT labs/practical training rooms used in teaching)</i></p>
<p>All lecture rooms and cabinets are equipped with advanced information technology (interactive boards and computers, and have Internet access).</p>
<p><i>1. 6.Teacher offices</i></p>
<p>Teacher offices are fully equipped and have Internet access</p>
<p><i>1. 7.Professional service premises (Secretariat, Student Registrar's Office)</i></p>
<p>Offices and services of the Department of Economics and Business Economics will be used</p>
<p><i>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)</i></p>
<p>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 holds21000 titles in a monographic collection as well as a uniquecollection of periodicals in the Course of tourism,.</p>
<p><i>1.9 .The adequacy of teaching rooms capacity is defined by relating the predicted number of enrolled students and the size of the usable areain a way that 1.25 m2 accounts for each student .</i></p>
<p>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 od 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).</p>




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	<p style="text-align: center;">IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	<p style="text-align: center;">Fo4-12</p>

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		x	
Course co-ordinator	Mirjana Čizmešija, PhD, Full Prof. Nataša Erjavec, PhD, Full Prof.						
Year of study	1			Semester	1		
Course status	Compulsory for the study	X	Compulsory for the field		Elective for the study		Elective for the field
ECTS – Students' load coefficient						6	ECTS
Teaching hours per semester	Lectures:	15	Seminars:		Exercises:	15	
Entry requirements and admission competencies required							
No requirements.							
Course content							
Course topics:							
<ul style="list-style-type: none"> ● Specificity of economic phenomena analysis. Selected programme support. ● Simple linear regression model. Multiple linear regression model. Specification of model functional form. Gauss-Markov theorem. Model quality indicators. Testing hypotheses (LR, Waldov and LM test). Fulfilment of model assumptions. Forecasting. ● Regression model with qualitative variables. Model with independent qualitative variables (binary and categorical variable). Model with dependent qualitative variable (logit, probit and tobit model). ● Time series analysis. Stationary and non-stationary time series. ARIMA models. Analysis of non-stationarity (UR test with structural break). Apparent regression. Co-integration. VAR model. Error correction model. Innovation analysis. ● Panel data analysis. Advantages and disadvantages of panel methodology. Parameter evaluation methods. Static models. Hausman test. Dynamic models. ● Selected topics in structural modelling (SEM). Model elements, estimations and methods for increasing representativeness. 							
Learning outcomes							
<ul style="list-style-type: none"> ● 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. 							

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	<p style="text-align: center;">IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	<p style="text-align: center;">Fo4-12</p>

- 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

Greene, W. H. (2018) <i>Econometric Analysis</i> , 8th Ed., Prentice Hall, New York	
Gujarati, D. I Porter, D. (2016) <i>Basic Econometrics</i> , 6th Edt., McGraw-Hill Education, Europe	
Wooldridge, J. M. (2016) <i>Introductory Econometrics: A Modern Approach</i> , 6th ed., Cengage Learning, Boston, USA	
Recommended reading	
Wooldridge, J. M. (2010) <i>Econometric Analysis of Cross Section and Panel Data</i> , 2nd Ed., MIT Press	
Enders, W. (2009) <i>Applied Econometric Time Series</i> 3rd ed., John Wiley & Sons, Inc., New. Jersey	
Čižmešija, M.; Sorić, P. I Lolić, I. (2018) <i>Uloga ekonomskog sentimenta u tumačenju makroekonomskih trendova: metodološka unapređenja i nova područja primjene u Hrvatskoj</i> , Zagreb : Ekonomski Fakultet Zagreb	
Sorić, P., Lolić, I. I Čižmešija, M. (2016) <i>European Economic Sentiment Indicator: An Empirical Reappraisal</i> , <i>Quality & Quantity</i> , 50(5), Str. 2025-2054	
Erjavec, N., Sorić, P. i Čižmešija, M. (2016) <i>Predicting The Probability Of Recession In Croatia: Is Economic Sentiment The Missing Link?</i> , <i>Zbornik radova Ekonomskog Fakulteta u Rijeci: Časopis za ekonomsku teoriju i Praksu</i> , 34 (2), Str. 555-579	
Erjavec, N. & Jakšić, S. (2015) <i>Regional Unemployment in Croatia: Evidence from Dynamic Panel Model</i> . U: <i>Zadnik Stirn, L., Žerovnik, J., Kljajić Borštnar, M. & Drobne, S. (ur.) Proceedings of the 13th International Symposium on Operational Research SOR'15</i> . Ljubljana, Slovenian Society Informatika, Section for Operational Research, str. 485-489.	
Kline, R. B. (2016) <i>Principles and Practice of Structural Equation Modeling (Methodology in the Social Sciences)</i> , 4th Edt, Taylor & Francis Ltd, New York	

Course structure:


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

Examination method


Oral		Written	X	Partial exam	X
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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	PED1102						
Course	SELECTED TOPICS IN MICROECONOMICS						
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		doctoral		
Course co-ordinator	Nebojša Stojčić, PhD, Full Prof. Perica Vojinić, PhD, Associate Prof.						
Year of study	1			Semester	1		
Course status	Compulsory for the study	X	Compulsory for the field		Elective for the study		Elective for the field
ECTS – Students' load coefficient						6	ECTS
Total hours per semester	Lectures:		Seminars:		Exercises:		
Entry requirements and admission competencies required							
No requirements.							
Course content							
<p>REDEFINING CONSUMER BEHAVIOUR MODEL: demand for features and choice in time dimension. REDEFINING PRODUCER BEHAVIOUR MODEL: firmequilibrium 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.</p>							
Learning outcomes							
<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> • 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. izd nje, Školska knjiga, Zagreb, 2017							
Jehle, G. A., Reny, P. J., Advanced Microeconomic Theory, Pearson, 2011							
Muñoz-García, F., Advanced Microeconomic Theory: An Intuitive Approach with Examples, The MIT Press, 2017							
Recommended reading							
Perof, J., M., Microeconomics, 8th Edition, Pearson, 2017							
Pindyck, R.S., Rubinfeld, D.L., Microeconomics, 9th Edition, Pearson, 2018							

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	<p style="text-align: center;">IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	<p style="text-align: center;">Fo4-12</p>

<p>Varian, H., R., Intermediate Microeconomics – A Modern Approach, 9th Edition, W.W. Norton & Company, 2014</p>							
<p>Course structure:</p>							
Lectures:	x	Seminars and workshops:		Exercises :	x	Individual assignments:	x
Multimedia and Internet:		E-learning:		Consultations:		x	
Laboratory:		Field work:		Mentorship:		x	
<p>Examination method</p>							
Oral		Written	X	Partial exam		x	
<p>Course quality and performance assessment</p>							
<ul style="list-style-type: none"> 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	Undergraduate		Graduate				
	Postgraduate specialist		Postgraduate university			x	
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	X	Compulsory for the field		Elective for the study		Elective for the field
ECTS – Students' load coefficient						6	ECTS
Teaching hours per semester	Lectures:	15	Seminars:		Exercises:	15	
<p>Entry requirements and admission competencies required</p>							
<p>Course content</p>							
<ul style="list-style-type: none"> 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 							
<p>Learning outcomes</p>							

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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	
Jehle, G. A., Reny, P. J., Advanced Microeconomic Theory, Pearson, 2011	
Muñoz-Garcia, F., Advanced Microeconomic Theory: An Intuitive Approach with Examples, The MIT Press, 2017	
Recommended reading	
Perloff, J., M., Microeconomics, 8th Edition, Pearson, 2017	
Pindyck, R.S., Rubinfeld, D.L., Microeconomics, 9th Edition, Pearson, 2018	
Varian, H., R., Intermediate Microeconomics – A Modern Approach, 9th Edition, W.W. Norton & Company, 2014	

Course structure:


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

Examination method


Oral	x	Written	X	Partial exam	x
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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	PED1104						
Course	DIGITAL TRANSFORMATION IN BUSINESS						
Study programme	Postgraduate doctoral study "Business Economics in the Digital Environment"						
Field of study							
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			Semester	1			
Course status	Compulsory for the study	X	Compulsory for the field		Elective for the study		Elective for the field
ECTS – Students' load coefficient						6	ECTS
Teaching hours per semester	Lectures:	30 hrs	Seminars:		Exercises:		
Entry requirements and admission competencies required							
Requirements set in the study programme							
Course content							
<p>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.</p>							
Learning outcomes							
<ul style="list-style-type: none"> ● 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							
1.	Kane, G.C., Palmer, D., Philips, A.N., Kiron, D. and Buckley, N. (2016): "Aligning the Organization for Its Digital Future" <i>MIT Sloan Management Review</i> and Deloitte University Press, July 2016.						
2.	Hess, T., Matt, C., Benlian, A., Wisboeck, F. (2016): Options for formulating digital transformation strategy, MIS						

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	Quarterly Executive, June 2016 (15:2)						
3.	G. C. Kane, D. Palmer, A. N. Phillips, D. Kiron and N. Buckley, (2015): "Strategy, Not Technology, Drives Digital Transformation" <i>MIT Sloan Management Review</i> and Deloitte University Press, July 2015.						
4.	Turel O, Bart C. (2014): Board-level IT governance and organizational performance <i>European Journal of Information Systems</i> (2014) 23, 223–239						
5.	Weill, P. ROSS, JW (2004) IT Governance: How Top Performers Manage it Decision Rights for Superior Results. Harvard Business School Press, Boston, MA.						
6.	Pejić Bach, M., Spremić, M., & Suša Vugec, D. (2018). Integrating Digital Transformation Strategies into Firms: Values, Routes and Best Practice Examples. In <i>Management and Technological Challenges in the Digital Age</i> . Taylor & Francis Group: CRC press.						
Recommended reading							
1.	Bharadwaj A, El Sawy OA, Pavlou PA, Venkatraman N (2013) Digital business strategy: toward a next generation of insights. <i>MIS Q</i> 37(2):471–482						
2.	Spremić, M. (2017): Governing Digital Technology – how Mature IT Governance can help in Digital Transformation?. <i>International Journal of Economics and Management Systems</i> , 2, 214-223.						
3.	Johnson AM, Lederer AL (2010) CEO/CIO mutual understanding, strategic alignment, and the contribution of IS to the organization. <i>Inf Manag</i> 47(3):138–149						
4.	Susa Vugec, D., Spremic, M., Pejic Bach. M (2017): IT governance adoption in banking and insurance sector: longitudinal case study of COBIT use, <i>International Journal for Quality Research</i> 11(3) 691–716.						
5.	Henderson JC, Venkatraman N (1993) Strategic alignment: leveraging information technology for transforming organizations. <i>IBM Syst J</i> 32(1):4–16						
6.	Spremić, M (2017): Digitalna transformacija poslovanja, Ekonomski fakultet Zagreb.						
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		X
Course quality and performance assessment							
<ul style="list-style-type: none"> ● 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	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			x
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	x	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							
<p>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.</p>							
Learning outcomes							
<ul style="list-style-type: none"> ● 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							
Moutinho, L. (2018). Strategic Management in Tourism, CABI Publishing							
Nigel, E.(2015). Strategic Management for Tourism, Hospitality and Events, second edition, Routledge,							
Benchendorff, P. (2019). Tourism Information Technology, CABI Publishing							
Čavlek. N. (2018). Tourism Distribution and Intermediaries. U Cooper, C., Volo, S. Gartner, W.C. & Scott, N.(eds.). The SAGE Handbook of Tourism Management, SAGE Publications Ltd.							

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Kotler, P., Bowen, J. T., Makens, J.C., Baloglu, S., Marketing for Hospitality and Tourism, Pearson, 2017.							
Recommended reading							
Phillips, P. & Moutinho, L. (2014). Critical review of strategic planning research in hospitality and tourism, <i>Annals of Tourism Research</i> , Volume 48, pp. 96-120.							
Čavlek, N. (2017). Communist Connections? Chinese Tourists in Croatia, <i>The World Meets Asian Tourists</i> , P.L. Pearce & M-Y. Wu (eds). Emerald: Bingley, pp. 213- 230. ISBN: 978-1-78560-219-1; ISSN: 2042-1443 (Series).							
Dwyer, L. Edwards, D. Mistilis, N. Roman C. & Scott, N. (2009). Destination and enterprise management for a tourism future, <i>Tourism Management</i> , 30(2), pp. 63-74							
Čavlek, N. (2013). <i>Travel and Tourism Intermediaries: Their Changing Role</i> , u <i>Handbook of Tourism Economics: Analysis, New Applications and Case Studies</i> , C. Tisdell (ed.), World Scientific Publishing: Singapore, pp. 191-206. ISBN: 978-9814327077.							
I drugi relevantni članci iz znanstvenih časopisa indeksiranih u CC-u, WoS-u i Scopus-u.							
Course structure:							
Lectures:	x	Seminars and workshops:		Exercises :		Individual assignments:	x
Multimedia and Internet:		E-learning:		Consultations:			x
Laboratory:		Field work:		Mentorship:			
Examination method							
Oral		Written	X	Partial exam		X	
Course quality and performance assessment							
<ul style="list-style-type: none"> 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	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	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:		Exercises:	10	
Entry requirements and admission competencies required							
Course content							

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- 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

1. Magaš, D., Vodeb, K., Zadel, Z. (2018), Menadžment turističke organizacije i destinacije, Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu.
2. Petrić, L. (2011), Upravljanje turističkom destinacijom: načela i praksa, Split: Ekonomski fakultet.
3. Čavlek, N., Bartoluci, M., Prebežac, D., Kesar, O. i suradnici (2011), Turizam – ekonomske osnove i organizacijski sustav, Zagreb: Školska knjiga.


Recommended reading

1. Vanhove, N. (2018), The Economics of Tourism Destinations: Theory and Practice, London: Routledge.
2. Candela, G., Figini, P. (2012), The Economics of Tourism Destination, Bologna: Springer.
3. Morrison, A. M. (2013), Marketing and Managing Tourism Destinations, Oxon: Routledge.
4. World Tourism Organization (2007), A Practical Guide to Tourism Destination Management, Madrid: World Tourism Organization.
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.
6. Horwath HTL (2013), Operativni priručnik za primjenu modela destinacijske menadžment organizacije (DMO), Zagreb: Glavni ured Hrvatske turističke zajednice.

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

	<p style="text-align: center;">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</p>	<p style="text-align: center;">Obrazac</p>
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Oral		Written	X	Partial exam	X
Course quality and performance assessment					
<ul style="list-style-type: none"> 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			x		
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		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								
No requirements.								
Course content								
<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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								
Richards, G., Wilson, J. (eds) (2007) Tourism, Creativity and Development. Oxon: Routledge.								


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Mowforth, M., Munt, I. (2003) Tourism and Sustainability – Development and New Tourism in the Third World. London and New York: Routledge.							
Recommended reading							
Flew, T. (2012) The Creative Industries, Culture and Policy. Sage.							
Lazereti, L. (eds) (2013) Creative Industries and Innovation in Europe, Concept, Measures and Comparative Case Studies. London and New York: Routledge.							
Swarbrooke, J. (1999) Sustainable Tourism Management. CABI Publishing.							
Marques, L., Borba, C. (2017) Co-creating the city: Digital technology and creative tourism. Tourism Management Perspectives. Vol. 24. pp. 86-93. DOI: 10.1016/j.tmp.2017.07.007							
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							
<ul style="list-style-type: none"> 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	PED1204						
Course	TOURISM DESTINATION BRAND MANAGEMENT						
Study programme	Business Economics						
Field of study	Module Tourism						
Programme level	Undergraduate			Graduate			
	Postgraduate specialist			Postgraduate university		x	
Course co-ordinator	Darko Prebežac, PhD, Full Prof. Barbara Puh, PhD, Associate Prof.						


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	<p>IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	<p>Fo4-12</p>

Year of study		1			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:	10	Exercises:		
Entry requirements and admission competencies required								
No requirements.								
Course content								
<ul style="list-style-type: none"> ● 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								
<p>Having attended the course and passed the exam the students will be able to:</p> <ul style="list-style-type: none"> ● 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								
Morgan, N., Pritchard, A., Pride, R. (Eds.): Destination Brands: Managing Place Reputation, 3rd Ed., Routledge, London, 2014.								
Camilleri, M. A. (Ed.): The Branding of Tourist Destinations: Theoretical and Empirical Insights Emerald Publishing Ltd., UK, 2018.								
World Tourism Organization and European Travel Commission: Handbook on Tourism Destination Branding, Madrid, Spain, 2009.								
Recommended reading								
Kapferer, J.N.: The New Strategic Brand Management: Advanced Insights & Strategic Thinking, 5th Ed. Kogan Page Ltd., London, 2012								
Moilanen, T., Rainisto, S.: How to Brand Nations, Cities and Destinations - A Planning Book for Place Branding, Palgrave Macmillan, London, 2009.								
Course structure:								

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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							
<ul style="list-style-type: none"> 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 Pavlič, PhD, Full Prof. Nevenka Čavlek, 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	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							
Course content							
<ul style="list-style-type: none"> 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							

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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

Marušić, M., Prebežac, D., Mikulić, J. (2019). Istraživanje turističkih tržišta. Zagreb: Ekonomski fakultet Sveučilišta u Zagrebu.	
Yin, K. R., (2015). Qualitative research from Start to Finish, Second edition. The Guilford Press, New York	
Recommended reading	
Dwyer, L., Gill A. & Seetaram N. (ed.) (2012). Handbook of Research Methods in Tourism Quantitative and Qualitative Approaches. Edward Elgar Publishing Limited. Chletenham	
Lune, H. & Berg, B. L. (2017). Qualitative Research Methods for the Social Sciences. Pearson. Harlow	

Course structure:

Lectures:	x	Seminars 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
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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	PED1206				
Course	TOURISM VALORISATION OF CULTURAL-HISTORICAL HERITAGE				
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	Marija Benić Penava, PhD, Associate Prof. Antonio Vlahov, PhD, Assistant Prof.				
Year of study	I. and II.	Semester	II. and III.		


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Course status	Compulsory for the study	Compulsory for the field	Elective for the study	X	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							
<ul style="list-style-type: none"> ● 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							
<p>Upon completion of the course the students will be able to:</p> <ul style="list-style-type: none"> ● 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							
UNESCO (2013): Managing Cultural Heritage, World Heritage Resource Manual, Paris; https://whc.unesco.org/en/managing-cultural-world-heritage/							
Antolović, J. (2013): Menadžment u kulturi, Zagreb: Hadrian							
Antolović, J. (2009): Zaštita i očuvanje kulturnih dobara, Zagreb: Hadrian							
Recommended reading							
Domijan, M. (ed) (2018): World heritage sites in Croatia, Zagreb: Ministry of Culture of the Republic of Croatia							
Jelinčić, D.A. (2009): Abeceda kulturnog turizma. Zagreb: Meandarmedi							
Course structure:							
Lectures:	x	Seminars and workshops:	x	Exercises:		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							

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- 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	x	Elective for the field
							x
ECTS – Students' load coefficient						3	ECTS
Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:		
Entry requirements and admission competencies required							
Course content							
<ul style="list-style-type: none"> ● 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							
<ul style="list-style-type: none"> ● 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							
Aigrain, P. (2012) Sharing: Culture and the Economy in the Internet Age. Amsterdam: Amsterdam University Press.							
Belk, R. (2014) You are what you can access: Sharing and collaborative consumption online, Journal of Business Research, 67(8): 1595-1600							


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Botsman, R. and Rodgers, R. (2011) What's Mine Is Yours: How Collaborative Consumption is Changing the Way We Live. London: Collins.							
Cherry, C. E. and Pidgeon, N. F. (2018) Is sharing the solution? Exploring public acceptability of the sharing economy, Journal of Cleaner Production, 195:939-948.							
Cheng, M. (2016). Sharing economy: A review and agenda for future research, International Journal of Hospitality Management 57: 60 – 70.							
Dredge, D. and Gyimóthy, S., eds. (2017). The Collaborative Economy and Tourism - Perspectives, Politics, Policies and Prospects. Copenhagen SV: Springer							
Pekarskaya, M. (2015). Sharing Economy and Socio-Economic Transitions: An Application of the Multi-Level Perspective on a Case Study of Carpooling in the USA (1970–2010); Lund University: Lund, Sweden.							
Ranjbari, M., Morales-Alonso, G., Carrasco - Gallego, R. (2018). Conceptualizing the Sharing Economy through Presenting a Comprehensive Framework, Sustainability 2018, 10(7), 2 -24.							
Sutherland, W. and Jarrahi, M. H. (2018) The sharing economy and digital platforms: A review and research agenda, International Journal of Information Management, 43: 328-341							
Sundararajan, A. (2016) The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism. Cambridge and London: The MIT Press.							
Recommended reading							
Fang, B. Ye, Q. Law, R. (2016). Effect of sharing economy on tourism industry employment, Annals of Tourism Research 57:247 – 278.							
Dredge, D. and Gyimóthy, S. (2017). The collaborative economy : Critical perspectives, questionable claims and silenced voices, Tourism Recreation Research, 40 (3):286 – 302.							
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							
<ul style="list-style-type: none"> ● 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


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Course co-ordinator		Iris Mihajlović, PhD, Associate Prof. Jurica Pavičić, PhD, Full Prof.						
Year of study		I.			Semester		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:		Exercises:	10	
Entry requirements and admission competencies required								
Fluency in English								
Course content								
<ul style="list-style-type: none"> ● 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 are: Consumer behaviour ● Redefining marketing in digital economy 								
Learning outcomes								
<ul style="list-style-type: none"> ● 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								
Kumar V (2017): Integrating Theory and Practice in Marketing, Journal of Marketing, 81 (March), 1-7.								
Kumar V, Keller K.L., Lemon K.N. (2016): Mapping the Boundaries of Marketing: What Needs to Be Known, Journal of Marketing, 80 (November), 1-5.								
Hanssens D.M., Pauwels K.H. (2016): Demonstrating the Value of Marketing, Journal of Marketing, 80 (November), 173-190.								
Moorman C. and Rust R. (1999), "The Role of Marketing", Journal of Marketing, 63								
Moorman C., Day G.S. (2016): Organizing for Marketing Excellence, Journal of Marketing, 80 (November), 6-35.								
Hanssens D.M., Pauwels K.H. (2016): Demonstrating the Value of Marketing, Journal of Marketing, 80 (November), 173-190.								
Kumar V. (2018): Transformative Marketing: The Next 20 Years, Journal of Marketing, 82 (July), 1-12.								
Homburg et al (1999), "Marketing's Influence Within the Firm", Journal of Marketing, 63								
Ruekert R. et al (1985), "The Organization of Marketing Activities: A Contingency Theory of Structure and Performance", Journal of Marketing, 49								
Vohries D., Morgan N. (2003): A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and Its Relationship with Marketing Performance, Journal of Marketing, 67 (January)								
Krohmer H. et al (2002), Should Marketing Be Cross-Functional? Conceptual Development and International Empirical Evidence, Journal of Business Research, 55								
Ruekert R., Walker O. (1987), Marketing's Interaction with Other Functional Units: A Conceptual Framework and Empirical Evidence, Journal of Marketing, 51 (January)								


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Homburg, C., Jensen O. (2007): The Thought World of Marketing and Sales: Which Difference Makes a Difference?, Journal of Marketing, (July)							
Day G. (1994), "The Capabilities of Market-Driven Organizations," Journal of Marketing, 58 (October)							
Kohli, Ajay K. and Bernard J. Jaworski (1990): "Market Orientation: The Construct, Research Propositions," Journal of Marketing, 54 (2): 1-18							
Narver, John C. and Stanley F. Slater (1990): "The Effect of a Market Orientation on Business Profitability," Journal of Marketing, 54 (4): 20-35							
Ajzen, I. (2002), "Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior," Journal of Applied Social Psychology, 32, 665-683.							
Jaworski, Bernard J., Ajay K. Kohli, and Arvind Sahay (2000), "Market-driven Versus Driving Markets," Journal of the Academy of Marketing Science, 28 (1), 45-54.							
Narver, John C., Stanley F. Slater, and Douglas L. MacLachlan (2004), "Responsive and Proactive Market Orientation and New Product Success," Journal of Product Innovation Management, 21 (5), 334-47.							
Maslow, Abraham H. (1943), "A theory of Human Motivation," Psychological Review, 50 (4), 370-96.							
Klahr, David and Milena Nigam (2004), "The equivalence of learning paths in early science instruction: Effects of direct instruction and discovery learning," Psychological Science, 15 (10), 661-67.							
Mele, Cristina, Jaqueline Pels, and Kaj Storbacka (2014), "A Holistic Market Conceptualization," Journal of the Academy of Marketing Science, 1-15.							
Zhou, Kevin Z., Chi K. Yim, and David K. Tse (2005), "The Effects of Strategic Orientations on Technology- and Market- based Breakthrough Innovations," Journal of Marketing, 69 (2), 42-60.							
Christensen Clayton M., Bower Joseph L. (1996): „Customer power, strategic investment, and the failure of leading firms“, Strategic Management Journal, 17 (3): 197-218.							
Recommended reading							
Levitt, T. (1962): „Innovation in marketing: New perspectives for profit and growth“, New York: McGraw-Hill.							
Bettman, James R. (1979), An Information Processing Theory of Consumer Choice. Reading: Addison Wesley.							
Carpenter, Gregory S. and Donald R. Lehmann (1985), "A Model of Marketing Mix, Brand Switching, and Competition," Journal of Marketing Research, 22 (3), 318-29.							
Kotler, P., Kartajaya, H., Setiawan, I. (2017.), Marketing 4.0, Moving from Traditional to Digital, John Wiley & Sons							
Martin, D., Schouten, J.(2011.), Sustainable Marketing, Prentice Hall, 1 edition							
East, R., Singh J., Wright, M., Vanhuele, M. (2017.), Consumer Behaviour, Applications in Marketing, SAGE Publications Ltd.							
Course structure:							
Lectures:	x	Seminars and workshops:		Exercises :	x	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							
<ul style="list-style-type: none"> ● 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	


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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.			Semester		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:	10		Seminars:	10	Exercises:	
Entry requirements and admission competencies required								
Course content								
<ol style="list-style-type: none"> 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								
<ul style="list-style-type: none"> ● 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								
Palmatier, R.W., Sivadas, E., Stern, L.W., El-Ansary, A.I. (2019): Marketing Channel Strategy: An Omni-Channel Approach, 9th edition, Routledge, New York, SAD								
Rosenbloom, B. (2012): Marketing channels: A Management View, 8th international edition, Cengage Learning, Mason, OH, USA								
Dent, J., White, M. (2018): Sales and Marketing Channels: How to build and manage distribution strategy, 3rd edition, Kogan Page, London, UK								
Coughlan, A.T., Anderson, E., Stern, L.W., El-Ansary, A.I. (2014): Marketing Channels, 7th international edition, Pearson Education, Harlow, UK								
Recommended reading								
Ingene, C.A., Parry, M.E. (2005): Mathematical models of distribution channels, Kluwer Academic Publishers, New York, USA								
Betancourt, R.R. (2004): The Economics of Retailing and Distribution, Edward Elgar Publishing, Cheltenham, UK								
Course structure:								

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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							
<ul style="list-style-type: none"> ● 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	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.							
Year of study	I. and II.			Semester	II. and III.			
Course status	Compulsory course of the study programme		Compulsory course of the field of study		Elective course of the study programme		Elective course of the field of study	x
ECTS student workload coefficient							ECTS	
Number of semester hours	Lectures:	15	Seminars:		Exercises:		10	
Course prerequisites and competency requirements								
Course content								
<ul style="list-style-type: none"> ● 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 								


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Learning outcomes							
After attending the course and passing the exam students will be able to:							
<ul style="list-style-type: none"> ● 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							
1.	Ramsøy, T. Z. (2015), Introduction to Neuromarketing & Consumer Neuroscience, Neurons Inc Aps						
2.	Šola, M. H., (2016), Marketinška oružarnica, Redak						
3.	Zurawicki, L. (2010), Neuromarketing – Exploring the Brain of the Consumer, Springer						
Optional literature							
1.	Morin, C. (2018), The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime, Wiley						
2.	Pradeep, A. K. (2010), The buying brain: secrets for selling to the subconscious mind Wiley						
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							
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	x	Elective for the field	x
ECTS – Students' load coefficient						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:			
Entry requirements and admission competencies required								

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Course content							
<ol style="list-style-type: none"> 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							
<p>Upon completion of course students will be able to:</p> <ul style="list-style-type: none"> ➤ 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 I. (2017): Analiza financijskih izvještaja: načela, postupci, slučajevi. HZRIFD, Zagreb							
Drury, C. (2013): Management Accounting for Business. Fifth Edition. Cengage Learning, Boston.							
Arens, A.A., Elder, R. J. & Beasley, M. S. (2017): Auditing and Assurance Services. Sixteenth Edition. Pearson, Harlow, UK.							
Recommended reading							
Dyson, J. R. & Franklin, E. (2017): Accounting for non-accounting students. Ninth Edition. Pearson, Harlow, UK.							
Wahlen, J. M., Baginski, S. P. & Bradshaw, M. (2017): Financial Reporting, Financial Statement Analysis and Valuation: A Strategic Perspective. Cengage Learning, Boston							
Aerts, W. & Walton, P. (2013): Global Financial Accounting and Reporting: Principles and Analysis. Third Edition. Cengage Learning, Boston.							
Course structure:							
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							
<ul style="list-style-type: none"> ● 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.			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		
Entry requirements and admission competencies required								
Course content								
<ol style="list-style-type: none"> 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								
<p>Having attended the course and passed the exam the student will be able to:</p> <ul style="list-style-type: none"> ● 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.								
Ružić, D., Biloš, A., Turkalj, D., e-Marketing, 3. izdanje, Sveučilište Josipa Jurja Strossmayera, Ekonomski fakultet u Osijeku, 2014.								
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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Lectures:	x	Seminars and workshops:	x	Exercises :	x	Individual assignments:	
Multimedia and Internet:	x	E-learning:				Consultations:	x
Laboratory:		Field work:				Mentorship:	x
Examination method							
Oral	x	Written	X	Partial exam	x		
Course quality and performance assessment							
<ul style="list-style-type: none"> 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	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	Undergraduate			Graduate			
	Postgraduate specialist			Postgraduate university		x	
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:		Exercises:	10	
Entry requirements and admission competencies required							
Course content							
<ol style="list-style-type: none"> Digital transformation of marketing and development of digital marketing theory Identification of relevant scientific discussions and topics in digital marketing (MSI Research Priorities Initiative) Digital media structure The Big Tech and consequences in digital marketing Characteristics of social media and role of digital content Impact of digital technologies on consumer behaviour theory (consumer decision making, user experience and user interface, consumer engagement, personalisation, co-reaction) Role of digital technologies in organisation and implementation of marketing activities (Martech) Consequences of integration of all marketing channels Leading scientific publications and research centres in digital marketing and social media Shaping of research proposal in digital marketing and social media 							
Learning outcomes							

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- 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

Kannan, P. K., Li, A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34, 22-45.

Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, *Journal of Interactive Marketing* 23 (1), 4-10.

Malthouse, E., & Hofacker, C. (2010). Looking back and looking forward with interactive marketing. *Journal of Interactive Marketing*, 24(3), 181-184.

Constantinides, E. (2014) Foundations of Social Media Marketing. *Procedia - Social and Behavioral Sciences* 148, 40-57.

Lee, I. (2017). Big data: Dimensions, evolution, impacts, and challenges. *Business Horizons*, 60(3), 293-303.

Fudurić, M., Malthouse, E. C., & Viswanathan, V. (2018). Keep it, shave it, cut it: A closer look into consumers' video viewing behavior. *Business Horizons*, 61(1), 85-93.

Erdem, T., Keller, K.L., Kuksov, D., Pieters, R. (2016) Understanding branding in a digitally empowered world. *International Journal of Research in Marketing*, 33(1), 3-10.

Gensler, S., Völckner, F., Liu-Thompkins, Y., Wiertz, C. (2013) Managing Brands in the Social Media Environment. *Journal of Interactive Marketing*, 27, 242–256.

P. A. (2014). Marketing in computer-mediated environments: Research synthesis and new directions. *Journal of Marketing*, 78(1), 20-40.

Felix, R., Rauschnabel P.A., Hinsch C. (2016) Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126.

Recommended reading

Chaffey, D., Smith, P.R. (2017) *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*, 5th Edition. Routledge.

Tuten, T.L., Solomon, M.R. (2014) *Social Media Marketing*, 2nd Edition. SAGE Publications Ltd.

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:	x

Examination method


Oral		Written	X	Partial exam	x
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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	PED1214							
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			x	
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		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								
Fluency in English								
Course content								
<ul style="list-style-type: none"> ● 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								
<ul style="list-style-type: none"> ● 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								
Hanssens D.M., Pauwels K.H. (2016): Demonstrating the Value of Marketing, Journal of Marketing, 80 (November), 173-190.								
Zhang J.Z., Watson IV J.F., Palmatier R.W., Dant R.P. (2016): Dynamic Relationship Marketing, Journal of Marketing, 80 (September), 53-75.								
Challagalla G., Murtha B.R., Jaworski B. (2014): Marketing Doctrine: A Principles- Based Approach to Guiding Marketing Decision Making in Firms, Journal of Marketing, 78 (July), 4-20.								
Kumar V. (2018): Transformative Marketing: The Next 20 Years, Journal of Marketing, 82 (July), 1-12.								
De Haan, Ev, Kannan P.K., Verhoef P.C., Wiesel T. (2018): Device Switching in Online Purchasing: Examining the Strategic Contingencies, Journal of Marketing, 82 (September), 1-19.								
Ramaswamy V., Ozcan K. (2018): Offerings as Digitalized Interactive Platforms: A Conceptual Framework and Implications, Journal of Marketing, 82 (July), 19-31.								
Kumar V. (2018): A Theory of Customer Valuation: Concepts, Metrics, Strategy, and Implementation, Journal of Marketing, 82 (January), 1-19.								


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Lemon K.N., Verhoef P.C. (2016): Understanding Customer Experience Throughout the Customer Journey, Journal of Marketing, 80 (November), 69-96.							
Moorman C., Day G.S. (2016): Organizing for Marketing Excellence, Journal of Marketing, 80 (November), 6-35.							
Kumar V., Reinartz W. (2016): Creating Enduring Customer Value, Journal of Marketing, 80 (November), 36-68.							
Wedel M, Kannan P.K. (2016): Marketing Analytics for Data-Rich Environments, Journal of Marketing, 80 (November), 97-121.							
Lamberton C., Stephen A. T. (2016): A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry, Journal of Marketing, 80 (November), 146-172.							
Kim, Y., Peterson, R.A. (2017): A Meta-analysis of Online Trust Relationships in E-commerce, Journal of Interactive Marketing, 38 (1), 44-54							
Bharadwaj A., El Sawy O., Pavlou P., Venkatraman, N.V. (2013): Digital Business Strategy: Toward a Next Generation of Insights, MIS Quarterly, 37 (2), 471-482							
Kane, G.C., Palmer, D., Phillips, A.N., Kiron D., Buckley, N. (2015): Strategy, not technology, drives digital transformation, MIT Sloan Management Review,							
Recommended reading							
Struhl S. (2017): Artificial Intelligence Marketing and Predicting Consumer Choice: An Overview of Tools and Techniques, Kogan Page Publishing.							
Chavez T. (2018): Data Driven: Harnessing Data and AI to Reinvent Customer Engagement, McGraw-Hill Education							
Sterne J. (2017): Artificial Intelligence for Marketing: Practical Applications, Wiley Publishing							
Pralhad C.K., Ramaswamy V. (2015): Co-creation experiences: The next practice in value creation, Journal of Interactive Marketing, 18 (3), 5-14.							
Kaufman I. (2014): Digital Marketing: Integrating Strategy and Tactics with Values, Routledge							
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							
<ul style="list-style-type: none"> 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		x	
Course co-ordinator	Zoran Krupka, PhD, Associate Prof. Sandra Horvat, PhD, Associate Prof.						
Year of study	I. and II.			Semester	II. and III.		


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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						
Fluency in English						
Course content						
<ul style="list-style-type: none"> ● 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						
<ul style="list-style-type: none"> ● 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						
Aaker, D. A., & Keller, K. L. (1990). Consumer evaluation of brand extensions. <i>Journal of Marketing</i> , 54(1), 27-41.						
Alreck, P. L., & Settle, R. B. (1999). Strategies for building consumer brand preference. <i>Journal of Product & Brand Management</i> , 8(2), 130-144.						
Balmer, J. M. T. (2001). Corporate identity, corporate branding and corporate marketing; seeing through the fog. <i>European Journal of Marketing</i> , 35(3/4), 248-291.						
Erdem, T., Swait, J., & Valenzuela, A. (2006). Brands as signals: a cross-country validation study. <i>Journal of Marketing</i> , 70(1), 34-49.						
Fung So, K. K., Wu, L., Xiong, L., & King, C. (2008). Brand Management in the Era of Social Media: Social Visibility of Consumption and Customer Brand Identification. <i>Journal of Travel Research</i> , 57(6), 727-742.						
Gray, E. R., & Balmer, J. M. T. (2001). The corporate brand: a strategic asset. <i>Management in Practice</i> , 4, 1-4.						
Herstein, R., & Jaffe, E. D. (2007). Launching store brands in emerging markets: resistance crumbles. <i>Journal of Business Strategy</i> , 28(5), 13-19.						
Keller, K. L. (1993). Conceptualizing, measuring, and managing consumer-based brand equity. <i>Journal of Marketing</i> , 57(1), 1-22.						
Keller, K. L., & Lehmann, D. R. (2003). How do brands create value?. <i>Marketing Management</i> , 12(3), 26-31.						
Miles, S. J., & Mangold, G. (2004). A conceptualization of the employee branding process. <i>Journal of Relationship Marketing</i> , 3(2/3), 65-88.						
Palumbo, F., & Herbig, P. (2000). The multicultural context of brand loyalty. <i>European Journal of Innovation Management</i> , 3(3), 116-124.						
Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. <i>Journal of Marketing</i> , 50, 135-146.						
Perrachione, T. K., & Perrachione, J. R., (2008). Brains and brands: developing mutually informative research in neuroscience and marketing. <i>Journal of Consumer Behaviour</i> , 7(4/5), 303-318.						
Petromilli, M., Morrison, D., & Million, M. (2002). Brand architecture: Building brand portfolio value. <i>Strategy & Leadership</i> , 30(5), 22-28.						
Santos, J. P., Seixas, D., Brandão, S., & Moutinho, L. (2012). Neuroscience in branding: A functional magnetic resonance imaging study on brands' implicit and explicit impressions. <i>Journal of Brand Management</i> , 19(9), 735-757.						
Sivertzen, A-M., Ragnhild Nilsen, E., & Olafsen, A. H. (2013). Employer branding: employer attractiveness and the use of social media. <i>Journal of Product & Brand Management</i> , 22(7), 473-483.						


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Sung, Y., Choi, S. M., Ahn, H., & Song, Y-A. (2015). Dimensions of luxury brand personality: Scale development and validation. <i>Psychology and Marketing</i> , 32(1), 121-132.							
Tak, P., & Pareek, A. (2016). Consumer attitude toward luxury brands: An empirical study. <i>Journal of Brand Management</i> , 8(1), 7-19.							
Recommended reading							
Aaker, J. L. (1997). Dimensions of brand personality. <i>Journal of Marketing Research</i> , 34, 347-356.							
Agarwal, M. K., & Rao, V. R. (1996). An empirical comparison of consumer-based measures of brand equity. <i>Marketing Letters</i> , 7(3), 237-247.							
Berens, G., van Riel, C. B. M., & van Bruggen, G. H. (2005). Corporate associations and consumer product responses: the moderating role of corporate brand dominance. <i>Journal of Marketing</i> , 69(3), 35-48.							
Bian, Q., Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural Comparison. <i>Journal of Business Research</i> , 65, 1443-1451.							
Chancellor, B., & Chatterjee, A., (2011). Brain Branding: When Neuroscience and Commerce Collide. <i>Journal AJOB Neuroscience</i> , 2(4), 18-27.							
Churchill, G. A. (1979). A paradigm for developing better measures of marketing constructs. <i>Journal of Marketing Research</i> , 26, 64-73.							
Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. <i>Journal of Consumer Research</i> , 24(4), 343-373							
Hatch, M. J., & Schultz, M. (2003). Bringing the corporation into corporate branding. <i>European Journal of Marketing</i> , 37(7/8), 1041-1064.							
Okonkwo, U. (2009). The luxury brand strategy challenge. <i>Journal of Brand Management</i> , 16, 287-289.							
Walvi, T. H. (2011). Three laws of branding: Neuroscientific foundations of effective brand building. <i>Journal of Brand Management</i> , 16(3), 176-194.							
Yan, J. (2011). Social media in branding: Fulfilling a need. <i>Journal of Brand Management</i> , 18(9), 688-696.							
Course structure:							
Lectures:	x	Seminars and workshops:		Exercises :	x	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							
<ul style="list-style-type: none"> ● 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.						


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	<p style="text-align: center;">IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	<p style="text-align: center;">Fo4-12</p>

Tomislav Hernaus, PhD, Associate Prof.									
Year of study		I.			Semester		II.		
Course status	Compulsory for the study		Compulsory for the field	x	Elective for the study		Elective for the field		
ECTS – Students' load coefficient								ECTS	
Teaching hours per semester		Lectures:	15	Seminars:	10	Exercises:	5		
Entry requirements and admission competencies required									
Course content									
<ul style="list-style-type: none"> ● 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) ● Modern organisation and management theories: System Theory, Sustainable Development Management Theory, Excellence Theory, Contingency Theory, Neo-institutional Theory, Population Ecology Theory, Organisational Economy Theory, Resources Interdependence Theory, Multilevel Organisational Theory, Network Organisational Theory ● Other theories on organisation and management 									
Learning outcomes									
<p>Having attended the course the students will be able to:</p> <ul style="list-style-type: none"> ● 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									
Smith, K. G. i Hitt, M. A., ur. (2007.), <i>Great Minds in Management: The Process of Theory Development</i> , Oxford University Press, New York.									
Miles, J. A. (2012.), <i>Management and Organization Theory: A Jossey-Bass Reader</i> , Jossey-Bass, San Francisco.									
Tsoukas, H. i Knudsen, C., ur. (2003.), <i>The Oxford Handbook of Organization Theory: Meta-theoretical Perspectives</i> , Oxford University Press, New York.									
Recommended reading									
Sikavica, P. (2011.), <i>Organizacija</i> , Školska knjiga, Zagreb.									
Hernaus, T. (2016.), Organizacijske teorije, u Galetić, L. (ur.), <i>Organizacija</i> , Sinergija nakladništvo d.o.o., Zagreb, str. 27-66.									
Shafritz, J. M., Ott, J. S. i Jang, Y. S. (2011.), <i>Classics of Organization Theory</i> , 7. izdanje, Wadworth Cengage Learning, Boston.									
Tosi, H. L. (2008.), <i>Theories of Organization</i> , SAGE Publications, Thousand Oaks.									
Hatch, M. J. i Cunliffe, A. L. (2013.), <i>Organization Theory: Modern, Symbolic, and Postmodern Perspectives</i> , Oxford University Press, New York.									
Course structure:									
Lectures:	x	Seminars and workshops:	x	Exercises :		Individual assignments:	x		

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	<p style="text-align: center;">IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	<p style="text-align: center;">Fo4-12</p>

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					
<ul style="list-style-type: none"> 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	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		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							
<ul style="list-style-type: none"> MODERN CORPORATION AND CORPORATE GOVERNANCE <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 							

	<p style="text-align: center;">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</p>	<p style="text-align: center;">Obrazac</p>
	<p style="text-align: center;">IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.</p>	<p style="text-align: center;">Fo4-12</p>

- 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

Monks, R., A.G., Minow, N. (2011.) Corporate governance, 5ed., Wiley-Blackwell publishing.

Tipurić, D., ur. (2008.) Korporativno upravljanje. Zagreb: Sinergija.

Mallin, C. A. (2016.) Corporate Governance, 5ed., Oxford: Oxford University Press.

Jensen MC. i Meckling WH. (1976.) Theory of the firm: Managerial behavior, agency costs and ownership structure. *Journal of Financial Economics*, (3):4, 305-360.

Hambrick, DC. i Mason, PA. (1984.) Upper Echelons: The Organization as a Reflection of Its Top Managers. *The Academy of Management Review*, (9): 2, 193-206.

Aguilera, R.V. i G. Jackson (2003.) The Cross-National Diversity of Corporate Governance: Dimensions and Determinants", *The Academy of Management Review*, 3, 447-465.

Shleifer, A. i Vishny R.V. (1986.) Large shareholders and corporate control. *Journal of Political Economy*, 94(3): 461-488.

Zahra, S. A., & Pearce, J. A. (1989.). Boards of Directors and Corporate Financial Performance: A Review and Integrative Model. *Journal of Management*, 15(2), 291-334.

Recommended reading

Larcker DF, Tayan B. (2015.) Corporate Governance Matters: A Closer Look at Organizational Choices and Their Consequences (2nd edition). New Jersey: Pearson Education.

Tipurić, D., ur. (2015.) Korporativno upravljanje u Hrvatskoj - Ocjena kvalitete korporativnog upravljanja hrvatskih dioničkih društava SEECGAN metodologijom. Zagreb: Sinergija.

Tipurić, D., Vrdoljak Raguž, I., Podrug, N. (2014.) Rethinking Corporate Governance. Harlow. England: Pearson Education.

Tipurić, D., ur. (2011.) Promjene vrhovnog menadžmenta i korporativno upravljanje. Zagreb: Sinergija.

Tipurić, D., (2006.) Nadzorni odbor i korporativno upravljanje. Zagreb: Sinergija.


Khan, A., Muttakin, BD., Siddiqui, J. (2013) Corporate Governance and Corporate Social Responsibility Disclosures: Evidence from an Emerging Economy. *Journal of Business Ethics*. (114):2, 207-223.

Coles, JW., McWilliams VB. i Sen, N. (2001.) An examination of the relationship of governance mechanisms to performance. *Journal of Management*. (27):1, 23-50.

Westphal, J. D., & Zajac, E. J. (1998). The Symbolic Management of Stockholders: Corporate Governance Reforms and Shareholder Reactions. *Administrative Science Quarterly*, 43(1), 127-153.


Van Ees H. , Gabriellson J., Huse M.(2009.) Toward a behavioral theory of boards and corporate governance. *Corporate Governance: An International Review*, 17 (3), 307-319.

Course structure:

	<p style="text-align: center;">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</p>	<p style="text-align: center;">Obrazac</p>
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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							
<ul style="list-style-type: none"> 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		x			
Course co-ordinator	Nebojša Stojčić, PhD, Full Prof, Perica Vojinić, PhD, Associate Prof. Marija Bečić, 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							ECTS	
Teaching hours per semester	Lectures:		Seminars:		Exercises:			
Entry requirements and admission competencies required								
Course content								
<ul style="list-style-type: none"> 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								

	<p style="text-align: center;">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</p>	Obrazac
	IZVEDBENI PLAN NASTAVE ZA AKADEMSKU 2023./2024.	Fo4-12

- 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

Tidd, J., and Bessant, J. (2013). *Managing Innovation: Integrating Technological, Market and Organizational Change*, 5th edition. Chichester: John Wiley & Sons Ltd.

Fagerberg, J., Mowery, D., C., Nelson (2003): *The Oxford Handbook of Innovation*, Oxford University Press.

WIPO – Intellectual Property Handbook – World Intellectual Property Organization (2004), Geneva, Switzerland

Day, G. S., Schoemaker, P. J. H., and Gunther, R. E. (2000). *Wharton on Managing Emerging Technologies*. New York: Wiley.

Chesbrough, H., (2003) [The logic of open innovation: managing intellectual property](#), *California Management Review*, 45(3):33-58

nson, L., Sullivan, P., (1996) Developing a model for managing intellectual capital, *European Management Journal*, [Vol 14, \(4\)](#), 364.

Recommended reading

nova, D., Philimore, J. (2003): Models of Innovation, chapter in Part II of [The International Handbook on Innovation](#), pages 44-53;

Brekić J., (1994) *Inovativni menadžment*, Zagreb NIP Alinea.

Ferenčić, A. i Kraljeta, V. (1987). *Pribavljanje tehnologije*. Zagreb: Informator.

Anton, J., J., Yao. A., D., (2004) Little Patents and Big Secrets: Managing Intellectual Property, *RAND Journal of Economic*, Vol. 35, 1, 1-22.

Nelson, R., R., (1993) *National Innovation System, A Comparative Analysis*, Oxford University Press.

Malerba, F., Caloghirou, Y., McKelvey, M., Radošević, S. (2015) *Dynamics of Knowledge Intensive Entrepreneurship: Business Strategy and Innovation Policy*, Routledge.

Aralica, Z. (2011). *Financiranje inovacija: međusobna uvjetovanost makro i mikro poimanja*. *Ekonomski pregled*, 62(9-10), 544-558.

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
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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	PED1219							
Course	HUMAN RESOURCES MANAGEMENT							
Study programme	Postgraduate doctoral study "Business Economics in the Digital Environment"							
Field of study	Management							
Programme level	Undergraduate		Graduate					
	Postgraduate specialist		Postgraduate university		x			
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		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								
Course content								
<ul style="list-style-type: none"> ● 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								
<p>Having attended the course and passed the exam the students will be able to:</p> <ul style="list-style-type: none"> ● 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 								

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- 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

Dessler, G., Fundamentals of Human Resource Management, 5th ed., Pearson Education Prentice Hall, Upper Saddle River, New York, 2019.
Dessler, G., Human Resource Management, 15th ed., Pearson Education Prentice Hall, Upper Saddle River, New York, 2017.
Noe, R. A., Hollenbeck, J. R., Gerhart, B., Wright, P. M., Menadžment ljudskih potencijala, Mate, Zagreb, 2006.
Bahtijarević-Šiber, F., Management ljudskih potencijala, Golden Marketing, Zagreb, 1999.
Bahtijarević Šiber, F., Strateški menadžment ljudskih potencijala, Školska knjiga, Zagreb, 2014.
Rahimić, Z., Podrug, N., Međunarodni menadžment ljudskih potencijala, Ekonomski fakultet Sarajevo, Sarajevo, 2013.
Recommended reading
Brenne, L., Driving Career Results: How to Manage Self-Directed Employee Development, Pearson Education Prentice Hall, Upper Saddle River, New York, 2016.
Gómez-Mejía, L. R., Balkin, D. B., Cardy, R. L., Managing Human Resources, 8th ed., Pearson Education Prentice Hall, Upper Saddle River, New York, 2016.
Wood, G., Human Resource Management: a critical approach, Taylor and Francis, 2009.
Sikavica, P., Bahtijarević-Šiber, F., Pološki-Vokić, N., Temelji menadžmenta, Školska knjiga, Zagreb, 2008.
Buble, M., Management, Ekonomski fakultet Split, Split, 2000.

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:	x


Examination method

Oral	x	Written	X	Partial exam	
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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	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		
	Postgraduate specialist		Postgraduate university	x	


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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	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								
<ul style="list-style-type: none"> ● 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								
<p>Having successfully passed the course the students will be able to:</p> <ul style="list-style-type: none"> ● 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								
Gibson, C. H. (2013): Financial Reporting and Analysis: Using Financial Accounting Information. South Western Cengage Learning, Mason								
Bhattacharyya, A. K. (2018): Corporate Financial Reporting and Analysis. PHI Learning Pvt. Ltd., Delhi								
Wahlen, J. M., Baginski, S. P. & Bradshaw, M. (2017): Financial Reporting, Financial Statement Analysis and Valuation: A Strategic Perspective. Cengage Learning, Boston								
Recommended reading								
Gulin, D. et al. (2012): Poslovno planiranje, kontrola i analiza, Drugo, izmijenjeno i dopunjeno izdanje, HZRIFD, Zagreb								
Miller-Nobles, T., Mattison, B. & Matsumura, E. M. (2018): Horngren's Financial & Managerial Accounting: The Financial Chapters. Sixth Edition. Pearson Education Ltd., Harlow								
Melville, A. (2017): International Financial Reporting: A Practical Guide. Sixth Edition. Pearson Education Ltd., Harlow								
Course structure:								

	<p style="text-align: center;">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</p>		<p style="text-align: right;">Obrazac</p>
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Lectures:	x	Seminars and workshops:		Exercises:	x	Individual assignments:	x
Multimedia and Internet:	x	E-learning:			x	Consultations:	x
Laboratory:		Field work:				Mentorship:	x
Examination method							
Oral	x	Written		X		Partial exam	X
Course quality and performance assessment							
<ul style="list-style-type: none"> ● 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	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		
Entry requirements and admission competencies required								
Course content								
<p>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.</p> <p>Topics within the syllabus are:</p> <ul style="list-style-type: none"> ● 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 								

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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

- Brigham, E. F. & Houston, J. F. (2013): Fundamentals of Financial Management, 13th Edition. South-Western Cengage Learning, USA
- Ushakov, D. (2019): Global Trends of Modernization in Budgeting and Finance. IGI Global, USA
- Baker, H. K. & Martin, G. S. (2011): Capital Structure and Corporate Financing Decisions: Theory, Evidence, and Practice. John Wiley & Sons, Inc. New Jersey
- Orsag, S. & Dedi, L. (2011): Budžetiranje kapitala: Procjena investicijskih projekata. Masmedia, Zagreb
- Rose, P.S., Hudgins, S.C. (2015): Upravljanje bankama i financijske usluge, 8. izdanje. MATE d.o.o., Zagreb, odabrana poglavlja.
- Greuning, H., Brajovic Bratanovic, S. (2006): Analiza i upravljanje bankovnim rizicima: Pristupi za ocjenu organizacije upravljanja rizicima i izloženosti financijskom riziku, 2. izdanje. Mate d.o.o., Zagreb, odabrana poglavlja.
- Recommended reading**
- Culp, C. L. (2002): The ART of Risk Management: Alternative Risk Transfer, Capital Structure, and the Convergence of Insurance and Capital Markets. John Wiley & Sons, Inc., New York
- Vassallo, W. (2017): Crowdfunding for Sustainable Entrepreneurship and Innovation. IGI Global, USA
- Vinturella, J. B. & Erickson, S. M. (2013): Raising Entrepreneurial Capital, 2nd Edition. Elsevier Inc., London
- Armour, J., Awrey, D., Davies, P., Enriques, L., Gordon, J.N., Mayer, C., Payne, J. (2016): Principles of Financial Regulation. Oxford University Press, Oxford, odabrana poglavlja.
- Nicoletti, B. (2017) The Future of Fintech: Integrating Finance and Technology in Financial Services. Palgrave Macmillan, Cham, odabrana poglavlja.

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:	x


Examination method

Oral	x	Written	X	Partial exam	X
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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	PED1222	
Course	COMPENSATION MANAGEMENT	
Study programme	Postgraduate doctoral study "Business Economics in the Digital Environment"	


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Field of study		Module Management					
Programme level		Undergraduate		Graduate			
		Postgraduate specialist		Postgraduate university		x	
Course co-ordinator		Lovorka Galetić, PhD, Full Prof. Marija Martinović, 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
ECTS – Students' load coefficient						3	ECTS
Teaching hours per semester		Lectures:	10	Seminars:		Exercises:	10
Entry requirements and admission competencies required							
Course content							
<p>The course will contain following topics:</p> <ul style="list-style-type: none"> ● 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							
<p>Having attended the course Compensation Management the students will be able to:</p> <ul style="list-style-type: none"> ● 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							
Milkovich, G. T., Newman, J. M.: Plaće i modeli nagrađivanja, Masmedia, Zagreb, 2006.							
Milkovich George, Newman Jerry, Gerhart Barry (2017) Compensation, 12th edition, McGraw Hill							
Recommended reading							
Berger, Lance A., Berger, Dorothy R. (2015) The Compensation Handbook, 6th ed. Mc.Graw-Hill Education, New York							
Armstrong, Michael (2012) Armstrong's handbook of reward management practice, Kogan Page London, 4th edition .							
Martocchio, Joseph J. (2004) Strategic compensation : a human resource management approach, 3rd ed. Upper Saddle River, NJ : Pearson Prentice Hall							
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							
Shielda, John (2016) Managing Employee Performance and Reward, 2nd ed., Cambridge University Press							
Course structure:							
Lectures:	x	Seminars and workshops:	x	Exercises :		Individual assignments:	x
Multimedia and Internet:		E-learning:				Consultations:	x

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Laboratory:		Field work:		Mentorship:	x
Examination method					
Oral	x	Written	X	Partial exam	X
Course quality and performance assessment					
<ul style="list-style-type: none"> 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	PED1223							
Course	INTERNATIONAL ORGANISATIONAL BEHAVIOUR							
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	Najla Podrug, PhD, Associate Prof. Ana Aleksić, 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:	10	Exercises:			
Entry requirements and admission competencies required								
Course content								
<ul style="list-style-type: none"> 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								
<ul style="list-style-type: none"> 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								

	<p style="text-align: center;">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</p>	<p style="text-align: center;">Obrazac</p>
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Rahimić, Z., Podrug, N. (2013) Međunarodni menadžment, Sveučilište u Sarajevu, Sarajevo							
McFarlin, D., Sweeney, P. (2017) International Organizational Behavior: Transcending Borders and Cultures, 2nd ed., Routledge, London							
Luthans, F. (2011) Organizational behavior, An evidence-based approach, McGraw-Hill, New York							
Recommended reading							
Browaays, M.-J., Price, R. (2016) Understanding cross-cultural management, 3rd ed., Pearson, Harlow.							
Hofstede, G., Hofstede, G. J., Minkov, M. (2010) Cultures and Organizations: Software of the Mind, 3rd ed., McGraw-Hill Education, New York.							
Adler, N. J. (2008) International Dimensions of Organizational Behavior, 5th ed., South Western Cengage, Cincinnati, Ohio.							
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							
Oral		Written	X	Partial exam	X		
Course quality and performance assessment							
<ul style="list-style-type: none"> 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	PED1224						
Course	INTERNATIONAL BUSINESS AND DIGITAL TRANSFORMATION						
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	Ivo Šperanda, PhD, Associate Prof. Marija Bečić, PhD, Associate Prof.						
Year of study	I.			Semester	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:		Exercises:	10	
Entry requirements and admission competencies required							
Course content							

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- 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

Collinson, Simon; Narula, Rajneesh; Rugman, Alan M. (2017) International Business, 7/E, Pearson United Kingdom

Krugman, P. R., Obstfeld, M., & Melitz, M. (2015). International Trade: Theory and Policy. Prentice Hall.

Krugman, P. R., Obstfeld, M., (2009). Međunarodna ekonomija (7.izdanje) Mate d.o.o. Zagreb

Krugman P. Doba smanjenih očekivanja, Masmedia, Zagreb

Recommended reading

Hill, C.; Hult, G. (2019). International Business: Competing in the Gglobal Market Place. McGraw-Hill Education

Gandolfo, G. (2013). International Trade Theory and Policy. Springer Science & Business Media.

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

Stiglitz, J. E. (2002). Globalization and its Discontents . Norton: New York, London

Stiglitz J, (2017) Euro, Pofil, Zagreb


Course structure:

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

Examination method


Oral	x	Written	X	Partial exam	X
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Course quality and performance assessment

	<p style="text-align: center;">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</p>	Obrazac
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- 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	Undergraduate			Graduate			
	Postgraduate specialist			Postgraduate university			x
Course co-ordinator	Lorena Škuflić, PhD, Full Prof. Marija Bečić, PhD, Associate Prof.						
Year of study	I.			Semester	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:		Exercises:	10	
Entry requirements and admission competencies required							
Course content							
<ul style="list-style-type: none"> ● MAIN CHARACTERISTICS OF MODERN INDUSTRIAL POLICY <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 							

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- 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

Martin, S (2010) *Industrial Organization in Context*, Oxford University Press

Stiglitz, J. and Lin, J.Y. (eds.) 2013. *The Industrial Policy Revolution I-II*, Palgrave.

Milberg, W. and D. Winkler. 2013. *Outsourcing economics. Global value chains and capitalist development*. Cambridge University Press.

Cimoli, M. et al (eds). 2009. *Industrial Policy and Development*. Oxford University Press

Lipczynski, J., Wilson, J. and J. Goddard (2013), *Industrial Organisation: Competition, Strategy and Policy* (4th ed.), Prentice-Hall.

Lin, J. Y. (2012) *New Structural Economics; A Framework for Rethinking Development and Policy*. World Bank

Lee. K. (2015) *Schumpeterian Analysis of Economic Catch – Up*. Cambridge University Press

Recommended reading

Bellandi M., De Propriis L. (2015). "Three Generations of Industrial districts". *Investigaciones Regionales – Journal of Regional Research*, 32: 75-87

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

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


Bellandi M., Caloffi A. (2016). *Industrial policies in a Marshallian-based multilevel perspective*, *European Planning Studies*, 24 (4): 687–703

Barca F., McCann P., Rodríguez-Pose A. (2012), *The Case for Regional Development Intervention: Place-Based versus Place-Neutral Approaches*. *Journal of Regional Science*, 52 (1): 134-152

Course structure:


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

Examination method

	<p style="text-align: center;">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</p>	<p style="text-align: center;">Obrazac</p>
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Oral		Written	X	Partial exam	X
Course quality and performance assessment <ul style="list-style-type: none"> 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	PED1226							
Course	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	Undergraduate			Graduate				
	Postgraduate specialist			Postgraduate university			X	
Course co-ordinator	Tonći 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						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:			
Entry requirements and admission competences								
Course content								
<p>Financial technologies (FinTech), ie.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. .</p> <p>The following themes will be thought within this Field :</p> <ul style="list-style-type: none"> 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								
<p>Upon course completion students will be able to:</p> <ul style="list-style-type: none"> Understand, interpret and critically evaluate importance of financial market regulation in digital environment Identify motives, reasons, causes and consequences, compare advantages and waknesses, 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 								

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- Critically assess the impact of actual trends in regulation of financial markets in digital environment on achievement of macroeconomic objectives.

Reading list:

1	Loesch, S., (2018): The Fintech Entrepreneur's Guide to Regulation and Regulatory Strategy, WILEY
2	Gilchrist, A., (2017): FinTech Rising: Navigating the maze of US & EU regulations

Reading list:

1	Selected EU directives
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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
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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							
Programme level	Undergraduate			Graduate				
	Postgraduate specialist			Postgraduate university				
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	x	Field elective	x
ECTS students` load coefficient						3	ECTS	
Teaching hours per semester:	Lectures:	10	Seminars:		Exercises:	10		
Entry requirements and admission competences								
Course content:								

	<p style="text-align: center;">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</p>	Obrazac
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- 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 Izraditi strategiju razvoja sustava kvalitete u vlastitoj organizaciji.
- 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 i Muri situations as the causes of inefficiency and to apply the Gemba Kaizen in practice

Reading list:

Lazibat. T., Upravljanje kvalitetom, Znanstvena knjiga, Zagreb, ISBN 978-953-95902-1-3, 2009.

Maurer, R., The Spirit of kaizen, Creating lasting excellence one small step at a time, McGraw Hill, US; 2013

Imai. M. Gemba Kaizen: A Commonsense, Approach to a Continuous Improvement Strategy, 2nd Edition, McGraw Hill, US, 2012

Recommended reading :


1.	Zairi, M., Deep In Crisis: The Uncertain Future of the Quality Profession, ECBPM Publishing House UK, ISBN 978-1-906993-56-6, 2018.
2.	Zairi, M., Super Excellence: The path to Sustainable Superior Performance, ECBPM Publishing House UK, ISBN 978-1-906993-61-0, 2018.
3.	Schotchmer, A., 5S Kaizen in 90 Minutes, Civencester Management Books, 2008

Course structure:

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

Examination methods


Oral	x	Written	x	Partial exam	x
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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	PED1228							
Course	INTERNATIONAL BUSINESS NEGOTIATION							
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	Katija Vojvodić, PhD, Full Prof. Marija Tomašević Lišanin, PhD, Full Prof.							
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						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:		Exercises:	10		
Entry requirements and admission competences								
No special requirements.								
Course content:								
<ul style="list-style-type: none"> ● 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								
<ul style="list-style-type: none"> ● 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 negotiatiobn outcomes in the classical and digital business context 								
Reading list								
1.	Tomašević Lišanin, M., Kadić-Maglajlić, S., Drašković, N.: Principi prodaje i pregovaranja, EFZG, 2019.							
2.	Lewicky, R.J., Barry, B., Saunders, D.: Essentials of Negotiation, McGraw-Hill Education; 6 edition, 2015.							

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3.	Katz, L.: Negotiating International business, Charleston: Booksurge Publishing, 2011						
4.	Vojvodić, K.: Izazovi elektroničkoga pregovaranja, Ekonomski vjesnik, godina XXVI, broj 2/2013.						
5.	Tomašević Lišanin, M., Cicarelli, M.: Pregovaračko-komunikacijski izazovi vanjsko-trgovinskog poslovanj , Zbornik radova konferencije: Izazovi trgovine u recesiji, EFZG, 2010.						
Recommended reading							
1.	Tomašević Lišanin, M.: Profesionalna prodaja i pregovaranje, HUPUP, Zagreb, 2010.						
2.	Tomašević Lišanin, M.: Poslovni slučajevi iz prodaje i pregovaranja, HU UP, Zagreb, 2010.						
3.	Fisher, R., Ury, W.: Getting to Yes, Negotiating an Agreement without Giving in, Cornrstone Digital, 2012.						
4.	Salacuse, J.W.: The Global Negotiator, Making, Managing, and Mending Deals Around the Word in the Twenty-First Century, Palgrave Macmillan, 2003.						
Course structure							
Lectures:	X	Seminars and workshops:	X	Exercises :	X	Individual assignments:	X
Multimedija and Internet:	X		E-learning:			Office hours:	X
Laboratory:			Field study:			Mentorship:	X
Examination methods							
Oral	X		Written	X		Partial exam:	
Course quality and performance assessment							
<ul style="list-style-type: none"> 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				Postgraduate university	x		
Course co-ordinator	Tonći 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	x	Field elective	x
ECTS students` load coefficient						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:		Exercises:	10		

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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:

1.	Lazibat, T., Kolaković, M., Međunarodno poslovanje u uvjetima globalizacije, knjiga, ISBN 953-6895-1-6, Sinergija, Zagreb, 2004.
2.	Ghemawat, P., World 3.0, Harvard Business Review Press, knjiga, ISBN 978-1-4221-3864-9, 2011.
3.	Lazibat T., Upravljanje kvalitetom, Znanstvena knjiga, Zagreb, 2009

Recommended reading:


Course structure:

Lectures:	x	Seminars and workshops:		Exercises :	x	Individual assignments:	x
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Multimedia and Internet:		E-learning:		Office hours::	
Laboratory:		Field study:		Mentorship:	x
Examination methods:					
Oral	X	Written	x	Partial exam	x
Course quality and performance assessment					
<ul style="list-style-type: none"> ● Monitoring of students` Course attendance and fulfillment of other obligations ● Course assessment through students` survey ● Learning outcomes assessed by leacturer 					

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				
	Postgraduate specialist			Postgraduate university		x		
Course co-ordinator	Sanda Renko, PhD, Full Prof. Katija Vojvodić, PhD, Full Prof.							
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						3	ECTS	
Teaching hours per semester	Lectures:	10	Seminars:		Exercises:		10	
Entry requirements and admission competences								
No special requirements								
Course content								
<ul style="list-style-type: none"> ● 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								

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- 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
2.	Harrison, A., van Hoek, R. & Skipworth, H. (2015) Logistics Management and Strategy Competing through the Supply Chain, 5ed, Pearson; ISBN-10: 1292004150; ISBN-13: 978-1292004150

Recommended reading:

1.	Pettit, S. & Wang, Y. (2016) E-Logistics: Managing Your Digital Supply Chains for Competitive Advantage, Kogan Page, ISBN: 0749472669
2.	Sinha, R. (2017) Logistics in Motion: A Digital Journey: A Case for Redefining Logistics Paperback – Create Space, Independent Publishing Platform (February 5, 2017), ISBN-10: 1542933846, ISBN-13: 978-1542933841

Course structure

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


Examination methods:

Oral	x	Written	x	Partial exam	x
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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 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	Tonći 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	

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Teaching hours per semester	Lectures:	10	Seminars:	10	Exercises:	
Entry requirements and admission competences						
Course content:						
<p>Financial system digital transformation (FinTech) exists in all domains of financial operations. Therefore, this Course elaborates on the following themes:</p> <ul style="list-style-type: none"> ● Digital transformation in the payment system ● Digital transformation in the insurance sector (InsurTech) ● Contemporary technological alternatives to 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						
<p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> ● 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:						
1. Special Issue of Electronic Market on "FinTech and the transformation of the Financial Industry" (https://link.springer.com/journal/12525/topicalCollection/AC_d45282e25c5f45ed41f68bb325561c81)						
2. CBInsights Global 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						
<ul style="list-style-type: none"> ● 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	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:							
<ul style="list-style-type: none"> 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:							
<ul style="list-style-type: none"> 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							
1.	Loebbecke, C., Picot, A. (2015) "Reflection on societal and business model transformation arising from digitization and Big Data analytics: A research agenda" <i>Journal of Strategic Information Systems</i> Vol. 24: 149-157.						
2.	Härting, R.C. Reichstein, C., Schad, M., Potentials of Digital Business Models – Empirical investigation of data driven impacts in industry, <i>Procedia Computer Science</i> 126 (2018) 1495–1506						
3.	Ibarra, D., Ganzarain, J., Igartua, J.I. (2018): <i>Business model innovation through Industry 4.0: a review</i> , <i>Procedia Manufacturing</i> 22(2018) 4–10						
4.	Mark W. Johnson, Clayton M. Christensen, Henning Kagermann (1996): Reinventing Your Business Model, Harvard Business Review, Summer, pp 57-66.						

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5.	Teece, D.J., 2010. Business models, business strategy and innovation. Long Range Plan. 43, 172-194.						
6.	Ritter, T., Lettl, C. (2018): The wider implications of business-model research, Long Range Planning 51 (2018) 1-8						
Recommended reading:							
1.	Venkatraman N (1993) Strategic alignment: leveraging information technology for transforming organizations. IBM Syst J 32(1):4-16						
2.	Pejić Bach, M., Spremić, M., & Suša Vugec, D. (2018). Integrating Digital Transformation Strategies into Firms: Values, Routes and Best Practice Examples. In Management and Technological Challenges in the Digital Age. Taylor & Francis Group: CRC press.Hen erson JC.						
3.	Kane, G.C., Palmer, D., Philips, A.N., Kiron, D. and Buckley, N. (2016): "Aligning the Organization for Its Digital Future" MIT Sloan Management Review and Deloitte University Press, July 2016.						
4.	Spremić, M (2017): Digitalna transformacija poslovanja, Ekonomski fakultet Zagreb.						
5.	Casadesus-Masanell, R., Tarzijan, J., 2012. When one business model isn't enough. Harv. Bus. Rev. 90 (1), 132e137.						
6.	Massa, L., Tucci, C.L., Afuah, A., 2017. A critical assessment of business model research. Acad. Manag. Ann. 11 (1), 73-104.						
7.	Massa, L., Tucci, C.L., 2013. Business model innovation. In: Dodgson, M., Gann, D.M., Phillips, N. (Eds.), The Oxford Handbook of Innovation Management. Oxford University Press, Oxford, pp. 420-439.						
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							
<ul style="list-style-type: none"> Monitoring of students' Course attendance and fulfillment of other obligations Course assessment through students' survey Learning outcomes assessed by lecturer 							

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 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

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Teaching hours per semester	Lectures:	15	Seminars:		Exercises::	10
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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 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 opportunities
 - TECHNOLOGICAL AND INNOVATION POLICY IN THE EU
 - Technological and innovation policy evolution in the EU;
 - Theoretical bases of the 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 technologic 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:

1. Dosi G. 1982. Technological paradigms and technological trajectories. Research Policy, 11: 147-162.
2. Abernathy WJ, Utterback JM. 1978. Patterns of Industrial Innovation. Technology Review, June-July: 40-47.
3. Di Stefano G., Gambardella A., Verona G. "Technology push and demand pull perspectives in innovation studies: Current findings and future research directions" in Research Policy, 41: 1283-1295
4. Nelson R.R. et al. Modern evolutionary economics: an Overview Cambridge University Press 2018
5. Hall B. Rosenberg N. Handbook of the Economics of Innovation Elsevier 2010

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6.	Helfat C. Campo R dondo M. 2017 Integrative capabilities, vertical integration and innovation over successive technology lifecycles <i>Organization Science</i> , 27, 249,264
7.	Czarnitzki D. and Delanote J. Young Innovative Companies: the new high-growth firms? <i>Industrial and Corporate Change</i> 2013 October pp.1315-1340
8.	Adams P. Fontana R. Malerba F. User-industry spinouts: downstream knowledge as a source of new firm entry and survival <i>Organization Science</i> 2016, 27,1, 18-35
9.	Kim J. and Lee C-Y Technological regimes and firm survival <i>Research Policy</i> 2016 45, 232-243
10.	Moeen M. and Agarwal R. Incubation of an Industry: Heterogeneous Knowledge Bases and Modes of Value Capture <i>Strategic Management Journal</i> 2016, 38, 566-587
11.	Malerba F., Nelson R., Orsenigo L., Winter S. , <i>Innovation and industry evolution</i> 2016 Cambridge University Press
12.	Baldwin C. Von Hippel E. Modeling a Paradigm Shift: From Producer Innovation to User and Open Collaborative Innovation <i>Management Science</i> 2011 March pp. 1399-1417
13.	Geroski P. , <i>Models of technology diffusion</i> , <i>Research Policy</i> 2000 vol. 29(4-5)
14.	Aharonson B. Schilling M. Mapping the technological landscape: measuring technology distance, technological footprint and technology evolution <i>Research Policy</i> 2016, 45, 81-96
15.	Malerba F. Adams P. "Sectoral systems of innovation" in Dodgson M. Gann D. Phillips N. <i>The Oxford Handbook of Innovation Management</i> Oxford University Press 2014 pp.183-203
16.	Lee K. and Malerba F. <i>Economic Catch-up by Latecomers</i> in Richard Nelson et al. <i>Modern evolutionary economics: an Overview</i> . 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 <i>Research Policy</i> , 2017 41, 2, pp.431-446
18.	Lee K. <i>Schumpeterian analyses of economic catch up</i> Cambridge University Press 2013 Ch. 3 and Ch.5
19.	Hidalgo C.A., Klinger B. Barabasi A. Hausmann R. The product space conditions and the development of nations <i>Science</i> 2007 27, 317, pp. 482-487
20.	Lee K., Malerba F. Toward a theory of catch-up cycles: Windows of opportunity in the evolution of sectoral systems <i>Research Policy</i> 2017, 41, 2, pp. 338-351, 2017
21.	Bleda M. Del Rio P. the market failure and the system failure rationale in technological innovation systems <i>Research Policy</i> 2013 42, 1035-1052

Recommended reading:

1.	von Hippel, E. 1976. The dominant role of users in the scientific instrument innovation process. <i>Research Policy</i> , 5 (3): 212-39.
2.	Henderson R, Clark KB. 1990. Architectural Innovation: The Reconfiguration of Existing Product Technologies and the Failure of Established Firms. <i>Administrative Science Quarterly</i> , 35: 9-30.
3.	Benner MJ. 2010. Securities Analysts and Incumbent Response to Radical Technological Change: Evidence from Digital Photography and Internet Telephony, <i>Organization Science</i> , 21 (1): 42-62.
4.	Tripsas M, Gavetti G. 2000. Capabilities, Cognition, and Inertia: Evidence from Digital Imaging. <i>Strategic Management Journal</i> , 21 (10/11): 1147-1161.
5.	Peteraf M., Di Stefano G., Verona G. 2013. "The elephant in the room of dynamic capabilities: Bringing two diverging conversations together" <i>Strategic Management Journal</i> , 34(12): 1389-1410.
6.	Teece DJ. 2007. Explicating dynamic capabilities: The nature and micro foundations of (sustainable) enterprise performance. <i>Strategic Management Journal</i> , 28 (13): 1319-1350.
7.	Cohen WM, Levinthal DA. 1990. Absorptive Capacity: A New Perspective on Learning and Innovation. <i>Administrative Science Quarterly</i> , 35: 128-152.


Course structure

Lectures:	X	Seminars and workshops	X	Exercises ::		Individual assignments:	X
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Multimedia and the Internet:	X	E-learning:		Office hours:	X
Laboratory:		Field study		Mentorship:	X
Examination methods:					
Oral		Written	X	Partial exam	x
Course quality and performance assessment					
<ul style="list-style-type: none"> 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.			Semester	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:		Exercises:		10	
Entry requirements and admission competences								
Set by the Study programme								
Course content								
<ul style="list-style-type: none"> 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								

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- 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:

1.	Dumas, M., La Rosa, M., Mendling, J., Reijers, H.A. (2018), Fundamentals of Business Process Management, Springer.
2.	Moore, C., Finn, K., Khoshafian, S., Winkler, K., Ward-Dutton, N., Kowalkowski, F., Swenson, K.D., Palmer, N. (2017), Digital Transformation with Business Process Management: BPM Transformation and Real-World Execution, Future Strategies, Incorporated.
3.	Hernaus, T., Bosilj-Vuksic, V., Indihar Stemberger, M. (2016), How to go from strategy to results? Institutionalising BPM governance within organisations. Business Proc. Manag. Journal 22(1): 173-195.
4.	Grubljesic, T., Jaklic, J., Indihar Stemberger, M. (2017), The Effect of Alignment between Corporate Performance Management and Business Process Management on Process Performance, AMCIS.
5.	Indihar Stemberger, M., Buh, B., Milanovic Glavan, Lj., Mendling, J. (2018), Propositions on the interaction of organizational culture with other factors in the context of BPM adoption. Business Proc. Manag. Journal 24(2): 425-445.

Recommended reading:

1.	Bosilj Vukšić, V., Pejić Bach, M., Tomičić-Pupek, K. (2017.). Utilization of Discrete Event Simulation in Business Processes Management Projects: a Literature Review, Journal of Information and Organizational Sciences, Volume 41, Issue 2, 2017, 137-159.
2.	Milanović Glavan, L., Bosilj Vukšić, V., (2017). Examining the impact of business process orientation on organizational performance: the case of Croatia. Croatian Operational Research Review, 8(1), 137–165.
3.	Valdez-De-Leon, O. (2016), A Digital Maturity Model for Telecommunications Service Providers, Technology Innovation Management Review, 6(8): 19–32.
4.	Sebastian, I. M., Ross, J. W., Beath, C., Mocker, M., Moloney, K. G. (2017), How big old companies navigate digital transformation. MIS Quarterly Executive, 16(3): 197–213.
5.	Suša Vugec, D., Tomičić-Pupek, K., Bosilj Vukšić, V. (2018). Social business process management in practice: Overcoming the limitations of the traditional business process management. International Journal of Engineering Business Management, Vol.10, 1-10.


Course structure:

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

Examination methods:


Oral		Written:	x	Partial exam	x
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Course quality and performance assessment

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

Code	PED1235							
Course	INTELLIGENT DATA ANALYTICS							
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	Katarina Ćurko, PhD, Full Prof. Nikola Vlahović, PhD, Associate Prof.							
Year of study	I. and II.			Semestar	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:		Exercises:		10	
Entry requirements and admission competences								
Doctoral student								
Course content								
<ul style="list-style-type: none"> ● 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; ● Analytical data processing and business analytics Iterative and interactive data analysis. Business results dynamic reporting methods. Business situation diagnostics. ● 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. ● Artificial intelligence basics and the role of intelligent methods in data processing. Logical programming. Machine learning basics. Intelligent data analysis ethics. ● 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. ● Creating quality information for decision-making Neuronal networks. Self-organizing maps. Genetic algorithms. Knowledge discovery in data bases. ● Methods and introduction to work with incomplete, unreliable and imprecise data and knowledge. ● Information resources management in business decision-making and management. 								
Learning outcomes								

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- 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
2.	Ralph Kimball, Margy Ross (2013), The Data Warehouse Toolkit, 3rd Edition, John Wiley& Sons Inc., New York, US
3.	Intel IT Center (2013), Turning Big Data Into Big Insights: The Rise of Visualization-based Data Discovery Tools, Intel Corporation, [online], https://www.intel.com/content/dam/www/public/us/en/documents/white-papers/big-data-visualization-turning-big-data-into-big-insights.pdf
4.	Deshpande, A., Kumar, M. (2018), Artificial Intelligence for Big Data, Packt Publishing.
5.	Ricardo Baeza-Yates, Berthier Ribeiro-Neto (2011), Modern Information Retrieval: The Concepts and Technology behind Search, 2nd Edition, ACM Press Books.
6.	Jerry Kaplan (2016), Artificial intelligence: What everyone needs to know, Oxford University Press.
Recommended reading:	
1	Bill Inmon (2017), Turning Spreadsheets into Corporate Data, Technics Publications
2	McKinsey Global Institute (MGI): Henke N., Bughin J., Chui M., Manyika J., Saleh J., Wiseman T., Sethupathy G. (2016), The Age Of Analytics: Competing in a Data-Driven World, McKinsey & Company , [online], https://www.mckinsey.com/~media/McKinsey/Business%20Functions/McKinsey%20Analytics/Our%20Insights/The%20age%20of%20analytics%20Competing%20in%20a%20data%20driven%20world/MGI-The-Age-of-Analytics-Full-report.ashx
3	Matthew Kinsey, (2018), Machine Learning For Beginners: Guide To Understand Machine Learning,
4	Kochenderfer, M. J. (2018), Decision Making Under Uncertainty: Theory and Application, MIT Press.
5	Wooldredge, M. (2009), An Introduction to Multi Agent Systems, 2nd edition, Wiley.


Course structure:

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

Examination methods:


Oral		Written	X	Partial exam	X
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Course quality and performance assessment

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

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				
	Postgraduate specialist			Postgraduate university			X	
Course co-ordinator	Ivan Strugar, PhD, Full Prof. Božidar Jaković, PhD, Associate Prof.							
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							3	ECTS
Teaching hours per semester	Lectures:	10	Seminars:		Exercises:	10		
Entry requirements and admission competences								
Set by the Study programme								
Course content:								
<ul style="list-style-type: none"> ● 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								
<ul style="list-style-type: none"> ● 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:								


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1.	Okada Kenichi, Hoshi Tohru, Inoue Tomoo. Communication and Collaboration Support Systems (Advanced Information Technology), ISBN: 1586035142, IOS Press 2005						
2.	Borgatti Stephen P., Everett Martin G., Johnson Jeffrey C.: Analyzing Social Networks, 2018						
3.	Tapscott, Anthony D. Williams: Wikinomics: How Mass Collaboration Changes Everything, Portfolio Hardcover; Expanded edition (April 17, 2008), 1591841933						
4.	Stawski Scott: Inflection Point: How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business, 2018						
5.	Brynjolfsson Erik, McAfee Andrew: The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies, January 25, 2016						
6.	Shrier David, Pentland Alex: Frontiers of Financial Technology: Expeditions in future commerce, from blockchain and digital banking to prediction markets and beyond, 2016						
7.	Hansen T. Morten: Collaboration, How The leaders avoid the traps, create unity, and create big results, MIT, 2009						
Recommended reading:							
1.	Barabasi Albert-Laszlo: Linked: How Everything Is Connected to Everything Else and What It Means for Business, Science, and Everyday Life, 2014						
2.	Shah Mahmood Hussain: Mobile Working: Technologies and Business Strategies, Routledge, 2014						
3.	Schmidt Eric, Cohen Jared: Novo digitalno doba, Profil 2013						
4.	Schwab Klaus: The Fourth Industrial Revolution, 2017						
5.	Foster Wade, Schreiber Danny The Ultimate Guide to Remote Work: How to Grow, Manage and Work with Remote Teams 2015						
6.	Castells Manuel: Internet Galaksija, Jesenski i Turk, 2003						
7.	Tapscott Don, Williams Anthony D.: Radical Openness: Four Unexpected Principles for Success, TED Books 2013						
Course structure_							
Lectures:	X	Seminars and workshops:	X	Exercises :	X	Individual assignments:	X
Multimedia and Internet:		X	E-learning:		X	Office hours:	X
Laboratory:			Field study:			Mentorship:	X
Examination methods:							
Oral			Written		X	Partial exam	X
Course quality and performance assessment							
<ul style="list-style-type: none"> Monitoring of students' Course attendance and fulfillment of other obligations Course assessment through students' survey Learning outcomes assessed by lecturer 							

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	X
Course co-ordinator	Mirjana Pejić Bach, PhD, Full Prof.			


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		Jovana Zoroja, PhD, Assistant Prof.						
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							3	ECTS
Teaching hours per semester:		Lectures:	10	Seminars:		Exercises:	10	
Entry requirements and admission competences								
Doctoral student								
Course content								
<ul style="list-style-type: none"> 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								
<ul style="list-style-type: none"> 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:								
1.	Witten, I. H., Frank, E., Hall, M. A., & Pal, C. J. (2016). Data Mining: Practical machine learning tools and techniques. Morgan Kaufmann.							
2.	Pejic-Bach, M., & Kerep, I. (2011). Weka–tool for data mining.							
Recommended reading:								
1.	Torgo, L. (2016). Data mining with R: learning with case studies. Chapman and Hall/CRC.							
2.	Roiger, R. J. (2017). Data mining: a tutorial-based primer. Chapman and Hall/CRC.							
Course structure:								
Lectures:	X	Seminars and radionice:	X	Exercises :		Individual assignments:	X	
Multimedia and Internet:	X		E-learning		X	Office hours::		

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Laboratory:		Field study:		Mentorship:	X
Examination methods:					
Oral		Written	X	Partial exam	X
Course quality and performance assessment					
<ul style="list-style-type: none"> 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 specialist			Postgraduate 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		Study elective	x	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								
<ul style="list-style-type: none"> The Course objective is to acquaint students with potential forms of information and other technologies abuse aimed at information systems endengaring, to draw attention to potential security risks, the possibilities of their realisation as well as to action methodsin 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 andsocial factors.. 								
Learning outcomes								
<ul style="list-style-type: none"> To understand, interpret and critically judge the influence of cybersecurity factors, and to demosntrate the most important research frameworks in this area To critically evauate the application of theoretical frameworks of cybersecurity management in research paper , and to apply the knowledge about models and methods fin 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 . 								

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Reading list :

1.	Amoroso, E.G. (2010): Cyber attacks: Protecting national infrastructure, Bh, Elsevier
2.	Spremić, M., Šimunic, A. (2018): Cyber security challenges in digital economy, Lecture Notes in Engineering and Computer Science: Proceedings of The World Congress on Engineering WCE 2018, pp. 341-347, IAENG, Hong Kong.
3.	Atoum I, Otoom A., Abu Ali A. (2014): A holistic cyber security implementation framework, Information Management & Computer Security Vol. 22 No. 3, 2014 pp. 251-264.
4.	Spremić, M. Turulja, L., Bajgorić, N. (2018): Two Approaches in Assessing Business Continuity Management Attitudes in the Organizational Context, Always-On Enterprise Information Systems for Modern Organization, IGI Publishing, pp. 159-183.
5.	Cheng, Y., Groysberg, B. (2017): Why Boards Aren't Dealing with Cyberthreats, Harvard Business Review, February 2017.
6.	European Union Agency for Network and Information Security - ENISA (2018): Threat Landscape Report 2017, January, 2018. Bailey, T., Kaplan J.M., Rezek, C. (2015): Repelling the cyberattackers, McKinsey Quarterly, July 2015. Boehm J., Merrath, P., Poppeksieker, T., Riemenschnitter, R., Stahle, T. (2018): Cyber risk measurement and holistic cybersecurity approach, McKinsey Quarterly, November 2018.

Recommended reading:

1.	Spremić, M. (2017): Sigurnost i revizija informacijskih sustava u okruženju digitalne ekonomije, Ekonomski fakultet Zagreb
2.	Werlinger, R., Hawkey, K., Beznosov, K. (2009) "An integrated view of human, organizational, and technological challenges of IT security management", Information Management & Computer Security, Vol. 17 Iss: 1, pp.4 – 1
3.	Hajdarevic, K., Allen, P., Spremic, M. (2016): Proactive security metrics for Bring Your Own Device (BYOD) in ISO 27001 supported environments, Telecommunications Forum (TELFOR), 2016 24th, IEEEExplore, 2016, pp. 41-44.
4.	Siponen, M.T., Oinas-Kukkonen, H. (2007) "A review of information security issues and respective research contributions", The Database for Advances in Information Systems, Vol.38 No.1 pp 60-81.
5.	ISACA (2017): State of Cyber Security 2017, ISACA, Rolling Meadows, Illinois, USA
6.	EY (2017): Global Information Security Survey, December 2017.
7.	Klahr, R., Shah, J.N., Sheriffs, P, et. al (2017): Cyber Security Breaches Survey 2017, UK Department for Media, Culture and Sport.

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:		Written:	X	Partial exam	x
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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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FACILITIES AND TEACHING STAFF

<p>1. SPACE AND EQUIPMENT</p>
<p>1.</p>
<p><i>1. 1 Higher education institution buildings (indicate existing buildings, buildings under construction, and planned construction)</i></p>
<p>Building of the Department of Economics and Business Economics of the University of Dubrovnik, Lapadska obala 7, 20000 Dubrovnik</p>
<p><i>1. 2 Lecture rooms</i></p>
<p>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.</p>
<p><i>1. 3.Laboratories /practical training rooms used in teaching</i></p>
<p>IT lab seats 30, and is situated in the building of the Department of Economics and Business Economics</p>
<p><i>1. 4. Practical training rooms</i></p>
<p><i>1. 5.IT Course rooms equipment (indicate data on computers in IT labs/practical training rooms used in teaching)</i></p>
<p>All lecture rooms and cabinets are equipped with advanced information technology (interactive boards and computers, and have Internet access).</p>
<p><i>1. 6.Teacher offices</i></p>
<p>Teacher offices are fully equipped and have Internet access</p>
<p><i>1. 7.Professional service premises (Secretariat, Student Registrar's Office)</i></p>
<p>Offices and services of the Department of Economics and Business Economics will be used</p>
<p><i>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)</i></p>
<p>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,.</p>
<p><i>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 .</i></p>
<p>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).</p>



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